GROCERY 04/09/2017 L. ERICKSON

The way people are now grocery shopping is forcing area retailers to try new things.

The latest trend in online shopping is groceries. Grocery stores can have groceries ready for pick up or delivered directly to door steps when you order online. Lisa Erickson has the story.

MP3 RUNS 1:10 O/C: ... I’M LISA ERICKSON.

LISA ERICKSON: FAMILY FRESH IN RIVER FALLS HAS PARTNERED WITH MY WEB GROCER. ORDERING ONLINE IS EASY. STORE STAFF WILL DO THE GROCERY SHOPPING FOR CUSTOMERS AND HAVE THE GROCERIES READY WHEN THE CUSTOMER ARRIVES AT THE STORE. THEN, THEY BRING THE GROCERIES TO YOUR CAR. I CAUGHT UP WITH THE ASSISTANT MANAGER, DAWN KOBS.

DAWN KOBS: "...ONLINE SHOPPING, WHERE YOU ORDER ONLINE WE GO AND GET THE GROCERIES FOR YOU AND BRING IT OUT TO YOU. WE HAVE ONE CUSTOMER THAT USES IT EVERY WEDNESDAY. HE IS A SENIOR AND DOES IT EVERY WEDNESDAY, RELIGIOUSLY."

LISA ERICKSON: KOWALSKI’S MARKETS HAVE BEEN CLOSELY WATCHING THE TRENDS OVER THE LAST FEW YEARS. HERE IS THE VICE PRESIDENT OF PERISHABLE FOOD OPERATIONS, TERRI BENNIS, IN A PHONE CALL.

TERRI BENNIS: "WELL, WE RECOGNIZED THIS SHIFT IN BUYING PATTERNS SOME YEARS BACK. YOU KNOW, WHAT THEY WANT IS EASY MEALS."

LISA ERICKSON: BENNIS SAYS THE DIGITAL ERA HAS REALLY CHANGED HOW PEOPLE SHOP. SHE HAS BEEN IN THE FOOD INDUSTRY LONGER THAN SHE WOULD LIKE TO ADMIT, AND SAYS JUST WHEN YOU THINK YOU HAVE IT ALL FIGURED OUT, IT ALL CHANGES. FOR THE FALCON NEWS SERVICE, I’M LISA ERICKSON.

Another new concept in grocery shopping is fresh restaurant-quality foods made on the spot. Four Kowalski’s stores now have a pasta program that lets customers choose what kind of pasta, meats and vegetables they want. The meal is then cooked to order.

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