

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) completed *The Role of Sandwiches and Handhelds in the U.S. Food-Away-from-Home Channel* in January 2024. Armed with key insights and strategic guidance, buyers can position themselves ahead of the curve to win new business and better plan for the future.

REPORT SCOPE

- 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 sandwich type.
- 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 provided deep contextual perspectives on industry dynamics.

Consumer research: 500 consumer interviews of heavy-to-moderate users of foodservice venues

Operator research: 200 foodservice operators surveyed in the QSR, FSR, C-Store, Supermarket, B&I, Education, Healthcare, Hotel qualitative interviews with distributors.

Analysis, report delivery and custom webinar: This includes a report with tabulations, original surveys, PowerPoint report and complimentary webinar custom to each client.

NEXT STEPS

To purchase *The Role of Sandwiches and Handhelds in the U.S. Food-Away-from-Home Channels* study please complete the 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

Market sizing and forecast CAGR for sandwiches through 2027

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

PURCHASE AGREEMENT

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

YES, I'd like to purchase 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!