

MAXIMISE YOUR SALES IN OFFICES

DID YOU KNOW?

There are over 10 billion out of home food and drink occasions each year¹, and despite the increased shift to more hybrid working, workers still purchase food in a workplace on average 2 days per week⁶. **Are you getting your 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?

Whether it is part of a main meal or light lunch, or to satisfy hunger in between meals, snacks are key for office workers. Offering snacks in the workplace provides customers with convenience, whilst also maximising site revenue.

29% of total food spend at lunch in the workplace is from sandwiches⁵, which make a perfect partner to snacks. Of all lunches containing a snack, 68% of these also contain a sandwich, highlighting the sales opportunity snacks can provide.⁶

Savoury snacks see a spike in the afternoon, when hungry workers are looking for a pick me up¹. Since the workplace is a place that overtrades in food sales between meals, savoury snacks are a convenient product for both office workers and operators to drive incremental sales¹.

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 the Workplace deliver **51%** 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 / RIDGED / PREMIUM

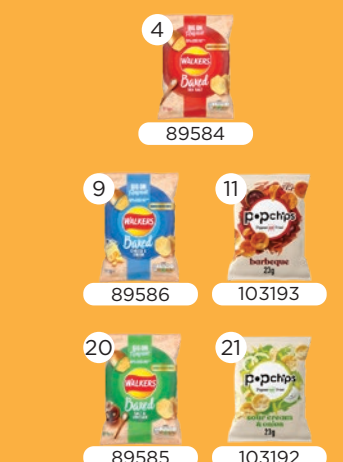
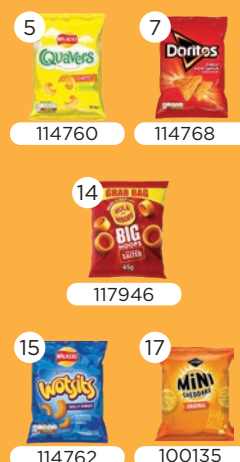
Most popular savoury snack: great with a sandwich, hungerfill or something a bit special for later in the day

SNACKS

Broaden customer appeal

BETTER FOR YOU

Healthier alternative for customers wanting balance



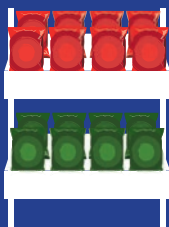
2. VISIBILITY

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

OFFICE SHOP

Display a range of products in prominent positions.



COUNTER TOP DISPLAY UNIT

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

CANTEEN/RESTAURANT DISPLAY UNIT

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

FOOD & DRINK CHILLER

Display with complementary product offerings like sandwiches.



VENDING MACHINE

Make it convenient to purchase when the canteen & coffee shops are closed.



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



Soft drink & snack deal to satisfy between meal hunger need