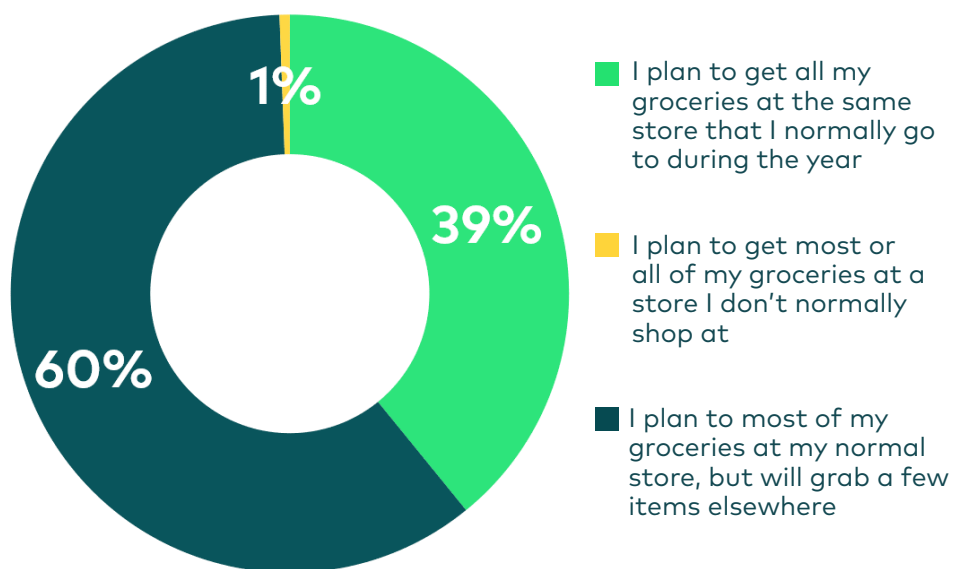


# Tempt Them with Turkey

Promote key holiday items early and often for Thanksgiving success

Turkey is the star of the Thanksgiving table, and as such it tends to be a major factor in consumers' Thanksgiving grocery shopping decisions. Though normally creatures of habit, during the holidays people tend vary their shopping behavior and look outside their normal grocer for key items. Our survey data shows that 60% of shoppers plan to shop for some items outside their regular grocery store this season – and turkey is the number one item those shoppers say they'll be looking for.

## Where do you plan to shop for your Thanksgiving groceries?



Top 5 items shoppers plan to shop for outside their normal grocer:

1. Turkey
2. Pies
3. Vegetables
4. Decorations
5. Wine

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## Drive holiday business with savvy circular promotions

There are tons of opportunities to capture leaking Thanksgiving dollars as shoppers look elsewhere for key holiday items. The best way to lure those shoppers into your stores is through tempting turkey promotions. Shoppers are actively looking at circulars during the holidays for the best deals, so retailers should offer attractive promotions on staple holiday items early and often. Albertsons won a major shift in share of wallet Thanksgiving 2017 by doing exactly that.



Albertsons IM,  
11/1/17, Boise



Albertsons SOW,  
11/8/17 Phoenix



Albertsons SOC,  
11/8/17, LA

Source: Numerator Promotions

## How Albertsons won Thanksgiving 2017



### Juicy Deals

Free turkey with \$100-150 purchase starting Nov 1, followed by a lower price-per-pound offer with \$50 purchase week before Thanksgiving



### Early Promotions

Albertsons mentioned Thanksgiving on its circular front covers one week earlier than other competitors like Target, Kroger and Walmart



### Price Match

Albertsons featured its turkey price matching guarantee on circular covers – going out of its way to name its nearby competitors



Contact us at  
[hello@numerator.com](mailto:hello@numerator.com)  
to learn more about  
our Thanksgiving study.