

Shopping Searches Common

Google study shows mobile shoppers seeking more info

Keeping Close. Over 80 percent of smartphone and tablet users conduct local searches on their devices, with most of those searches focusing on store hours, directions, addresses, and product availability, according to Google's new local shopping behavior study.

Pancake Extension. IHOP is moving beyond breakfast. The upcoming June menu renovation will focus on evolving its lunch and dinner offerings with a launch of new items, including four new sandwiches and a new burger to appeal to a wide variety of guests. The chain is also enhancing its salad menu in June with the introduction of three new salads, and will launch a new kids menu in November.

Rich Yoke. Egg white prices averaged \$5 per pound last year, around \$8 a pound in the first quarter and are currently running around \$14 a pound, reports Boulder Brands. Egg



Larissa Faw
The Business Roundup

whites are a key ingredient for the gluten-free bakery business.

Games To Go. Videogame producer Electronics Arts reaches 30 million people each month via its mobile games. Last year, the company installed over 620 million games on mobile devices, with its four biggest titles as The Simpsons, Sims FreePlay, FIFA 14, and Real Racing.

Out Of Time. Groupon sends 250 million emails to its sub-

scribers every day. Its marketplace now has over 200,000 deals worldwide available at any given time and over 95,000 in North America alone. Still, far too many Groupon still expire, say executives which creates a drag on people's willingness to buy more and the process of redeeming Groupon is still too complex.

Bad News. Regular media reports that question the benefits of vitamin use are hurting GNC stores. Since these reports are "more persistent and impactful than we had historically experienced," executives say multi-vitamin sales are weak. Fish oil, in particular, has been declining in both specialty and mass channels following studies published last year.

Lunch Traffic. 60 percent of Potbelly restaurant's business happens between 11:30 a.m. and 2:30 p.m. By the middle of the summer, all of the chain's shops will have its fast oven that reduc-

es 40 seconds off of its whole oven cooking time.

Multi-lingual Readers. While 99 percent of HarperCollins books are published in English, Harlequin books are published in 34 languages, and 40 percent of its revenues come from books published in languages other than English.

Growing Up. Discount deal website Zulily's 47 percent of North American orders were placed on mobile devices, up from 39 percent a year ago. Meanwhile, in the first quarter over 60 percent of units ordered came from non-kids apparel categories despite the fact the site is best known for its kid deals.

Toyota Gets Real. Toyota's new ad campaign is blurring the lines between reality and fiction. Since December 2012, the car brand and ad agency Saatchi & Saatchi LA have featured a friendly receptionist named

"Jan." Now, "Jan" is pregnant. After the actor who plays Jan, Laurel Coppock, announced she was expecting, executives decided against hiding the pregnancy or writing Jan out of the campaign. Instead, they felt that there was a natural opportunity to integrate Coppock's pregnancy into the "Jan" storyline. The first spot to showcase the pregnancy will debut before Mother's Day and run across TV, radio, digital, and organic social media. Then, the follow-up spot will debut in August.

Missed Meals. Food provider Aramark estimates that it missed serving approximately 10 million meals - school lunches - in our K-12 division alone during this winter from school weather closures.

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

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