

MAXIMISE YOUR SALES IN HOSPITALS

DID YOU KNOW?

There are over 10 billion out of home food and drink occasions each year¹, with lunch driving the most number of transactions followed by morning & afternoon snacking⁵. **Are you getting your fair share of savoury snacks customer spend across these key occasions?**

The average person spends

£1,096

on out of home food & drink every year³

86%

of the population purchased and consumed snacks on the go in the last year²

63%

of people purchase snacks on impulse⁴

WHY ARE SNACKS IMPORTANT?

A core CQUIN* range is a critical consideration for hospitals. Most hospitals operate 24/7, catering for workers, patients and visitors.

Hospitals need to provide access to food provisions throughout the day, whether that be as part of a meal or a snack between meals, and savoury snacks are a convenient on the go solution.

The top reason for buying crisps, snacks & nuts is as a treat⁸ and crisps are the most popular type of savoury snack⁸.

3 STEPS TO DRIVE INCREMENTAL SALES WITH SAVOURY SNACKS

1. VARIETY

OFFER THE RIGHT VARIETY OF PRODUCTS TO MEET YOUR CUSTOMERS' NEEDS.

2. VISIBILITY

MAKE PRODUCTS VISIBLE SO THAT YOUR CUSTOMERS ARE PROMPTED TO PURCHASE.

3. VALUE

PROVIDE YOUR CUSTOMERS WITH A VALUED EXPERIENCE TO BUILD TRUST AND LOYALTY.

¹. Kantar WPO, OOH panel, 52WE 16 April 2023 ². Kantar WPO, OOH panel, 52WE 27 November 2022 ³. Kantar WPO, OOH panel, 52WE 19 March 2023 ⁴. Mintel Consumer Snacking 2022 ⁵. Kantar WPO, OOH panel, 52WE 19 February 2023 ⁶. Kantar WPO, In Home & Carry Out Panel 52WE 12 June 2022 ⁷. Salesout, Foodservice sales, CSN, Singles, 52WE 1 January 2023 (grouped by Brand/Flavour) ⁸. Mintel Crisps Snacks & Nuts 2023 ⁹. Mintel Eating Out Review UK 2023

*CQUIN (the Commissioning for Quality and Innovation) is a framework within the NHS that supports improvements in the quality of services and the creation of new, improved patterns of care. The CQUIN on 'healthy food for NHS Staff, visitors and patients' covers all food and drink sold to staff, visitors and patients on NHS premises from outlets including shops, newsagents, cafes, restaurants, kiosks and coffee carts, vending machines, trolley services, pharmacies, gift shops etc and this, along with Government Buying Standards (GBS) has influenced product choice in hospitals. For Savoury Snacks CQUIN compliant products can't have any red traffic lights on their nutritional labelling GBS regulations require products to be 35g or less, but optimal is 30g or less per serving.

1. VARIETY

By offering a mix of best sellers and a variety of products, each outlet can increase customer appeal, drive greater sales volumes, minimise wastage and make more profit.

DID YOU KNOW?

The Top 10 savoury snacks in Hospitals deliver **53%** of category sales⁷ (not all these are CQUIN* products).

WHY BESTSELLERS ARE IMPORTANT

Great taste
#1 reason for choosing a product⁴ + **Established brand trust** + **Increased consumer appeal**

HERE'S WHAT WE RECOMMEND

*Number denotes priority

CRISPS / RIDGED / PREMIUM

Most popular savoury snack: great with a sandwich, hungerfill or something a bit special for later in the day

SNACKS

Broaden customer appeal

BETTER FOR YOU

Healthier alternative for customers wanting balance

1 21420/115409	2 21421/115408	8 21422/115407	3 114760	6 100135	4 89586	5 89584	7 89585		
11 28987	12 118844	17 114775	18 118848	9 135697	13 110658	14 114762	10 104378	15 103193	16 103192

..... CQUIN compliant SKUs - CQUIN compliant must not have any red traffic lights / 100g ◆ GBS compliant - GBS regulations require products to be ≤35g optimum ≤30g

2. VISIBILITY

If they're out of sight, they're out of mind, so make sure your snacks are visible to your customers with these easy to execute display options.

TRY SOME OF THESE TO DRIVE MORE SALES

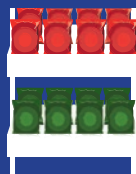
VENDING MACHINE

Make it convenient to purchase.



CANTEEN/RESTAURANT DISPLAY UNIT

Make a focal point of your offering visible to the customer.



CONVENIENCE SHOP

Display a range of products in prominent positions.

FOOD & DRINK CHILLER

Display with complementary product offerings like sandwiches.



COUNTER TOP DISPLAY UNIT

Make a focal point of your offering visible to the customer at the tillpoint.

3. VALUE

Incentivise your customers to spend more, while providing an enhanced experience catering to their needs and the needs of patients.

CONSIDER HOW YOU CAN OFFER MORE VALUE



Meal deals drive 10% of food to go spend⁵, and are a great way to drive value. 75% of consumers have either bought a meal deal at a food outlet or would be interested in doing so⁹



Soft drink and snack deals can satisfy a hunger need between meals⁹

1. Kantar WPO, OOH panel, 52WE 16 April 2023 2. Kantar WPO, OOH panel, 52WE 27 November 2022 3. Kantar WPO, OOH panel, 52WE 19 March 2023 4. Mintel Consumer Snacking 2022 5. Kantar WPO, OOH panel, 52WE 19 February 2023 6. Kantar WPO, In Home & Carry Out Panel 52WE 12 June 2022 7. Salesout, Foodservice sales, CSN, Singles, 52WE 1 January 2023 (grouped by Brand/Flavour) 8. Mintel Crisps Snacks & Nuts 2023 9. Mintel Eating Out Review UK 2023

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