



Taste. The Délice Différence

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## Did you know?

CONVENIENCE RETAIL HAS BEEN IDENTIFIED AS ONE OF THE KEY GROWTH CHANNELS FOR THE UKS FOOD TO GO MARKET

*\* Convenience stores grab-and-go remains the largest channel in the food-to-go market, at a share of 28.3%.*

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## Delice To go...

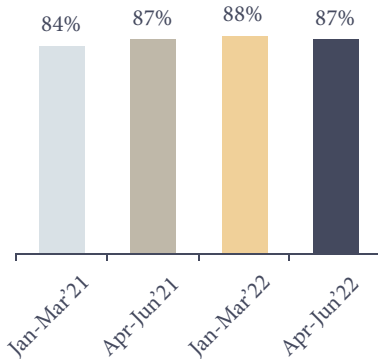
- 🥡 the fantastic new food-to-go concept from the team at Delice de France.
- 🥡 the complete food-to-go solution.
- 🥡 offers a profitable, branded and scalable solution.
- 🥡 quality products to satisfy your customer's needs whatever the time of day.
- 🥡 created for convenience retailers to capitalise in this growth market.
- 🥡 supported at a local level by your sales representative. We work as a partnership to grow your business, selecting the right solution and products for your store.
- 🥡 product range requires minimal preparation.
- 🥡 fully supported training programme for your team.

# DON'T MISS OUT ON FOOD TO GO

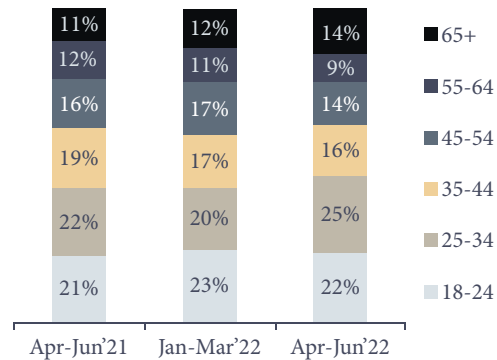
# FOMO

WITH THE COST OF LIVING AND TIGHTER BUDGETS; FOOD TO GO IN YOUR STORE IS SET TO GROW.

CONVENIENCE STORE USERS REMAIN STABLE



MAIN CONVENIENCE SHOPPERS BY AGE (%)



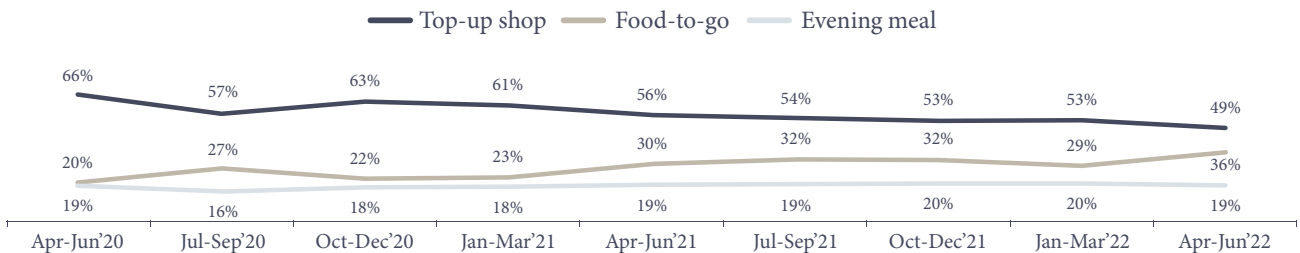
Convenience store shopper profiles are relatively unchanged from last quarter. 5% rise in number of 25-34 year olds visiting c-stores from previous quarter.

Food To Go missions are on the rise...

COMPARED TO THE PREVIOUS YEAR:

- Top-up shops have declined 7%
- **Food-to-go has increased by 6%**
- Evening meal missions have remained stable at 19%

FOOD-TO-GO WAS THE ONLY C-STORE MISSION TO INCREASE FROM THE PREVIOUS QUARTER AND YEAR ON YEAR.



