



***The Changing Face of
Forecourt Foodservice***

**Joe Barrett
Chief Operations Officer**



About Applegreen

- **Irish** founded, owned and run
- **25** years old, started in 1992
- Over **220** stations in **4** countries – ROI, UK inc. NI, US
- Applegreen has a presence in every county in Republic of Ireland



Celebrating 25 Years of Applegreen



To Celebrate

- Fuel competition – 25 winners over 25 days win a years worth of free fuel
- Site Birthday parties with family entertainment and treats for all
- Special edition coffee cup...and lots more!



Our Customer Proposition

**“Low Fuel Prices Always”
Price Promise**



**“Better Value Always”
Tailored Retail Offer**



Food and Beverage Focus

- Mix of own and international brands
- Tailored to suit location, time of day and customer types
- Focus on high quality food



‘Giving back’ embedded in company culture

Charitable fund has raised circa €2m in 7 years



Applegreen's Food Journey



Our Food Offerings

- Over 200 own and international food brands
- Tailored offer to each location



15



64



2



The Bakewell

81



17



8

CHOPSTIX
NOODLE BAR



6

LAVAZZA

GREGGS



7



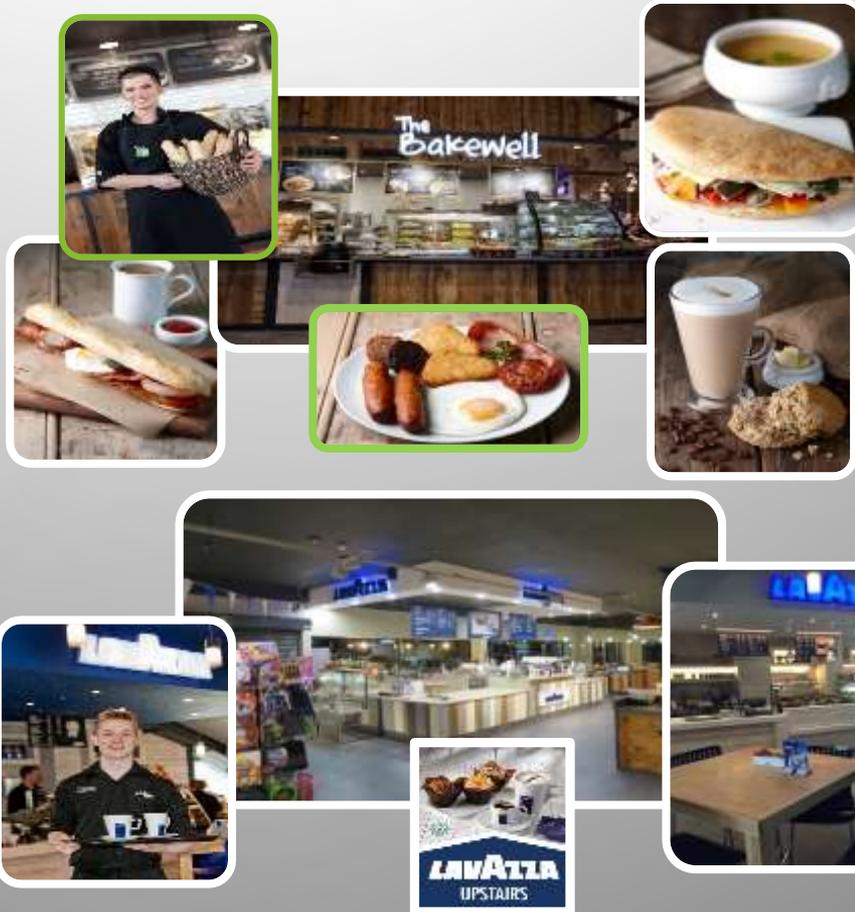
Own Brand Food to Go Offers

The
Bakewell

- Hot beverages
- Quality hot food
- Quality sandwiches / pastries
- Best Coffee on the Road
 - Barista
 - Self Service
- Provenance
- Targeting the 'transumer'

LAVAZZA Café

- Pioneering cafe concept developed by Applegreen
- Premium barista coffee offering
- Gourmet sandwiches and paninis
- Premium, high quality pastries.



Why Food to Go?

