

Costcutter[®]

WANTAGE

Lyn and Mike Rowe

Lyn and Mike Rowe have owned their Costcutter store on a bustling street in the centre of the town for over 30 years. Embracing change has been crucial to the long-term success of their business and recently, they carried out a full refit to modernize, meet the changing needs of the local community and deliver a fantastic shopping experience.



SALES
INCREASED BY
+16.5%

“

Food-to-go has been significantly extended, we've added an additional 3.5 metres of refrigeration and refreshed the chilled food offer.

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**AVERAGE
BASKET
SPEND HAS
GONE FROM**

£7.15 TO £8.50
AND IS STILL GROWING



£180,000
INVESTMENT

“

Shopper First insights revealed the need to develop our chilled and food-to-go offerings, to drive footfall and increase basket spend.

”



ADDED
3.5
METRES OF REFRIGERATION

**FOOD-TO-GO HAS
INCREASED BY**



+50%

**CHILLED
AND FRESH
CATEGORIES
HAVE GROWN BY**

+50%



“

A selection of Co-op Own Brand products were introduced, including improved sandwich lines, wraps, salads, pasta bowls, soups and fruit.

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