

Meijer Expects "You've Been Boomed" Trend to Peak as Families Seek Socially-Distant Ways to Embrace Halloween

The retailer offers creative ideas and kits that make surprising friends and neighbors with Halloween goodies easy and fun

GRAND RAPIDS, Mich., Oct. 1, 2020 /PRNewswire/ -- As the [Center for Disease Control warns against traditional trick-or-treating](#) and customers wonder what a socially-distant Halloween will look like for their families, Meijer expects "Boo Bags" to become the go-to way to celebrate the season.

"Boo Bags" come from the "You've Been Boomed" Halloween trend increasing in neighborhoods during the last few years. In order to participate, families simply fill bags with a variety of Halloween goodies and leave them in front of neighbors' or friends' doors with a sign explaining they have been "boomed" and must now pass a ghostly surprise on to someone else.

"We anticipate the growing 'You've Been Boomed!' trend to be really big this year as families look for fun ways to embrace the season safely," Meijer Group Vice President of Home and Hardlines Shawn Sinicrope said. "With so much uncertainty around the usual Halloween celebrations like haunted houses and even trick-or-treating, 'Boo Bags' give families an opportunity to still have fun together while starting a new tradition."

Customers can visit the [Meijer "You've Been Boomed" page](#) for creative Boo Bag ideas, a free printable sign and item lists that they can shop directly using Meijer Home Delivery or Curbside Pickup. These Boo Bag themes range from candy-filled family fun to potion-like cocktails and haunting décor to show that there's a Boo Bag for everyone on a customer's list.


"What makes this such a fun way to celebrate the holiday is that it teaches kids about the joys of giving on a holiday that focuses so much on receiving," Sinicrope said. "It also allows families to enjoy many of the elements of traditional trick-or-treating—the joys of wandering the neighborhood together as a family—while still respecting social-distancing guidelines."

Meijer also offers fun shoppable guides for bringing the spooky spirit of the holiday home through Halloween-themed décor for the [porch](#) and [indoors](#), recipes and [charcuterie boards](#). Additionally, the retailer offers all of the [classic components of a perfect Halloween](#) – from [candy](#) to [pumpkin carving supplies](#) to [costumes](#) for the whole family, including the [four-legged friends](#).

About Meijer: Meijer is a Grand Rapids, Mich.-based retailer that operates 253 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer pioneered the "one-stop shopping" concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit www.meijer.com. Follow Meijer on Twitter [@Meijer](#) and [@MeijerPR](#) or become a fan at facebook.com/meijer.

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