

Opportunity for Refrigerated Potatoes in North American Foodservice

Assignment

- Assess opportunity for refrigerated, value-added potatoes in U.S. and Canada
- Evaluate investment of \$1.5 million in production and capital infrastructure
- “Go” or “No go”

Engagement Objectives

- “Size” the foodservice refrigerated potato category
- Identify refrigerated potato items driving volume
- Determine how category has changed over past 2-3 years, plus outlook
- Examine competitive landscape, identify and evaluate key competitors
- Implications to the client re: growth opportunities, innovation and outlook

Approach



COMPREHENSIVE SECONDARY DATA MINING



CHANNEL INTERVIEWS of operators and distributors to test preliminary market size. Gauged changes in purchase patterns, segment traffic and category growth



COMPETITIVE EVALUATION Deep dive into competitive landscape to discover needs and challenges

RESULTS

- 1 *Refrigerated potatoes not viable. Cost to serve distributors, logistics and format barriers all worked against the client*
- 2 *“No go”*

Questions?

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