

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

Consumer demand for quick, convenient meals is ever on the rise, and a host of foodservice operators are responding with evolving approaches to sandwiches and handhelds. To understand optimal opportunities amid ongoing industry challenges and continued shifts in consumer behavior (e.g., work-from-home, balancing quality, convenience and price sensitivities), Foodservice IP released this study in early 2024.

SAMPLING OF TRENDS AND ISSUES EXAMINED

- What drives decisions to purchase a sandwich? How are various venues regarded? What changes do consumers want?
- How have operators adjusted in light of rising costs, labor shortages, demand for takeout and delivery, consumer expectations for better quality and value?
- How have trends like premiumization, customization, interest in globally inspired cuisines, snacking, plant-based foods and efforts to stimulate industry growth been addressed in sandwich/handheld offerings?

SCOPE

Foodservice IP examined a broad spectrum of sandwiches/handhelds and foodservice venues offering them. They include:

Sandwich/Handheld Types: Breakfast, Deli, Submarine/Hoagie, Hot (including chicken sandwiches, grilled cheese, french dips, etc.), Salad (e.g., tuna salad, egg salad, etc.), Burger, Hot Dog, Wrap (including burritos and tacos), Vegetarian

Foodservice Venues: Quick-Service Restaurants, Full-Service Restaurants, C-Stores, Supermarket Delis/Prepared Foods, Hotels/Resorts, Healthcare, College/University, K-12, Business & Industry. *Specific restaurant sub-segments were also explored such as QSR Sandwich/Sub, Burger, Chicken, Coffee, Fast-Casual Bakery, Family Style, Casual-Dining, and more.*

DELIVERABLES

Comprehensive PowerPoint report detailing findings from:

- Online surveys with:
 - 500 consumers purchasing sandwiches/handhelds from foodservice venues
 - 200 operators that offer sandwiches/handhelds
- Extensive review of publicly available information and non-proprietary research
- Foodservice IP perspective on category size and outlook by segment and sandwich type, supplier-focused implications of current consumer and operator viewpoints and behaviors, and guidance on successful supplier strategy amid the category's evolution

* Report also features comprehensive Marketplace Review detailing operator activities related to sandwiches/handhelds and resulting trends. Coverage spans restaurants and beyond-restaurant segments.

Webinar tailored to your interests/questions

Ongoing support from study team for questions

NEXT STEPS

To purchase *The Role of Sandwiches and Handhelds in the U.S. Food-Away-From-Home Channel*, please complete the agreement on the following page. Questions? Contact:

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PURCHASE AGREEMENT

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

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Thank you for your business!