

PROGRESSIVE GROCER

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SPECIAL REPORT

1988 Supermarket Sales Manual

Progressive Grocer delves into the sales and profit contributions of 34 grocery and perishables categories in this issue.....	53
Perishables (bakery & deli, dairy, frozen foods, ice cream, meat, produce)	61
Beverages (beer & wine, coffee & tea, juice, soft drinks & mixes)	81
Main Courses & Entrees (breakfast foods, canned fish, canned meat & specialty foods, pasta).....	105
Snack Foods (candy & gum, cookies & crackers, dried fruit, nuts, snacks)	121
Miscellaneous Grocery (baby foods, baking needs, canned fruit & vegetables, desserts & toppings, dried vegetables, pickles & olives, sauces & dressings, soup, spices & extracts, spreads & syrups)	143
Non-edibles (household supplies, paper, plastic, film & foil, pet foods, tobacco products).....	165

A line of microwavable, shelf-stable meals for children under the My Own Meals name has been introduced in the Chicago area by a company of the same name based in Deerfield, Ill. Packed in 8-ounce plastic retort pouches, the line consists of five varieties.

Retailers and wholesalers generally were positive about the new microwavables, but in most instances the products either had not yet reached their areas or were introduced too recently to judge sales.