

THE ROLE OF SANDWICHES AND HANDHELDS IN THE U.S. FOOD-AWAY-FROM-HOME CHANNEL

Sandwiches and handhelds are a perennial favorite with consumers — but marketplace shifts are spawning exciting new channel trends. An inflation-driven “chicken sandwich war” is inspiring twists on the longstanding staple. Plant-based options are also gaining prevalence. Service challenges are another area triggering change, including Subway’s emphasis on signature sandwiches vs. build-your-own. Others — including c-stores — are pursuing revitalized opportunities for workplace catering, including build-your-own sandwich bars. Ingredient updates are diversifying carriers (e.g., flatbreads, cheese-enhanced breads), and new premium-focused growth chains are bringing unexpected flavor combinations to a broader audience. With so many new opportunities in the sandwich/handheld arena, what’s needed to capitalize on these trends? To answer this and other pressing industry questions, Foodservice IP (FSIP) is launching its all-new study, *The Role of Sandwiches and Handhelds in the U.S. Food-Away-from-Home Channel*. Armed with key insights and strategic guidance, study sponsors can position themselves ahead of the curve to win new business and better plan for the future.

STUDY OBJECTIVES

- Assess current category size, segmentation, and formats.
- Identify which channels consumers are frequenting and how business has changed over the past five years.
- Examine the future outlook for each sub-category.
- Evaluate the competitive landscape and top competitors.
- Explore operator and consumer attitudes and behavior within the category.

APPROACH & DELIVERY

- **Kickoff/proprietary needs:** meet privately with each sponsor to review the proposal and discuss study goals, issues, and deliverables.
- **Existing data review:** assessment of available information to provide deep contextual perspectives on industry dynamics.
- **In-depth research:** 500 consumer interviews of heavy-to-moderate users of foodservice venues; 200 foodservice operators surveyed in the C-Store, Retail Foodservice, Sandwich QSR, Fast Casual Bakery, Education, and selected FSR sub-segments; qualitative interviews with distributors, bottlers, DSD suppliers and manufacturers of targeted sub-segments.
- **Analysis and report delivery:** common-interest and proprietary sections with key sponsor growth implications and guidance.

NEXT STEPS

To sponsor *The Role of Sandwiches and Handhelds in the U.S. Food-Away-from-Home Channels* study and add your firm’s confidential and proprietary questions to our surveys, please complete the sponsorship agreement on the following page or contact:

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FSIP DELIVERS

We offer deeper strategic insights at a price that beats the competition:

Robust reporting and analysis of the current sandwich/handheld foodservice market size and its future outlook

Detailed perspectives around key foodservice players

Marketplace trends and dynamics impacting the channel

Go-to-market supplier activity + implications for participation

Review of opportunities and threats for product categories

Truly strategic guidance around foodservice initiatives

SPONSORSHIP AGREEMENT

The Role of Sandwiches and Handhelds in the U.S. Food-Away-from-Home Channel

YES, I'd like to sponsor the study for \$15,000.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan, and email this form to your FSIP representative:

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Thank you for your business!