

CAPTURING OPPORTUNITIES IN MICROMARKETS

Micromarkets have become a high-interest growth opportunity given the concept's ability to contemporize and reinvigorate the traditional vending channel.

- **Enhanced Consumer Appeal:** Micromarkets better meet demand for fresh, fast and convenient options because they can deliver an expanded variety of higher-quality options while maintaining the speed and ease of access that attracts time-pressed patrons to vending. Offerings include a broader array of fresh and better-for-you items as well as meals and — unlike vending — patrons can pick up and examine products before paying contactlessly.
- **Operational Model Optimized for Industry Challenges:** Amid ongoing labor challenges and more volatility in the potential user base for onsite dining, Micromarkets deliver can operate unattended — and 24 hours a day for settings where meals may be sought outside of traditional hours.
- **Expanded Opportunity:** Given orientation around enhanced quality and freshness, the Micromarket concept fits a larger range of product categories. It can also deliver much higher net profits (nearly double).

SCOPE & SAMPLING OF ISSUES TO BE EXPLORED

Foodservice IP examined key segments where Micromarkets operate and major product categories featured, including:

- **Segments:** Office/Corporate, Factory/Warehouse, College/University, Healthcare and Senior Living, Lodging, Airports
- **Product Categories:** Sandwiches/Handhelds, Fountain Beverages, Coffee/Tea, Meals, Pizza, Baked Goods, Salads/Fresh-Cut Veggies/Fruit, Frozen Desserts
- **Key Questions:** Who are the major players? How do patrons perceive the concept? What challenges do Micromarkets face? What do they want from suppliers?

NEXT STEPS

To purchase our 2024 Capturing Opportunities in Micromarkets study please complete the agreement on the following page. Questions? Contact:

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DELIVERABLES

Comprehensive PowerPoint report detailing:

- Online survey of Micromarket users
- In-depth interviews with: Micromarket trading partners:
 - Host Organizations (facilities where Micromarkets are located)
 - Operators/Distributors (in vending and office coffee service, foodservice management firms)
 - Micromarket Companies (technology/solution providers like 365 Retail Markets/Avanti)
- Extensive desktop research on channel dynamics and shifts
- FSIP and other industry perspective on market size, growth, outlook and successful supplier strategy

Webinar tailored to your interests/questions

Ongoing support and access to study team

FSIP'S UNIQUE ADVANTAGE

Our study team has been tracking Micromarkets since their initial emergence and has completed prior supplier-focused work in understanding the channel and critical success factors.

PURCHASE AGREEMENT

Capturing Opportunities in Micromarkets

YES, I'd like to buy the Micromarkets study for \$9,500.

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!