

INFLATION CAUSES 65% OF BACK-TO-SCHOOL CONSUMERS TO CHANGE HOW THEY SHOP

OUT OF ALL BACK TO SCHOOL SHOPPERS...



Economically exhausted shoppers are heading into the school season with money on their mind. 65% will change how they shop as a result of inflation, and nearly 70% plan to stock up early because of rising prices and supply chain issues.

This year, in order to help shoppers fill their backpacks, retailers will have to become more involved in the shopper journey. Shoppers seek savings, tailored messaging, and more.

As shoppers navigate the complexities of finding the items they need in-stock, at prices that fit their budgets, they will be looking for retailers to help guide their shopping decisions. For example, 35 percent of people will be looking for promotional flyers, coupon books and emails to alert them of savings, while almost 30 percent of consumers will be looking to peers and influencers on social media to find the items they need.

Source: Inmar BTS 2022 Survey



Still not offering your shoppers digital coupons? Not sure how to use digital tools like email, social media or text messages to generate traffic to your store? The C&S Digital Marketing team is ready to assist you with the programs and strategy to effectively implement a digital marketing plan for your store. Reach out today, before the Back to School rush and learn how easy it is to get started!

ORDER ENTRY CORNER:

Print your own labels on demand.

Your C&S Datalogic memor10 Order Entry device comes with free Zebra Label printing software. Whether C&S supports your current retails or if you have RTS or RTI Label software supporting your retails, you can print labels from your C&S Order Entry device.



Here are some of the features:

- Print while you are making out your order. Simply scan the item and tap the item on the screen.
- Scan to print mode. Set device to scan and print items in succession.
- Change retails to print price change labels.
- Unit Price automatically adjusts to new retail.
- Barcodes on the label depict the C&S item code and will scan accordingly.
- Compatible with several model Zebra Bluetooth and / or Network printers.
- Labels are available in various color UPC boxes, Red, Green, Orange and Yellow.



Reach out to your Regional Retail Technology Departments for details.



Notes

NGA's Government Relations team works on federal legislative and regulatory policy issues that impact our members and the independent supermarket industry. To view specific issues that we are currently working on, please visit this link:

[GROCCERS TAKE ACTION CENTER](#)

ANTITRUST REFORM

NGA was founded on a mission to “promote, maintain, and strengthen the competitive marketplace” of food retail.

TAXES

NGA supports tax policies that encourage growth and investment in Main Street American businesses.

NUTRITION

NGA works closely with Congress and federal agencies to improve nutrition assistance programs.

PAYMENTS

NGA is fighting to lower the costs of accepting credit and debit cards for merchants and customers.

LABOR & EMPLOYMENT

NGA advocates for federal labor and employment regulations that will allow grocers to continue to provide Main Street jobs.

RETAIL Services



Save the Date!

East Coast Retail Services Expo

September 26 & 27, 2022 • Atlantic City, New Jersey

More details to come!



UPCOMING SUMMER/FALL 2022 FOOD SHOW DATES AND LOCATIONS

ROBESONIA

Lancaster Convention Center
Lancaster PA
July 25 & 26

EAST COAST

Mohegan Sun Casino & Resort
August 16 & 17

WEST COAST

Peppermill Resort & Casino
August 21 - 23

PIGGLY WIGGLY SOUTHEAST REGIONAL

Trident Technical College South Charleston
August 30

PIGGLY WIGGLY MIDWEST

Potawatomi Resort & Casino
September 12 & 13

PLEASE JOIN US AS WE GET TOGETHER FOR SOME GREAT OPPORTUNITIES AND FUN!



C&S
Retail
Services

Providing Independent Grocery Retailers *Best in Class* applications & solutions through education, installation, training and support.

For more information, contact your regional help desk below:

East Region: csrtshdma@cswg.com • 800.927.7771 x5

West Region: csrtswc@cswg.com • 800.901.1192