Top missions claimed to be conducted on last c-store trip (%)

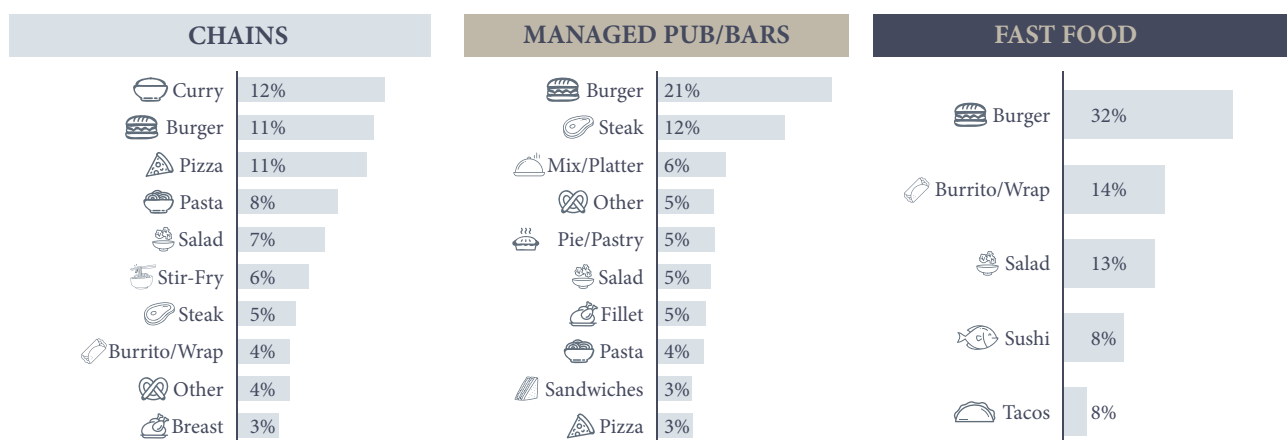
Source: IGD Research 775 Convenience store shoppers Apr-Jun'22, 755 Convenience store shoppers Jan-Mar'22, 763 Convenience store shoppers Apr-Jun'21, 767 Convenience store shoppers Jan-Mar'21

# WINNING MENUS FROM MORNING TO NIGHT...

Breakfast • Lunch • Dinner

## DELICE TO GO MENUS CAPITALISE ON CURRENT MENU TRENDS

Top 10 main dish types tagged on menus by share of mains, Spring/Summer 2021 vs Spring/Summer 2019



Cost of living crisis = less eating out

- Bring the eating out experience home.
- Convenience Food to Go needs to look to out of home to create the right proposition.
- 7 of the top 10 dishes growing the market share include, curry, burger and pasta.

We know that consumers want to carry their weekend eating experiences over into the mundane Monday-Friday. They are looking to recreate these menus at home, but still want it to feel like a treat, like they are eating out – no washing up!

We've looked at the main dishes and categories on the menus from eating out for the UK and its important we don't stray too far from what people want at the weekend vs what they can recreate and experience at home.\*



ADAPTING DAY PARTS TO SUIT YOUR STORE DEMOGRAPHIC AND TIME OF THE DAY - KEEPING YOUR F2G OFFER FRESH AND ENTICING!

*\*IMPORTANT TO ALSO NOTE THAT THE OLD STAPLES ARE BEING GIVEN A MEAT FREE UPGRADE; CURRIES, BURGER ETC*

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# PRODUCTS

Products to suit every meal opportunity of the day

A DAYPART MENU ACROSS THE DELICE PRODUCT CATEGORIES

 SWEET BAKERY

 CHILLED FOOD TO GO

 HOT FOOD TO GO

## Breakfast



CROISSANTS & SWEET PASTRIES



BREAKFAST PANINIS



BREAKFAST BAPS & SAVOURY PASTRIES

## Lunch



MUFFINS & DOUGHNUTS



SANDWICHES AND FILLED CIABATTAS



HANDHELD PIZZAS AND SAVOURY PASTRIES

## Dinner



CAKE SLICES AND MULTIPACKS



COMPLETE MEALS AND HOT SANDWICHES



MEALS OPTION, BURGERS, CHICKEN, PIZZA & MORE...

