

# Costcutter<sup>®</sup>

## A FRESH OPPORTUNITY FOR GROWTH

**COSTCUTTER KIDDERMINSTER, WORCESTERSHIRE**

Chaz Chahal, store owner



**Understanding shopper's growing expectations of a comprehensive, quality fresh food offer is more important than ever for convenience retailers.**

Chaz Chahal recently completed a full refit at his neighbourhood store in Kidderminster. With the support and expertise of the Costcutter Store Development team, the two-week fit-out incorporated an increased fresh food section.

"A large proportion of our turnover was originally beer, wine and spirits. With the refit, we wanted to find a way to boost the performance of other areas of the store, to improve our fresh and give it a good push.

"Fresh is where the basket spend starts. If you want a shopper to do a basket shop that allows them to cook a meal from scratch or something simpler like a ready meal or pizza and side meal solution, then it all starts from the fresh aisle. If you can tie it all together, then people will shop the whole store.

“

The Co-op fresh range is absolutely fantastic. It's a big pull for shoppers and having access to it makes us credible for the consumer: It's an offer that shoppers trust and recognise.

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### TOP TIP #1:

"If you want to introduce or grow your fresh offer, start small and grow slowly. Concentrate on consistent availability and strong promotions. Products being in stock one week and out the next is what stops customers trusting your fresh offer."







“It’s also about leveraging your knowledge and experience of your audience, and what your local competition are doing. The refit has given us a lot more chilled space than before, but getting the design right means it’s compact, well categorised, easy to face-up and maintain, and it’s all well presented.

“The proof is in the pudding because people have really responded well to the refit. Sales have grown in the right areas, including fresh.”

- There’s a perception that fresh is a hard category, but with Costcutter’s help to understand your audience and the opportunity, it’s worth it.
- If a smaller fresh food range is right for your store, make sure you’ve still got a good breadth of products and that they are always available.
- When you’ve got more than one store you can use one as a mini business hub. We order product into one store, and split the cases between two more stores to control availability and wastage.



### TOP TIP #2:

“All of our fresh food chillers have doors on, not only because it’s the right thing to do for the environment, but it also helps us to reduce our energy costs and future-proof our store.”



### TOP TIP #3:

“If you can give the customer a choice of full meal solutions for the evening or weekend, they’re going to keep coming back. We cross-merchandise cooking sauces or fajita kits that are on promotion in the fresh aisle to make it easy for them to build a meal.”

