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Side Delights has post-pandemic solutions for shoppers

In 2020, shelter-in-place mandates and consumer concerns about health created a surge in grocery shopping and pantry stocking. As 2021 comes to an end with restrictions eased and restaurants reopened, a study on how spending priorities have changed since COVID-19 shows that grocery shopping remains a top priority for consumers.



Side Delights recommends

starting the day with a healthy Hash Brown Breakfast Bowl.

Out of 13 categories, including vacations, clothing, restaurant food and entertainment, groceries, and household care products — groceries ranked highest with 42 percent of consumers saying they are a higher priority than they were before the pandemic, according to a Mintel COVID-19 impact study. Consumers' top three purchases ranked as a lower spending priority are not surprisingly vacations, clothing, and beauty products – categories changed by the pandemic's impact on travel, work, and going out. What might be less expected is that alcoholic drinks and ordering restaurant food are close behind, with 28 percent and 25 percent of shoppers stating that these items are now a lower priority.

So, what will consumers be shopping for when purchasing groceries? According to a recent article, What food trends will stick post COVID, demand has increased for healthy, sustainable home-cooked meals. Another trend expected to continue is that virtual work environments mean no more breakfast on the way to the office and lunch in the office or out with coworkers.

"With many consumers still working from home, they are also preparing more meals at home. Potatoes are an economical, versatile, and sustainable ingredient that can be incorporated into any meal, any time of day," said Kathleen Triou, president and CEO of Fresh Solutions Network.

"Shoppers can buy a five-pound bag of Side Delights potatoes and use the whole bag, creating healthy recipes for breakfast, lunch, and dinner."

Side Delights recommends starting the day with a healthy [Hash Brown Breakfast Bowl](#), taking a creative spin on traditional hot dogs by serving [Grilled Spud Dogs](#), and getting the family in the holiday spirit with a comforting [Potato and Turkey Pot Pie](#) for dinner.

For more information on Side Delights products and its network of farms, visit [SideDelights.com](#) and [GrownWhereItMatters.com](#).

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