

# MAXIMISE YOUR SALES IN UNIVERSITIES & COLLEGES

## DID YOU KNOW?

There are over 10 billion out of home food and drink occasions each year<sup>1</sup>, with lunch being the biggest occasion for students<sup>5</sup>. Over 60% of snacks consumed by students are at lunch or in the afternoon<sup>5</sup>. **Are you getting your fair share of savoury snacks customer spend?**

The average person spends  
**£1,096**  
on out of home food & drink every year<sup>3</sup>

**86%**  
of the population purchased and consumed snacks on the go in the last year<sup>2</sup>

**11:30**  
**63%**  
of people purchase snacks on impulse<sup>4</sup>

## WHY ARE SNACKS IMPORTANT?

Whether it is part of a main meal or light lunch, or to satisfy hunger in between meals, snacks are key for students. Offering snacks on-campus means that students can remain on-site, allowing you to maximise revenue.

The top reason that consumers buy crisps, nuts and snacks is as a treat<sup>9</sup>. Savoury snacks are a convenient and key product to meet this demand, providing an affordable and enjoyable option for students throughout the day.

During the lunchtime occasion, snacks are critical. Of all lunches containing a snack, 69% of these also contain a sandwich, highlighting the sales opportunity snacks can provide and how they are a perfect pairing with sandwiches<sup>6</sup>.

Since younger people snack more frequently<sup>4</sup>, the education sector overtrades in food sales between meals. Savoury snacks provide a convenient solution for students looking for food on the go.

### 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, drive greater sales volumes, minimise wastage and make more profit.

### DID YOU KNOW?

The Top 20 savoury snacks in Universities & Colleges deliver **47%** of category sales<sup>7</sup>.

### WHY BESTSELLERS ARE IMPORTANT

Great taste  
**#1 reason** for choosing a product<sup>4</sup> + **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

21421/115408	21420/115409	28987	118844
21422/115407	118848	114775	
28988	118846		

#### SNACKS

Broaden customer appeal

114760	114768
114769	117946
114770	

#### BETTER FOR YOU

Healthier alternative for customers wanting balance

89586	104380	
104378	89584	89585
103193	103192	

## 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 when the canteen & coffee shops are closed.



#### MENU BOARD

Use as an additional reminder of your snacks offering.

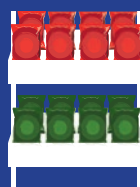


#### FOOD & DRINK CHILLER

Display with complementary product offerings like sandwiches.

#### CANTEEN/RESTAURANT DISPLAY UNIT

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



#### 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.

### CONSIDER HOW YOU CAN OFFER MORE VALUE



**Meal deals drive 10% of food-to-go spend<sup>5</sup>, 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 so<sup>8</sup>



**Soft drink and snack deals to appeal to younger consumers between meals.**

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 Eating Out Review UK 2023