



There you go.

Unlocking new growth opportunities in the food-to-go business.

The retail business is under pressure globally, customers expect more than just the sale of food products, namely inspiration and new ideas, for example in the food-to-go sector, which is gaining in importance for a number of reasons.

3 trends by FFI

On the one hand, there are worldwide hygiene rules in restaurants, which do not necessarily make eating out fun. On the other hand, due to the crisis period, money is not quite so easy to spend. But this is precisely the first of three driving factors for Gavin Rothwell, founder of Food Futures Insights (FFI) and proven food-to-go expert, for the food-to-go business. In his opinion, the combination of a limited range of restaurants and limited financial scope for guests can boost food-to-go business - after all, food-to-go is still affordable. Rothwell has identified so-called microstores as a second trend. These are small neighbourhood shops that are available in a variety of forms, for example at the corner, on wheels or with delivery service. They all have one thing in common: their range of products is manageable, but tailored effectively to the needs of the customers. Because Rothwell believes that the lockdown has also shown that we don't need as much choice as we previously believed. Trend number three strives in roughly the same direction: the ever-increasing importance of localness and regionality. More and more customers are asking about the origin of the products and are trying to buy regionally.

- > limited restaurant offer and limited financial scope
- > microstores with customized offers
- > localness and regionality

There's also scope to upweight seasonal as part of this, and Rothwell cites operators like Sweetgreen in the US who make a virtue of this seasonality in their marketing, rather than it being an availability barrier.

With a well thought-out concept to success

One person who is also familiar with trends in the retail segment and has to react to customer wishes on a daily basis is Danny Scobie, who is responsible for the food-to-go business of Scotmid, a Scottish grocery chain. Their goal for the 188 convenience stores in Scotland and the north of England: is to make his customers' everyday lives better. That's why he maintains a broad food-to-go range of products, which offers many advantages from a commercial point of view: higher customer frequency, gradual increase in sales, high profitability and differentiation from the competition. The success of this take-away concept is based on five key elements: business environment, product, partnerships, employees and communication.



Danny Scobie, Food-To-Go Operations Manager, Scotmid

They must work hand in hand to turn a concept into a commercial success. To achieve this, Scotmid has divided the day into five sections to meet the changing needs of its customers: Breakfast, snack, lunch, afternoon and evening divide the day. The focus is on lunch and scores points with freshness, value for money, a varied product range and product standardisation. Scobie also calls this "the redefinition of hot". And for the future, he is thinking, among other things, about new concepts for the evening which will include the ability for customers to order for home delivery.

The 5 success factors of Scotmid

- > business environment
- > product
- > partnership
- > employees
- > communication



A reliable partner in the preparation of food

When companies like Scotmid talk about a suitable partner - what does he have to achieve? Benjamin Nothaft, Key Account Manager at RATIONAL, the global market and technology leader for thermal food preparation in professional kitchens, provides an insight. He sees the following four points. Firstly, the company has knowledge and experience, i.e. it helps with concept development, tests, works out the standard operating procedure (SOP) together, shows the customer new ways and ideas, and provides support in the selection and preparation of the menus. A second important point for Nothaft is flexibility and space-saving. Space is usually limited, often expensive, but can be used profitably with the right multifunctional cooking technology. Because a good concept requires little production space, but offers high flexibility. Nothaft would recommend the multifunctional iCombi Pro cooking system from RATIONAL, which can be used to prepare different dishes one after the other or even together. The third point Nothaft mentions is ease of operation, after all, a concept must be able to be implemented by anyone, even by semiskilled workers. This is where the iCombi Pro really stands out with so much intelligence that the desired cooking result is achieved with just a touch of the screen. Fourthly, quality and consistency must be guaranteed, a concept must be able to be implemented in every store and at any time in the same quality, and the products should also look appetizing in the display and later at home. The latest cooking systems make this possible with the ability to adapt to changing conditions independent of the operations team.

Why RATIONAL as a partner?

- > knowledge and experience
- > less space, more flexibility
- > ease of use
- > standardisation of food production

So anyone looking for new sources of income in the out-of-home business should take a closer look at food-to-go. It's more simple than you might think. And on top of that the trend seems to be accelerating and delivering to the bottom line.



Find out more: rational-online.com/food-to-go

