

# FOODSERVICE AT RETAIL

Meeting Consumer Demand for Quality and Convenience

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*Presented by the Foodservice at Retail Exchange*

**FARE13**

**FOODSERVICE  
AT RETAIL EXCHANGE**

POWERED BY:



MEDIA PARTNER:

**FOODSERVICE DIRECTOR**

[www.foodserviceatretail.com](http://www.foodserviceatretail.com)

# THE \$37 BILLION OPPORTUNITY

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- Foodservice at retail is at a **tipping point**.
- Operators are dedicated **to growing foodservice at their retail sites**.
- They're meeting the needs of consumers of all demographics, in **commercial and non-commercial** settings.
- There are still great **opportunities for growth**.



# WHAT IS FOODSERVICE AT RETAIL?

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*A patchwork of foodservice and retail channels.*

## Commercial

**\$37 billion in sales in '12**

- Convenience Stores
- Supermarket/Grocery
- Drug Stores
- Mass Merchandisers
- Transportation
  - addl. \$5 billion in sales
- Entertainment/  
Recreational Venues
  - addl. \$16 billion in sales

## Non-commercial

**\$44 billion in sales in '12\***

- College & University
- Healthcare
- Military
- Business & Industry

*Source: Technomic*

*\* Includes traditional foodservice sales*



# WHAT IS FOODSERVICE AT RETAIL?

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*A patchwork of operational styles.*

- On-site, Commissary or Wholesaler Made
- Prepared Foods
- Packaged Snacks
- Made to Order
- “Meal Solutions”
  - *Ready to eat, ready to heat*
- Grab and Go
- Delis and Food Bars
- Limited Service





# CONSUMER TRENDS DRIVING FOODSERVICE AT RETAIL

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- The Value Proposition
  - Balancing **quality, price and convenience**.
- Continuing Economic Pressures
  - Gives foodservice at retail operators the chance to steal share of mind and **share of stomach**.
- Mobility
  - Consumers are **on the go, all the time**.
- Ubiquity
  - Consumers expect **convenience and quality at every transaction**.

# FOODSERVICE AT RETAIL BUZZWORDS

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## Fresh

- The priority of consumers, the mantra of operators.

## Healthful

- Demand is growing, but indulgence still has its place. Its definition is changing to include “wholesome,” “natural,” “local” and “fresh.”

## Hybridization

- Mixed-retail formats are changing the way we categorize operations.

## Snacking

- Late-afternoon and late-night snack occasions continue growth, while day-part boundaries blur.

# FOODSERVICE IS INCREASINGLY SEEN AS A PROFIT CENTER

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- Retail foodservice is expected to see a **6% increase** in sales by the end of 2012, compared to 3% each for quick-service and full-service restaurants. *(National Restaurant Association)*
- Foodservice now commands **the largest share of in-store gross profit dollars** in c-stores. *(NACS)*
- **53%** of all supermarket deli sales can now be attributed to prepared meals. *(Perishables Group)*



# NON-COMMERCIAL LOOKS TO RETAIL FOR INCREASED REVENUE

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- **79%** of non-commercial operators offer portable menu items, up from 73% in 2010.
- **22%** of all foodservice revenue comes from portable items, among operators who offer them.
- **51%** of operators expect portable-meal revenue to increase, with an average predicted growth rate of **12%**.

Capture the opportunities of foodservice at retail at the only event of its kind: **FARE**

**FARE13**

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**FOODSERVICE  
AT RETAIL EXCHANGE**

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June 18-20, 2013 | Renaissance Schaumburg

<http://www.foodserviceatretail.com>

[View a special video of 2012 FARE highlights here.](#)

# THE POWER OF FACE-TO-FACE

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The **Foodservice at Retail Exchange** is the only event that brings together the dynamic, fast-growing foodservice-at-retail industry.

At **FARE**, key commercial and non-commercial foodservice-at-retail channels gather for two days of education, unique networking and the annual Food Pavilion of the latest products.

Attendees include foodservice operators in convenience, grocery/drug/mass, recreation, college & university and healthcare channels.





# FARE DELIVERS KNOWLEDGE, CONNECTIONS AND SOLUTIONS

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- **Education:** Eleven hours of education sessions that tackle today's top foodservice issues.
- **Networking:** Unique networking opportunities, such as the FARE After-Dark Lounge and the Roundtables Breakfast, to meet professionals from multiple retail and foodservice channels.
- **Food Pavilion:** Six hours of dedicated time to explore the latest products, programs, equipment, packaging and technology solutions.

# FARE GATHERS THE LEADERS IN FOODSERVICE AT RETAIL

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- 7-Eleven
- Alimentation Couche-Tard
- Alon Brands
- Aramark
- Army/Airforce Exchange
- BP/ampm
- Bon Appetit Management
- Brigham Young University
- Circle K
- Cumberland Farms
- Dunkin Brands
- Elmhurst Memorial Healthcare
- ExxonMobil
- Family Express
- Grand Ole Opry
- Hudson News
- H-E-B
- Illinois State University
- Iowa State University
- Kroger
- Kum & Go
- Kwik Trip, Inc.
- LSG Sky Chefs
- Lunds & Byerly's
- Malco Theaters
- Marcus Theaters
- Marriott International
- Maverik
- Miami VA Healthcare System
- Michigan State University
- Navy Region Southwest
- Nice N Easy Grocery Shoppes
- Open Pantry Food Marts
- Pilot Travel Centers
- Purdue University
- Quick Chek Corporation
- RaceTrac Petroleum
- Regal Entertainment Group
- Road Ranger
- Robert Morris University
- Sarasota Memorial Health Care
- Schnuck Markets
- Shell Oil Products
- Shriners Hospital for Children
- Sodexo
- Northwestern University
- Speedway SuperAmerica
- Sunoco Inc.
- The Pantry
- The Spinx Company, Inc.
- Thorntons Inc.
- TravelCenters of America
- U.S. Olympic Committee
- University of Illinois
- University of Massachusetts
- University of Wisconsin—Milwaukee
- University of Pittsburgh Medical
- UNC Healthcare
- University of Southern California
- Villanova University
- Walgreen's /Duane Reade
- Wawa

# OPERATORS VALUE FARE

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“ FARE stands out as a premier event not to be missed. The cross-channel diversity, networking opportunities, education and incredible energy truly sets this conference apart. This conference is **time well invested by leaders** seeking fresh ideas and solutions in foodservice and retail. ”

Lon Southerland, Sr. Director, Global Food and Beverage,  
**Marriott International**

“ I continue to be **inspired with the event** and your team’s knowledge and understanding across several different channels. ”

Joe Chiovera, Vice President of Foodservice,  
**Alimentation Couche-Tard Circle K**



# OPERATORS VALUE FARE

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“ The FARE conference continues to grow as a **valuable, informative gathering of cross-channel operators** to share successes and trend information in the food industry. I find it very enlightening as all channels find new and innovative ways to meet the food consumers' needs. ”

Byron Hanson, Director of Deli, Bakery & Food Services,  
**Lunds and Byerly's Grocery Stores**

“ FARE is probably the **best retail-focused conference** you would ever want to attend. It's a fast-paced, interactive, informative and educational event. ”

Ken Toong, Executive Director of Auxiliary Enterprises,  
**University of Massachusetts-Amherst**

# FOODSERVICE AT RETAIL

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*Driving Your Growth in 2013*

FARE is the best venue for exploring the opportunities of foodservice at retail.

[Visit our website](#) for more information and to register for FARE 2013.

For more information on **sponsoring FARE 2013**, contact:

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