# PRODUCTS

## Seasonal Products

- ☞ Key dates & events
- ☞ Limited editions
- ☞ Standalone & meal / link Deals

## Existing Product Development

- ☞ Recipe improvement

## New Product Development

- ☞ Trend led innovation
- ☞ Familiar favourites
- ☞ Exclusive products WIGIG (when it is gone its gone)\*  
\*exclusivity for a set time on set products

## Access to full catalogue

- ☞ Supplementary products to drive variety

# Digital Screen Management

- ☞ Daypart menu: Breakfast, Lunch, Evening
- ☞ Marketing action plan to include meal deals
- ☞ Promotional Screens to highlight new or Seasonal products
- ☞ Instant updates using Wi-Fi or LAN connection

## Délicieuses Deals -BREAKFAST-



GO LARGE!  
Large Coffee,  
Hash Browns  
& Filled Roll  
ONLY £4.25

\*TERMS AND CONDITIONS APPLY. DELICIE TO GO RESERVES THE RIGHT TO ALTER, AMEND OR CHANGE THESE OFFERS WITHOUT PRIOR WRITTEN WARNING. PROMOTION AVAILABLE WHILE STOCKS LAST. DELICIE TO GO RESERVES THE RIGHT TO WITHDRAW THE PROMOTION AT ANY TIME.

## Délicieuses Deals -LUNCH-



ANY REGULAR  
HOT DRINK & A  
Steak Slice  
FOR ONLY  
£2.99\*

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## Délicieuses Deals -DINNER-



BURGER, WEDGES  
& SOFT DRINK  
Only £4.50!\*

Coke,  
Fanta, Sprite,  
Diet Coke,  
Coke Zero

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# EQUIPMENT

The modular convenience counter we supply does not only have a complete new ultra slim and ergonomic state of the art design, it also follows extensive research and the adoption of ground-breaking technology making food-on-the-go even more irresistible!



**SUPERIOR HOT & CHILLED TEMPERATURE HOLDING TECHNOLOGY!**



**INCREASES FOOD-TO-GO SALES**



**EXCELLENT PRODUCT VISIBILITY**



**EACH HOT, AMBIENT & CHILLED MODULAR DISPLAY EQUIPMENT IS SCALABLE, PROVIDING VERSATILITY. MIX AND MATCH DIFFERENT SIZES TO FIT YOUR REQUIRED PRODUCT RANGE AND STORE LAY-OUT.**



- Fully fitted by our experienced installation team. All equipment supplied comes with a full 12-month parts and labour, on-site warranty managed by our service company.
- Our team will work with you to plan your Food to Go area to ensure a seamless installation of the concept in a staged approach, communicating with you throughout the process.
- Digital promotional screens managed by us from an agreed marketing action plan would allow story boards, menu, meal deals, promotions and new product development be sent directly to each screen within minutes using a WIFI or LAN connection.



## POWER REQUIREMENTS

*All equipment have standard 3 pin plugs. We will provide you with the details of the full power requirements to ensure you can organise the right power installation before the area is fitted.*



# EQUIPMENT

THE DELICE TO GO CONCEPT EQUIPMENT CAN BE SUPPLIED IN TWO SELF-SERVE FORMATS

## Delice To Go - Kitchen -with preparation area-

### CHOOSE FROM:

- ❄ Chilled- rear feed display
- 🔥 Hot- rear feed display
- 🌡 Ambient - rear feed display  
-with the option of bean to cup coffee
- 👤 Behind counter preparation area with  
ovens, wash up and hand wash sinks...



## Delice To Go - Counter

### CHOOSE FROM:

- ❄ Chilled
- 🔥 Hot
- 🌡 Ambient display units  
-with the option of bean to cup coffee



## Coffee

THE PERFECT CUP  
EVERY TIME!

