

## In-store Catering - UK - November 2011

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“One of the key challenges for the in-store catering market is the general lack of engagement with consumers. As it is often just seen as a refuelling option, and not an experience, it has been particularly vulnerable to downturn in consumer spending.”

– **Helena Spicer, Senior Foodservice Analyst**

### In this report we answer the key questions:

- How can in-store caterers add value to the shopping experience and broaden their appeal?
- What can in-store caterers learn from the wider eating out market in terms of cultivating a ‘want to buy’ mentality?
- How can the sector improve its quality credentials while delivering on convenience?
- How can in-store caterers retain their share of the leisure pound?

#### Definition

For the purposes of this report, in-store catering includes all types of catering facilities offered within a retail outlet for use by both customers and other members of the public. The range of facilities within this definition is diverse and includes, but is not limited to, waiter-service restaurants, self-service restaurants and coffee bars. Staff canteens and other catering services which are for employees only are not included in the report.

The main types of retailer prevalent in this market are:

- grocery multiple chains (eg Tesco, Sainsbury’s, Asda and Morrisons)
- department stores (eg Debenhams, John Lewis)
- variety stores (eg Bhs, M&S, Next)
- specialist retailers (eg bookshops)
- out-of-town retailers (eg DIY stores, furniture stores, garden centres).

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