

The Changing Face of Forecourt Foodservice

Joe Barrett
Chief Operations Officer



About Applegreen

- Irish founded, owned and run
- 25 years old, started in 1992



- Over 220 stations in 4 countries ROI, UK inc. NI, US
- Applegreen has a presence in every county in Republic of Ireland







Celebrating 25 Years of Applegreen







To Celebrate

- Fuel competition 25 winners over 25 days win a years worth of free fuel
- Site Birthday parties with family entertainment and treats for all
- Special edition coffee cup...and lots more!

Our Customer Proposition

"Low Fuel Prices Always"
Price Promise

"Better Value Always"
Tailored Retail Offer

Food and Beverage Focus

- Mix of own and international brands
- Tailored to suit location, time of day and customer types
- Focus on high quality food

'Giving back' embedded in company culture

Charitable fund has raised circa €2m in 7 years



Applegreen's Food Journey

DUNKIN'



Our Food Offerings

- Over 200 own and international food brands
- Tailored offer to each location























Own Brand Food to Go Offers

The Bakewell

- Hot beverages
- Quality hot food
- Quality sandwiches / pastries
- Best Coffee on the Road
 - Barista
 - Self Service
- Provenance

Targeting the 'transumer'

LAVATIA Café

Pioneering cafe concept developed by Applegreen

- Premium barista coffee offering
- Gourmet sandwiches and paninis
- Premium, high quality pastries.







Why Food to Go?

- Recovery in employment
- Growth of the 'Transumer' time poor, on the move
- Increased disposable income double income families
- Service stations as a destination 'I plan my journey around the stop'
- Growth in customer demand for branded offers





Importance of Coffee

- Strong relationship with Lavazza, our coffee bean supplier
- Constantly improving quality and customer experience
 - 'Best coffee on the road' branding.
 - Cost reductions coffee bean tender process, maintenance company
 - Training & staff retention
- Barista of the Year Awards
- Pricing offering value, Sweet Treat offer





The Move to Healthy Food to Go

- Customers demanding healthy choices on the go
- In-house Applegreen Food Technologist dedicated to quality and nutrition.
- Applegreen's own 'Eat Smart' range developed











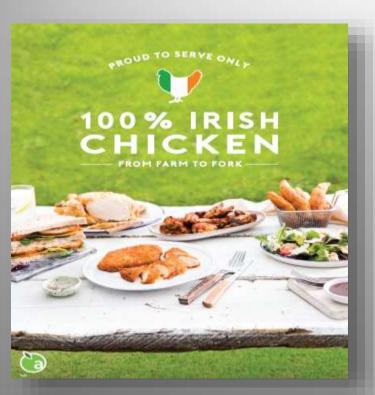
Introduction of new food partner 'Freshii' – 4 sites as of June '17.







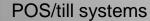
Provenance – 100% Irish Chicken



- We are committed to serving 100% Irish Chicken in all own brand products
- Our sandwiches, salads, pre packed chicken slices and all of our hot food to go items in our deli's such as chicken fillet roll are all 100% Irish chicken.
- Produced in Ballyhaunis, Co. Mayo
- We carry out quality audits on the farm, the production and manufacturing facilities.
 - Our Irish chicken is traceable back to the egg, ensuring the food you eat is delivered fresh from farm to fork.

How Technology Plays a Part

- Digital menu screens
 - Bright and visual display
 - Allows impactful, targeted advertising
 - Day part menus
- Cameras recording facial recognition
 - Allows us to target offering according to demographics
 - Dwell times
 - Missed selling opportunities



Kelsius

iAuditor

Future role of technology

- App; Push notifications
- Online ordering; Kiosks







Which Food Offer Fits?

Site Criteria





Type of site

- Neighbourhood
- Transit
- Business

Time of day footfall hits site

Breakfast, lunch, dinner offering



We select the most appropriate food offering for the right site...

Customer Criteria



- Age
- Gender
- Demographics



Food Suppliers

Improving standards and quality

- Sensory panels
- Roll out and improvement of Kelsius system
- Audit program rolled out for high risk suppliers
- Supplier approval awards/Bord Bia approval/supplier certification BRC/ISO
- Planograms

New PLOF

- Rationalisation of range
- Provenance
- Looking at the quality and origins of each product -'Bord Bia' approval
- Irish chicken now sourced from the farm rather than distributor (this assists with traceability)
- Sales Drivers/Margin Boosters each cycle with support from Suppliers

Better Buying Opportunities

- Purchasing product from the manufacturer rather than the distributor
- Going direct to bakery suppliers



Key Principles of Prospering in Food to Go





People Are Key to Success in Food to Go

- Food Passport
- The Bakewell Training Academy
- Management Development Programme (MDP) Focus on Food
- Applegreen Food Awards











Thank You





www.applegreenstores.com #goapplegreen