- ✓ Bean to cup coffee offer
- ✓ 45 seconds coffee delivery time
- ✓ Undercounter milk chiller
- ✓ Suitable for up to 150 cups per day
- ✓ Plug and play, 13 amp power supply
- ✓ Cup and Lid dispenser



# MARKETING SUPPORT

- Remote digital signage • Branding • Point of Sale •
- Packaging • Meal Deal • Seasonal Activity •
- Planograms throughout the day to maximise availability and increase sales •



**Délicieux Deals**  
-ALL DAY-

ANY REGULAR HOT DRINK & A Croissant FOR ONLY £2.50

Any Regular Hot Drink & A Pastry ONLY £2.50

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*The Lunch Club*  
**LOYALTY CARD**

Just Délicieux for it.

Buy 4 get the 5th free!  
ON OUR SELECTED MEAL DEALS

**Délicieux Deals**

PURCHASE ANY HOT DRINK & GET A Sausage Roll FOR ONLY £1.00

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**DOTS ON THE ROCKS DOUGHNUTS**

£1.90

ALLERGEN INFORMATION IS AVAILABLE ON THESE PRODUCTS. PLEASE ASK A MEMBER OF STAFF WHO WILL GLADLY ASSIST YOU. OFFER IS SUBJECT TO AVAILABILITY.

**CHICKEN & BACON CEASER SALAD**

£4.25

ALLERGEN INFORMATION IS AVAILABLE ON THESE PRODUCTS. PLEASE ASK A MEMBER OF STAFF WHO WILL GLADLY ASSIST YOU. OFFER IS SUBJECT TO AVAILABILITY.

**LAMB TAGINE & RICE**

£7.50

ALLERGEN INFORMATION IS AVAILABLE ON THESE PRODUCTS. PLEASE ASK A MEMBER OF STAFF WHO WILL GLADLY ASSIST YOU. OFFER IS SUBJECT TO AVAILABILITY.

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# TRAINING & SUPPORT

*To ensure you get off to the right start we provide:*



**ADVISE ON THE BEST LOCATION  
IN YOUR STORE**



**ONSITE TRAINING FOR YOU  
AND YOUR STAFF**



**TRAINING AT OUR ACADEMY WITH  
OUR DEVELOPMENT CHEFS**



**INSTORE DOCUMENTATION;  
TEMPERATURE CHECK SHEETS ETC**



**HOW TO CARDS – PROVIDING CLEAR  
INSTRUCTION ON PRODUCTS HANDLING**



**FOLLOW UP VISITS TO CHECK ON PROGRESS  
AND PROVIDE ONGOING TRAINING**



**GUARDRAILS TO FOLLOW TO MAXIMISE YOUR  
OPPORTUNITY AND WIN WITH DELICE TO GO**

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# TIMELINE TO SUCCESS

## 12 Week Timeline - Dotting the i's and crossing the t's

The successful introduction of the Delice to Go offer within your business means it is really important that every detail is covered thoroughly and the key steps are followed to ensure the process is smooth and effective right up to launch and beyond.

*FOR MORE INFORMATION SPEAK TO YOUR DELICE DE FRANCE SALES REPRESENTATIVE WHO WILL BE HAPPY TO ASSIST WITH YOUR RANGE AND MENU PLANNING.*



*We will work with you through every step of the way...*

### WEEK 1


Present Delice to Go. Site suitability agreed & retailer keen to progress.

### WEEK 2

Complete full site audit. Advise on drawing & potential costs availability date.

### WEEK 3

Drawings and full costings breakdown supplied for customer review.



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# TIMELINE TO SUCCESS



## WEEK 4

Drawing & costing approval for both parties.  
Provisional date given for installation.

## WEEK 5

Contract signed, payment made & installation date agreed.

## WEEK 6

Product planograms & day-part menu agreed.

## WEEK 7

Staff uniforms ordered & product training programme agreed.

## WEEK 8

Academy staff training days, working through the daypart menu & product offering.

## WEEK 9

Product order agreed & placed in advance of the Delice to Go opening day

## WEEK 10

Equipment Installation - merchandising displays and preparation equipment.

## WEEK 11

Product delivery made and onsite training carried out by our trained chefs.

## WEEK 12

The BIG Day! Marketing activities and product tasting.



**LAUNCH DAY!**





Just *Delice to* **GO** for it.