

Capturing Share in 'Grocerants' and Supermarket Prepared Foods

Comprehensive analysis of restaurants and prepared foods in the retail food channel

➤ Study Background & Objective

While grocery stores have long featured coffee bars, wine and beer bars or 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-driven and often healthful preparations and restaurant-quality merchandising and 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 recently have ramped up their foodservice offerings, offering everything from build-your-own pizza stations to burrito bars to pub concepts and upscale grille concepts. Thanks to improvements to ingredients, talent, supply chain, merchandising and varieties, supermarkets with significant foodservice operations have become a destination for a broad demographic – including much-coveted Millennials. Q1 Consulting's multi-client study is designed to help manufacturers and suppliers capitalize on the growth of restaurants, cafés, and prepared foods in supermarkets.

➤ Methodology & Scope

- **TREND IDENTIFICATION** through a thorough review of public information and nonproprietary research.
- **SHOPPER RESEARCH** on 1,000 supermarket foodservice consumers, divided among major U.S. regions to ensure coverage of the retailers most important to sponsors.
- **IN-DEPTH OPERATOR INTERVIEWS** with 150 foodservice operators (from the major retailers offering *grocerants* and ready-to-heat and ready-to-eat foods) covering current challenges, preferences, and future plans, using client-approved guidelines that address relevant issues.
- **SCOPE** focused on grab-and-go prepared foods, made-to-order stations, full- and quick-service restaurants in supermarkets, as well as a multitude of product categories.

➤ 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.

➤ 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

Capturing Share in 'Grocerants' and Supermarket Prepared Foods

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

ACCEPTANCE

Name _____

Title _____

Company _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

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