

'Grocerants' competing with traditional restaurants

By Zlati Meyer , USA Today

Whether it's pizza from a wood-fired oven or a glass of wine while shoppers stroll the aisles, some grocers are turning portions of their stores into a nosher's delight – and creating tough new competition for fast-food chains and traditional restaurants.

The phenomenon is growing fast enough both in prevalence and sophistication that the food industry has coined a name for these combination grocery stores and eateries – the "grocerant." Customers get the convenience of being able to order a meal, then fill their shopping carts with home essentials while they wait. Stores pick up extra sales.

Grocerants generated 2.4 billion visits and \$10 billion in sales in 2016 by promoting restaurant-quality freshly prepared foods, which are on trend with the contemporary palate, reports The NPD Group, a research outfit. Grocerant visits have increased close to 30 percent since 2008.

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