



How to Offer Fresh Food Options Without Maxing Out Labor

Fresh sandwiches continue to gain in popularity as consumers demand quick, convenient food that is healthy and fresh.

Customers seek out grab-and-go items when they are on the move, and often turn to grocery stores to purchase fresh/prepared foods, according to Technomic's 2022 C-Store Foodservice Multi Study: *Translating Trends*.

Sponsored content from our partner

EAS
E.A. SWEEN COMPANY

For retailers, freshly prepared sandwiches are labor intensive and come with associated high costs, making a fresh program difficult to execute and maintain. As a result, sandwiches made onsite become a lower priority for retailers, which leads to the prevalence of other grab-and-go choices. To meet the demands of consumers who are seeking like-fresh products, retailers do have options.

E.A. Sween offers a variety of premade wraps and sandwiches that don't require in-store labor or preparation. They are tasty, craveable favorites and can keep grab-and-go sections stocked for customers any time of day.

For retailers interested in setting up a successful grab-and-go section, it's crucial to learn what consumers are looking for when they patronize foodservice in grocery stores, how to manage challenges and what products offer the best solution to labor and fresh program challenges.

What Are Consumers Looking For?

More than half of consumers purchase foodservice food items once a week or more, according to Technomic's *2022 Convenience Market Annual Report*. Refrigerated items have become a top choice for consumers who want to know

that their grab-and-go selection will have the same taste and quality of something freshly prepared.

Twenty-seven percent of consumers said that fresher grab-and-go options would encourage them to make repeat purchases from a store's prepared foods section, according to Technomic's *Convenience Market Annual Report*. E.A. Sween's use of extended shelf-life packaging keeps foods ready to eat for up to 30 days, keeping shelves filled with appealing options that don't spoil quickly.

Why Fresh Programs Are Hard To Execute

Labor constraints and lack of innovation from suppliers are top concerns when it comes to self-serve foodservice formats, according to Technomic's *2022 C-store Operator Update Report*.

Grocery workers have many daily responsibilities to keep their store clean and ready for consumers. Adding fresh-made products on top of an already busy schedule isn't always an option and often requires additional employees, adding to already tight labor budgets. The result? Items requiring daily preparation become a lower priority compared to ready-made options.

E.A. Sween's ready-to-eat, individually wrapped sandwiches use a proprietary extended shelf-life packaging technology

to keep food on the shelf longer than fresh-made, ensuring consumers have options day after day without the labor costs of fresh-made.

Versatile, broadly appealing products offer a solution to labor and deli program challenges

E.A. Sween offers a variety of on-the-go food options for retailers that consumers will love. The brand's individually wrapped products are a convenient, quick option that busy consumers can enjoy any time of day.

E.A. Sween's Market Sandwich® line offers a variety of individually wrapped items made from high quality meats and cheeses on premium carriers.

Some of E.A. Sween's Market Sandwich grab-and-go offerings include:

Wraps

- Buffalo Style Chicken
- Chicken Caesar
- Italian Style
- Turkey Club

Premium Sandwiches

- Everything Bagel
- Italian Sub

Premium Breakfast Sandwiches

- Omelet with Ham & Cheese on a Croissant
- Sausage & Jalapeno Bacon with Egg & Cheese on a Biscuit

E.A. Sween's grab-and-go selections are perfect on-the-go meals for breakfast, lunch and dinner that help meet consumer demand without maxing out labor.



EAS
E.A. SWEEN COMPANY

For more information,
CLICK HERE.