



How Upgraded Chicken Offerings Boost Sales in the Grocerant

Chicken is a standby menu item at the grocerant for a reason:

Chicken is perfect in both classic entrees and trending dishes fit for every family and occasion. With consumers continuing to look to supermarket foodservice for quick, delicious meal solutions, grocerants have a prime opportunity to leverage new and upgraded offerings and further cash in on consumers' favorite chicken dishes. Here's how.



Combi ovens are perfect for crafting a rotisserie-style chicken that's juicy on the inside and perfectly brown on the outside—and holding it at peak quality until a customer is ready to buy.

MEALS FOR THE WHOLE FAMILY

Parents have always been keen on seeking out easy meal options, and the pandemic has only increased the need for time-saving solutions. With some resuming their normal commutes to work and others working from home and supporting their kids' remote learning, the last thing a busy parent wants to think about is pulling out the pots and pans to craft a meal from scratch.

For this reason, many have turned to foodservice as a solution. *Restaurant Business* recently reported on a significant uptick in foodservice spending by parents amid the pandemic, and retail foodservice is an extra-convenient

option: While consumers shop for their groceries, they can pick up a hot dinner without making a second stop on the way home. According to Technomic's *Q4 2020 Supermarket Foodservice Consumer Marketbrief*, 2020 saw a significant increase year over year in the number of shoppers purchasing supermarket foodservice on a daily basis.

RETHINKING THE ROTISSERIE

Rotisserie chickens are a staple for many grocerants, and for good reason: They offer an entree the whole family can enjoy, often with leftovers to spare. And for retailers, rotisserie chickens offer a great opportunity to boost basket sizes; customers will likely add on sides

such as potato salad, macaroni and cheese and vegetable side dishes to complete the meal with one quick stop.

Still, the profitability of grocerant rotisserie chickens holds even more potential for growth. Combi ovens from RATIONAL, such as the iCombi pro, make a better rotisserie chicken—without the rotisserie. Combi ovens are perfect for crafting a rotisserie-style chicken that's juicy on the inside and perfectly brown on the outside—and holding it at peak quality until a customer is ready to buy.

What's more, unlike traditional rotisseries, combi ovens can make a vast variety of dishes for the grocerant—from soups, to baked goods and more. RATIONAL combis take up less than 11 square feet of space, too, and they're easy to install into a store's current floorplan, even when space is at a premium.

FINGER FOODS

With a combi oven in their arsenal, grocerants can easily expand their chicken options—without adding more equipment to the back-of-house. Combi ovens are perfect for crafting crisp, savory strips, nuggets, wings and more.

Menuing a variety of finger foods helps expand the number of occasions that bring shoppers to retail foodservice. Grocerants can offer quick grab-and-go options for on-the-go consumers working away from home again, trendy chicken sandwiches, delivery- and pickup-ready meals and more.

Importantly, combi ovens are the perfect solution for grocerants looking to optimize their menu and operations to better accommodate off-premise ordering. According to Technomic's Q1 2020 Retailer



Insights report, nearly half of consumers shopping retail foodservice opt to pick their order up at the curb or have it delivered.

To ensure top-quality food and excellent customer experiences, combi ovens offer batch flexibility, allowing employees to prepare food on-demand and meet fluctuations in demand throughout the day without adding more work to the back-of-house. Combi ovens help reduce food waste and wait times not only by enabling grocerants to cook food as it's needed, but also by offering extended hold times for employees to prepare food ahead of time and hold it at peak freshness until it's ready to serve.

COMBI OVENS: THE ULTIMATE KITCHEN MULTITASKER

As grocerants expand and improve their chicken offerings to meet consumers' high standards, they must also keep costs low. Combi ovens go beyond delivering grocers' ROI on their chicken sales: In addition to

classic rotisserie chickens, chicken sandwiches and other finger foods, combi ovens can cook a broad spectrum of foodservice items, including soups, seafood, bakery items, side dishes and more.

In addition, as grocerants add or alter offerings, offering intuitive, easy-to-operate kitchen technologies can boost staff efficiency behind the scenes. Whereas adding new recipes to the repertoire could otherwise complicate and slow down kitchen operations, RATIONAL combi ovens simplify the process with a user-friendly interface that new and seasoned employees alike can quickly master.

From offering wholesome family dinners, to on-the-go meals and snacks, to take-out ready offerings, RATIONAL combi ovens are the grocerant's ultimate efficiency-boosting solution. To learn more about how RATIONAL's iCombi Classic and iCombi pro can help retailers expand and improve their offerings at the grocerant—without increasing costs and labor visit rational-online.com