- Recovery in employment
- Growth of the 'Transumer' - time poor, on the move
- Increased disposable income – double income families
- Service stations as a destination - 'I plan my journey around the stop'
- Growth in customer demand for branded offers



Importance of Coffee

- Strong relationship with Lavazza, our coffee bean supplier
- Constantly improving quality and customer experience
- 'Best coffee on the road' branding.
- Cost reductions - coffee bean tender process, maintenance company
- Training & staff retention
- Barista of the Year Awards
- Pricing – offering value, Sweet Treat offer



The Move to Healthy Food to Go



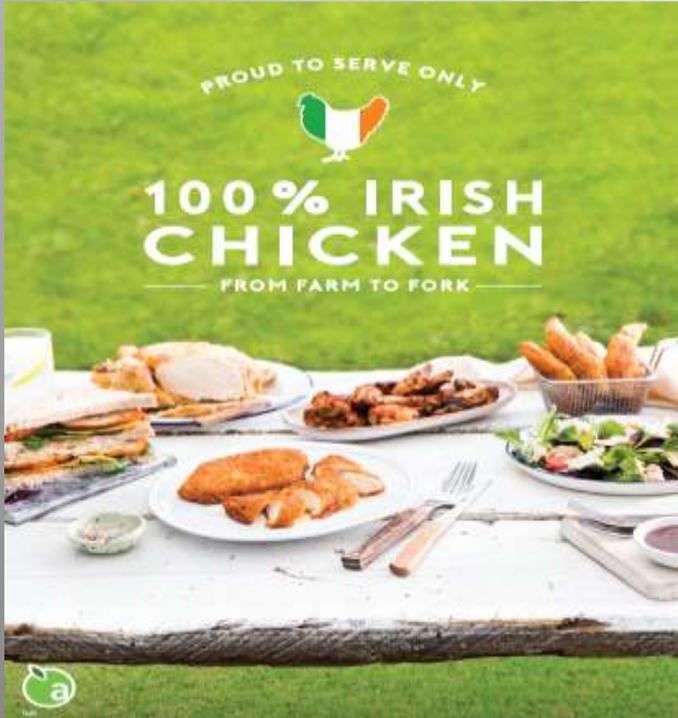
- Customers demanding healthy choices on the go
- In-house Applegreen Food Technologist dedicated to quality and nutrition.
- Applegreen's own 'Eat Smart' range developed



- Introduction of new food partner 'Freshii' – 4 sites as of June '17.



Provenance – 100% Irish Chicken



- We are committed to serving 100% Irish Chicken in all own brand products
- Our sandwiches, salads, pre packed chicken slices and all of our hot food to go items in our deli's such as chicken fillet roll are all 100% Irish chicken.
- Produced in Ballyhaunis, Co. Mayo
- We carry out quality audits on the farm, the production and manufacturing facilities.
- Our Irish chicken is traceable back to the egg, ensuring the food you eat is delivered fresh from farm to fork.



How Technology Plays a Part

- Digital menu screens
 - Bright and visual display
 - Allows impactful, targeted advertising
 - Day part menus
- Cameras recording facial recognition
 - Allows us to target offering according to demographics
 - Dwell times
 - Missed selling opportunities
- POS/till systems
- Kelsius
- iAuditor
- Future role of technology
 - App; Push notifications
 - Online ordering; Kiosks



Which Food Offer Fits?

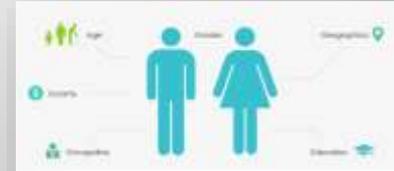
Site Criteria



- **Type of site**
 - Neighbourhood
 - Transit
 - Business
- **Time of day footfall hits site**
 - Breakfast, lunch, dinner offering



Customer Criteria



- Age
- Gender
- Demographics

We select the most appropriate food offering for the right site...



Food Suppliers

- **Improving standards and quality**
 - Sensory panels
 - Roll out and improvement of Kelsius system
 - Audit program rolled out for high risk suppliers
 - Supplier approval – awards/Bord Bia approval/supplier certification BRC/ISO
 - Planograms
 - **New PLOF**
 - Rationalisation of range
 - **Provenance**
 - Looking at the quality and origins of each product -‘Bord Bia’ approval
 - Irish chicken now sourced from the farm rather than distributor (this assists with traceability)
- **Sales Drivers/Margin Boosters** each cycle with support from Suppliers
- **Better Buying Opportunities**
 - Purchasing product from the manufacturer rather than the distributor
 - Going direct to bakery suppliers



Key Principles of Prospering in Food to Go



People Are Key to Success in Food to Go

- Food Passport
- The Bakewell Training Academy
- Management Development Programme (MDP) – Focus on Food
- Applegreen Food Awards



Thank You



www.applegreenstores.com

#goapplegreen

