

# 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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