

Poultry provides sales boost

Chicken tenders correspond with spending at Ruby Tuesday

Chicken Spike. The introduction of chicken tenders at Ruby Tuesday serves as a catalyst to order additional menu items and beverages, say company executives. Chicken tenders, interestingly, appear to be the only menu item to boost the total ticket order.

End Of Magazine Inserts? Meredith, publisher of “Good Housekeeping,” “Family Circle” and “Parents,” reports it garnered 2.5 million digital order subscriptions for its print magazines in the past six months, up 15 percent from a year prior. In fact, 33 percent of its magazine subscriptions are now coming from digital efforts and not via the traditional (and despised) card inserts or direct mail inquiries. Now, company executives intend to cut back on paper inserts.

Drug Sales. Pharmacy and drug retailer CVS Caremark Corporation finds that those older than age 65 take an average



Larissa Faw
The Business Roundup

of 40-45 prescriptions per year; those younger than 65 have an average of seven or eight prescriptions per year.

One Zip. Under Armour has introduced a new zipper MagZip, thanks to a one-armed man. An inventor came up with this new prototype after his father lost use of an arm and lived by himself. Under Armour is using this zipper to help those wearing oversized gloves and unable to

use two hands to zip up their gear. Thus far, this new zipper is currently found on more than 400,000 jackets.

Minty Fresh. Some 38 percent of users brush with a Colgate toothbrush, but Colgate executives are sitting out the current trend toward unique toothpaste flavors, such as strawberry and mint chocolate. They are “closely monitoring” sales of these non-traditional flavors, but remain on the sidelines.

Groovy Gravy. Spice brand McCormick & Company will soon debut gluten-free gravy at U.S. grocers. This gluten-free gravy was first launched in Canada and has proven to be so widely popular there that company executives believe it will follow a similar path to success in the U.S. McCormick is increasingly using international markets as a testing ground for new products before bringing them to the U.S.

Rent-A-Package. Rent-A-Center is moving away from promotions to increase sales through combination deals. “You can carry more of the higher end but it is a high value for the consumer,” says Rent-A-Center’s Mitchell Fadel. This means packaging large screen TVs with large sized stereos or furniture. Or emphasize smart TVs versus non-smart TVs. Also, sales of new merchandise versus sales of used merchandise at the discount chain comprises a 25 percent to 75 percent ratio.

Jamaica Love. People prefer to go on cruises in the Caribbean (40 percent), Europe (17 percent down from 22 percent last year), Asia Pacific (12 percent), Alaska (5 percent), and the remaining percentage is a mixture of everything else, reports Royal Caribbean Cruises.

Going Vegan. Some 4 percent of Chipotle restaurants sell the vegan burrito Sofritas since it

was introducing a year ago, accounting for 3 percent of total store sales. And not just vegan lovers are ordering the meal; some 40 percent those ordering Sofritas are meat-eaters.

Soft But Strong Tissues. New innovation with tissue is driving sales growth, says Kimberly-Clark. The company consumes 2.4 metric tons of virgin fiber to make its tissues. About half is of eucalyptus, which provides softness, and the other half is fluff pulp and northern softwood, which provides strength.

Scuba Down. Unrest in the Middle East is dramatically hurting popular dive destinations, which in turn, hurts scuba gear sellers such as the U.S.-based Johnson Outdoors.

Larissa Faw covers business trends for Forbes, The Motley Fool and other outlets. Contact her at larissafaw@gmail.com.

SPONSORSHIP AD

Poultry provides sales boost

Chicken tenders correspond with spending at Ruby Tuesday

Chicken Spike. The introduction of chicken tenders at Ruby Tuesday serves as a catalyst to order additional menu items and beverages, say company executives. Chicken tenders, interestingly, appear to be the only menu item to boost the total ticket order.

End Of Magazine

Inserts? Meredith, publisher of “Good Housekeeping,” “Family Circle” and “Parents,” reports it garnered 2.5 million digital order subscriptions for its print magazines in the past six months, up 15 percent from a year prior. In fact, 33 percent of its magazine subscriptions are now



Larissa Faw

The Business Roundup

coming from digital efforts and not via the traditional (and despised) card inserts or direct mail inquiries. Now, company executives intend to cut back on paper inserts.

Drug Sales. Pharmacy and drug retailer CVS Caremark Corporation finds that those older than age 65 take an average of 40-45 prescriptions per year; those younger than 65 have an average of seven or eight prescriptions per year.

One Zip. Under Armour has introduced a new zipper MagZip, thanks to a one-armed man. An inventor came up with this new prototype after his father lost use of an arm and lived by himself. Under Armour is using this zipper to help those wearing oversized gloves and unable to use two hands to zip up their gear. Thus far, this new zipper is currently found on more than 400,000 jackets.

Minty Fresh. Some 38 percent of users brush with a Colgate toothbrush, but Colgate executives are sitting out the current trend toward unique toothpaste flavors, such as strawberry and mint chocolate. They are “closely monitoring” sales of these non-traditional flavors, but remain on the sidelines.

Groovy Gravy. Spice brand McCormick & Company will soon debut gluten-free gravy at U.S. grocers. This gluten-free gravy was first launched in Canada and has proven to be so widely popular there that company executives believe it will follow a similar path to success in the U.S. McCormick is increasingly using international markets as a testing ground for new products before bringing them to the U.S.

Rent-A-Package. Rent-A-Center is moving away from promotions to increase sales through combination deals. “You can carry more of the higher end but it is a high value for the consumer,” says Rent-A-Center’s Mitchell Fadel. This means packaging large screen TVs with large sized stereos or furniture. Or emphasize smart TVs versus non-smart TVs. Also, sales of new merchandise versus sales of used merchandise at the discount chain comprises a 25 percent to 75 percent ratio.

Jamaica Love. People prefer to go on cruises in the Caribbean (40 percent), Europe (17 percent down from 22 percent last year), Asia Pacific (12 percent), Alaska (5 percent), and the remaining percentage is a mixture of everything else, reports Royal Caribbean Cruises.

Going Vegan. Some 4 percent of Chipotle restaurants sell the vegan burrito Sofritas since it was introducing a year ago, accounting for 3 percent of total store sales. And not just vegan lovers are ordering the meal; some 40 percent those ordering Sofritas are meat-eaters.

Soft But Strong Tissues. New innovation with tissue is driving sales growth, says Kimberly-Clark. The company consumes 2.4 metric tons of virgin fiber to make its tissues. About half is of eucalyptus, which provides softness, and the other half is fluff pulp and northern softwood, which provides strength.

Scuba Down. Unrest in the Middle East is dramatically hurting popular dive destinations, which in turn, hurts scuba gear sellers such as the U.S.-based Johnson Outdoors.

Larissa Faw covers business trends for Forbes, The Motley Fool and other outlets. Contact her at larissafaw@gmail.com.

SPONSORSHIP

AD