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.





66

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



AVERAGE BASKET SPEND HAS GONE FROM

WWY

£7.15 то **£**

£8.50

AND IS STILL GROWING

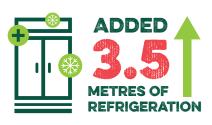
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Shopper First insights revealed the need to develop our chilled and food-to-go offerings, to drive footfall and increase basket spend.

£180,000

INVESTMENT

99



FOOD-TO-GO HAS INCREASED BY



66

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

CHILLED
AND FRESH
CATEGORIES
HAVE GROWN BY

450%



99