



How to Turn Grab-and-Go Into Big Business

Depending on which studies you read, the grab-and-go (GNG) industry has been — and continues to be — a booming industry. It's a booming sector fueling our busy lives.

The reason for this rapid growth is that GNG has offered so much convenience and convenience is king. Also grab-and-go food is food on the move, perfect for today's fast-moving consumers. These consumers purchase food items at all hours in a variety of locations from stop-and-go markets to high-end hotels.

So, if grab-and-go is so hot, why are some retailers having a tough time turning it into gold? There is no one answer, but more likely a variety of reasons why some are not doing as well as they like or had expected. The following are some suggestions that can help all vendors make the most of their GNG food products:

- **Variety**
- **Signature meal choices**
- **Consistency**
- **Branding**
- **Be neighborhood-specific**
- **The importance of labels**
- **Metrics**

The food must look good to get the customer's attention, but take that a step further. Packaging should also have the same look and feel, as well as colors and signage of the retail establishment in which it is sold.

Every product in a grab-and-go food case must have a name and branded signage, according to Arlene Spiegel, a New-York based business consultant to the foodservice industry. "Make sure the signage is distinctive... this contributes to building a loyal fan base."