

MAXIMISE YOUR SALES IN PREMIUM CAFÉS & COFFEE SHOPS

DID YOU KNOW?

There are over 10 billion out of home food and drink occasions each year¹, and customers visit cafés weekly⁵, with lunch being the biggest occasion⁵. Are you getting fair share of savoury snacks customer spend?

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?

Quick, convenient meal solutions are important, especially at lunchtime.

Sandwiches account for **66%** of these trips in cafés³.

Savoury snacks are the perfect partner to the sandwich offering; of all lunches including a snack, **68%** also contain a sandwich⁶.

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. VARIETY

By offering a mix of best sellers and a variety of products, each outlet can increase customer appeal and maximise sales of savoury snacks.

DID YOU KNOW?

The Top 10 savoury snacks in Cafés & Coffee Shops deliver **63%** of category sales⁷.

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

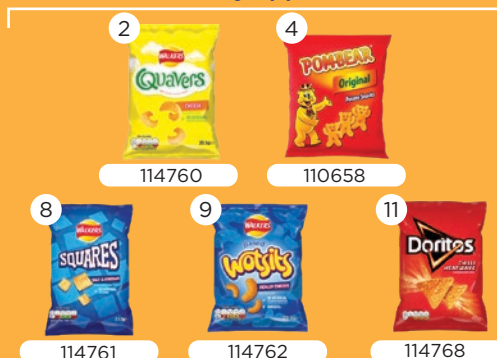
Most popular savoury snack.
Great with a sandwich or on their own

SNACKS

Broaden customer/
family appeal

BETTER FOR YOU

Healthier alternative for
customers wanting balance



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

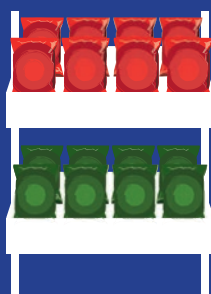
MENU BOARD

Signpost products
to drive initial need.



DISPLAY UNIT

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



FOOD & DRINK CHILLER

Display with
complementary
product offerings
like sandwiches.



TILL POINT

Another really easy prompt
and reminder to the
customer before they pay.



3. VALUE

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

CONSIDER HOW YOU CAN OFFER MORE VALUE



**Meal deals drive 10% of
food to go spend⁵,**
and are a great way to drive value⁵.

**75% of consumers have
either bought a meal deal
at a food outlet or would be
interested in doing so⁸.**

Think about offering snacks in this
format to drive sales.