

CASE STUDY | Optimizing Juice Sales in the Food-Away-from-Home Market

Background




- Full-line, high-quality juice product mfr sought to identify the most demanded SKUs in the food-away-from home (FAFH) channel
- Client sought to optimize SKUs to ensure flavors, formats and packaging were consistent with operator and consumer needs
- Client asked Foodservice IP's chief analyst Tim Powell to help identify the optimal mix of products to market, sell and deliver to various foodservice segments



ENGAGEMENT OBJECTIVES

- Evaluate foodservice operator attitudes toward various juice package sizes to determine which ones were best suited to each foodservice segment
- Determine desired price points for premium juices and client's brand specifically, and identify premium that operators place on a not-from-concentrate juice product
- Assess consumer attitudes, awareness and needs relative to single-serve juice products
- Identify operator and consumer insights and "gaps" to fuel implications and action steps

APPROACH

-  COMPREHENSIVE SECONDARY RESEARCH AUDIT
-  OPERATOR INTERVIEWS To develop insights on current usage patterns, category trends and dynamics, Powell's team conducted 400 HQ and store-level interviews with operators in QSR traditional, Fast Casual, Lodging, Education, B&I and Healthcare segments
-  CONSUMER INTERVIEWS To measure consumer attitudes on the category and provide the client with a comprehensive view of the foodservice landscape, Powell's team conducted 500 consumer surveys with juice users

RESULTS

- 1 Powell's team identified "gaps" between consumers and operators with respect to single-serve juice desires, existing offerings and expectations. The client was not far off the mark in terms of packaging formats, sizes, flavors and prices
- 2 Suggested the client adjust single-serve price points in select segments, apply the ideal components of packaging to plastic, increase consumer awareness of an emerging brand and enhance juice based on a number of small, but impactful improvements

HUNGRY FOR MORE? CONTACT:

Tim Powell, Managing Principal, 312.602.9899 / tpowell@foodserviceIP.com