

Ready Meals! Are customers ready?

From my point of view the first thing consumer search for in all this kind of products is the key word ATTRACTIVE. They don't know as potential clients, we don't know as Chefs but first impressions last forever and ever. Pack appearance, shape and colors have to be thought from customer need's mind and our work is to get into there.

Once in a while in order to go on innovating and creating we have to ask ourselves, Do my client target would choose my product even he/she doesn't know what is inside? Or it's just in the other way around.

I am totally convinced that a fresh healthy meal, which can be served at quick and right time, will be the main successful point between customers and us.

An ideal ready meal should consider the time (as long as it could last in freezer) to keep it fresh. Single presentations are a must and could come with a special dressing or marinated topics such as lemon juice, olive oil, balsamic vinegar from Modena and so on.

In markets like South America the challenge will be to offer a ready meal that seems to be a home made one. Are customers ready? Are we ready to make it work out?

Chef Leo Jaciuk