

# Food to Go - Opportunities for the Lunchtime Trade - Ireland - June 2014

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## This report looks at the following areas:

This report examines food-to-go opportunities for the lunchtime trade including food purchased from retail outlets and foodservice providers.

This includes:

- Retail outlets (eg supermarkets, convenience stores, bakery shops, motorway service/petrol stations)
- Foodservice providers (cafés/coffee shops, fast food outlets, in-store restaurants)
- Work/school/college/university canteens
- Other food outlets eg vending machines, street vendors.



“Despite disposable incomes increasing in NI and RoI, consumers largely remain driven by low price when purchasing lunch outside of the home, meaning that meal deals and price promotions will continue to remain important to attract footfall. Opportunities exist for food-to-go brands and operators to engage in menu and flavour innovations to reinvigorate the lunchtime market.”

- Sophie Dorbie, Research Analyst

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- **Boojum and Bubbacue**
- **Burger King**

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- Doorsteps
- KFC (Kentucky Fried Chicken)
- McDonald's
- Subway
- Supermac's
- BWG Foods
- Convenience retailers
- The Musgrave Group
- Henderson Group
- Multiple retailers
- Asda
- Dunnes
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