

# Chill out!

Chilled is the biggest growth category in convenience and the way to future-proof your business

Retailers' chillers are evolving as the sales potential of carrying a more diverse range of chilled and fresh foods grows. Consumers are expecting more choice from their local convenience store to meet their need for healthier, convenient and better-quality food choices. Those retailers stepping up to provide it – such as Mohan who included a bestselling comprehensive chilled range as part of **his refit** – are helping their business grow.



**TOP TIP**

Keep your chillers sparkling clean, dealing with any spills or odours immediately – this is essential for consumers to trust your store

## Focus

People are increasingly turning to scratch cooking to save money – half of all UK households cook from scratch every day or most days, with around 16% doing so more due to the rising cost of living<sup>1</sup> – sparking further growth in fresh food. So, what is it customers are looking for?

Customers will visit on a meal-for-tonight mission and if retailers aren't providing everything they need to create that meal, they won't just buy a few items, they'll go elsewhere to get the complete solution. So, your store could become a destination for a full basket shop if you also have the chilled and fresh products customers need. These include:

- fresh and cooked meats
- cheeses
- salad produce
- vegetables
- fruit
- plant-based options
- dairy alternative products.



Cross-merchandise with meal kits, sauces and dried pasta and rice to increase basket spend.

Customers are looking for quality convenient options too that are quick and nutritious, such as fresh pasta and ready-to-eat meals. Consider partnering with a local supplier of homemade ready meals for a point of difference.

It's important to carry local lines too as these are not only significant sales drivers and add value but build trust and make your store a destination too.

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Meat, fish and poultry was the fastest-growing super-category at **+9.1%**

(Source: Nielsen IQ till sales data January 2024)



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**TOP TIP**

Regularly check dates and reduce any products nearing their expiry date to sell

## Reduce risk and waste

Chill is about continuity, which is where Gander is a great option. Gander is an app that manages chill and freeze, enabling retailers to upload food nearing its expiry date at a reduced price for customers to buy, reducing waste. See the tech feature in **April's InStore** for more information from retailers on Gander.

## Standards

Retailers have a legal obligation to ensure the safety and hygiene of the chilled and fresh food they handle. **The Food Standards Agency** has all you need to know.