

[my brg](#) | [settings](#) | [logout](#)

## Business Reference Guide Online

search for information on 556 industries

BRG search [delicatessens](#)

[◀ back to search results](#) | [view all industries](#)


### Delicatessens

**SIC:** 5141**NAICS:** 445110**Number of Businesses / Units:** 40,500

#### See Also

- ▶ [Grocery Stores](#)
- ▶ [Grocery Stores -- Small to Medium Size](#)
- ▶ [Supermarkets](#)

This industry comprises establishments generally known as supermarkets and grocery stores primarily engaged in retailing a general line of food, such as canned and frozen foods; fresh fruits and vegetables; and fresh and prepared meats, fish, and poultry. Included in this industry are delicatessen-type establishments primarily engaged in retailing a general line of food.

#### Rules of Thumb

40 percent of annual sales plus inventory

2 times SDE plus inventory

"It the deli is open five days a week, it's 50 percent of annual sales; if it's open six days a week, it's 40 percent of annual sales; and, if it's open seven days a week it's 30 percent of annual sales."

#### Pricing Tips

"It's important to recognize the distinction between sandwich shops and a real delicatessen. A real deli sells cold cuts plus many other traditional deli items; it usually does make and sell sandwiches, but it represents only a portion of their business. A sandwich shop is like a Subway or Quiznos."

#### Additional Resources

##### Associations

- ▶ [International Dairy-Deli-Bakery Association](#)

