

## Selling to Offsite Central Kitchens Study

*A comprehensive review of grab-and-go prepared foods in retail, noncommercial & quick-service restaurants*

Central kitchens have become a critical link in the foodservice supply and value chains. Convenience stores have considered prepared foods a priority because of traffic and margin increases. As recently as 2012, retailers such as Target, CVS and Walgreens also have made a steady push into the prepared foods segment, as time-starved, quality-seeking consumers shy away from costlier restaurant meals. Additionally, certain QSRs, particularly coffeehouses, and some noncommercial operators rely on central kitchens. This is why Q1 Consulting developed a study to inform food industry manufacturers of this increasingly important supply-chain component.

### ➤ Objectives

- Help identify, target and sell to offsite central kitchens serving the retail industry and select noncommercial operators, airline and QSRs.
- Provide an avenue of sales growth outside of the traditional supply-chain channels.
- Identify local, regional and national third-party kitchens.
- Profile top offsite, independent central kitchens.

### ➤ Methodology

- **TREND IDENTIFICATION** through review of public information and nonproprietary research.
- **250 IN-DEPTH OPERATOR INTERVIEWS** with major c-store, supermarket and general retail chains, plus high-volume independents offering foodservice. Select noncommercial and QSR operators were also interviewed.
- **CENTRAL KITCHEN INTERVIEWS** of owners, senior management, sales and other relevant functional areas.

### ➤ Deliverables

- PowerPoint report with extensive metrics, analysis and expert insights.
- Easy-to-digest commentary with key takeaways and actionable recommendations.
- Robust appendix with full study data from questions and responses.
- A listing of more than 75 central kitchens with locations, contacts and current customers.

### ➤ Next Steps

To purchase this study, please complete the acceptance form on the following page or contact Tim Powell at 312.602.9899 (tpowell@q1consultingllc.com).



## Purchase Agreement

## Selling to Offsite Central Kitchens Study

YES, I'd like to purchase the study for \$9,500.

### ACCEPTANCE

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

Once approved, please sign, scan and email to the attention of Tim Powell at [tpowell@q1consultingllc.com](mailto:tpowell@q1consultingllc.com). Thank you for your business!