Retail Innovation Shout Out: Target Buys CHEFS Catalog and Cooking.com

by Sonia Parekh

In the mass merchandising retail sector, Target continues to lead the way in innovation. Its most recent purchase of CHEFS Catalog and Cooking.com will not only give the company access and a channel to sell high-end kitchen brands including All Clad, Cuisinart and Le Creuset, but will also help them to reach customers who are increasingly going online for cooking and kitchen solutions.

Many recently published studies show that more people, in all income groups, are cooking at home. Some are doing it as a cost cutting measure and some because they want to eat healthier. Either way, this group is going online to find information… Is kale really as healthy as everyone says? What are some quick and inexpensive meals I can cook for my kids? Where can I find a really good garlic press?

With the acquisition of CHEFS Catalog and Cooking.com, Target now has another, more innovative way to reach this expanding group. Beyond that, bringing these two brands into the Target family helps to build the retailer’s credibility in the entire kitchenware category. A great example of innovation in consumer experience and branding brought to us from the big red bullseye!

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