



***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





# Our Food Offerings

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



15



64



2



81

The Bakewell



17



8

CHOPSTIX  
NOODLE BAR



6

LAVAZZA

GREGGS



7



# 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'

**LAVAZZA** 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
- POS/till systems
- 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



## Customer Criteria



- Age
- Gender
- Demographics

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



# 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](http://www.applegreenstores.com)  
#goapplegreen

