

SMART REPORT

➤ Selling to Grocerants and the Retailer Prepared Foods Segment 2017

While grocery stores have long featured coffee, wine or beer bars and café-style service, the growth of dine-in—and particularly full-service restaurants—at supermarkets is a fairly new phenomenon. Plus, prepared foods (ready-to-heat and ready-to-eat) continue to gain in popularity in retail, thanks to chef- or health-driven preparations and restaurant-quality merchandising/ambiance—all for check averages that typically beat local and chain restaurants.

Several mainstream supermarkets have introduced full-service and quick-service restaurants under a single roof. Wegmans, H-E-B, Kroger and Lunds & Byerlys have recently ramped up their foodservice options with build-your-own pizza stations, burrito bars, and pub/upscale grille concepts. Whole Foods, considered a leader in the “Grocerants” trend, offers everything from to-go barbecue and fresh pasta dishes to its East Lansing Green State Bar and Grill, which serves burgers, sandwiches and breakfast with a rotating selection of hard-to-find Michigan craft beers.

Q1 Consulting’s research of **150 supermarket, specialty, club and mass retailers** provides immediate insights into this lucrative channel.

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Note: survey data and tabulations are included in the price.