



GRAB NEW PORTION

OF SALES WITH 'WHAT'S FOR DINNER?'

Consumers are being advised to watch their diets, avoid eating takeaways too frequently and eat healthier home-cooked meals. The problem is that with busy lifestyles, our cash rich/time poor society no longer knows "how" to cook, even if they had the time!

With this in mind, now is the time for C-store Retailers to maximise sales and grab a new share of the evening food-to-go trade! Because customers buy with their eyes, it's vital that food displayed is eye-catching and visually appealing. Having a menu solution to satisfy the "What's for dinner?" dilemma and a well presented deli display will immediately impact on sales.



AM 2 PM Range of Deli Props by Martin Food Equipment, designed to enhance All Day display

Once lunch is over, transforming an existing hot or cold merchandiser into a dinner-to-go menu during late afternoon is straight-forward and doesn't require additional skill. By simply utilising existing deli equipment and staff know-how, you can increase your sales ALL day, 'AM 2 PM'. With inter-changeable deli props, you can gain impact instantly for an evening menu. Once lunch is finished, simply swap gastronorms for tiled inserts and coloured dishes. These help to create the illusion of a full cabinet when it's actually half empty, hence helping to avoid expensive waste. Changing display heights, shapes and colour of dishes, instantly enhances even the simplest of menus.

Dinner should be a complete meal, hot or cold. Meat and two veg, lasagne and salad, curry and rice, pie and mash; every food has a natural accompaniment. With a vast range of new gourmet home-cooked type foods developed by manufacturers recently, these need little or no further cooking. Simply unwrap, display and sell either hot or cold, by the portion. Customers can regenerate at home as and when they need to. Foods displayed in a cold cabinet for the evening offer, have longer shelf-life than hot alternatives. Chilled meals unsold from the cold cabinet during the evening can be regenerated and placed in the hot cabinet the following day, helping avoid waste.



Developed by Gourmet Chefs for Retail Deli Ready-Made Meals by Cuisine de France

"INCREASE IMPACT TO INCREASE SALES, SIMPLE"



Hot Tiled Insert



Black Replacing Stainless Steel in cold cabinet



Balti Dish to Highlight Oriental Offers



To Achieve Increased Opportunities for your Deli, Think with a New Mindset. Take the Approach that Increased Impact = Increased Sales

Your Deli Counter = The Stage
Your Food & Menu = The Actors

Increase Sales by

Be Interesting = Clearly Defined Fresh Menu

Make the Decisions simple to answer the "Whats for Dinner" Dilema

Be Different = Add Variety, Colour, Form & Shapes with new Props & Gastronorms

Improve the Ambience - raise standards
Clean Glass, Good Lighting, Clearly Labelled Foods

Keep it Simple = Utilise Benefits of Ready-Made Gourmet Meals & Foods from Suppliers

Be better than the competition!

For more menu development ideas and details on how you could gain impact on your deli sales AM 2 PM systems, contact Jennifer or Ingrid on Callsave 1850 30 36 36 or FreeFone today.