

# GRAB&GO

*A guide to good-for-you snacks and meals*

**Gordon**<sup>®</sup>  
FOOD SERVICE





# Everyone's busy. Everyone's hungry. Everyone wants a solution.

*Whether yours is a K-12 school or you're handling college and university dining, grab-and-go is a solution for snacks and meals that works. It's good for students, faculty and visitors, and it's good for your business.*

## HOW GRAB-AND-GO MEALS HELP

- Serves students who might be skipping a meal
- Reduces waiting in line in the cafeteria
- Fights food insecurity with affordable, healthy grab-and-go items, or by creating a backpack program
- Gives your students nutritious snack options during after-school or classroom programs

## GRAB-AND-GO SPOTLIGHT

On-campus food/drink buyers



**39%** of all students

**51%** of 18- to 20-year-old students

Source: College & University Studies, Technomic Inc., 2019





## BENEFITS TO YOUR BUSINESS

- Offers a new source of revenue
- Introduces students to new and nutritious flavors
- Improves student and staff satisfaction

## Key Takeaways

Grab-and-go snacks or meals matter for a lot of reasons:

- Students of all ages want their food fast, customized and portable
- You can appeal to health-conscious students, feeding their brains and bodies
- It's an easy-to-implement growth opportunity—you already have the kitchen, the staff and the nutrition expertise in place



# Getting started: What you need to know to grab-and-go

*For success, many questions need to be addressed. Here are just a few.*

## Step 1: Pre-Planning

### WHAT ARE YOUR PRIMARY (AND SECONDARY) GOALS?

- Providing access to nutritious food options
- Improving guest and employee satisfaction
- Business building
- Community outreach

### WHO ARE YOU SERVING?

- Students
- Campus visitors
- After-school event participants
- Faculty

### HOW WILL YOU ADD TO YOUR BUSINESS?

- Take-and-eat snacks
- Prepackaged meals to eat at home
- Build-your-own options for consumers

### GRAB-AND-GO SPOTLIGHT

When do people snack?



**26%** Morning

**75%** Afternoon

**42%** Evening

**27%** Late night

Source: "Snacking is Here to Stay," Technomic, 2018

**54%** of consumers are more comfortable eating at home

Source: Technomic Inc., 2018





## *Step 2: Analyze the situation*

### **WHAT ARE YOUR CAPABILITIES?**

#### **Will you assemble food items or provide only prepackaged options?**

- Assembly requires staffing, facilities, proper labels and meeting safety regulations
- Prepackaged items may require additional storage space

#### **Do you have enough staffing?**

- Additional shifts and training may be necessary

#### **Do you have the right equipment?**

- You may need to buy additional prep tools and storage equipment

## *Key Takeaways*

A successful grab-and-go program requires:

- Defining your goal(s) and determining if you have the capability—staff, space and equipment
- Talk to your Sales Representative about your vision. We have exclusive resources available to build your program.



## Execution: Get the right packaging for your program

*Serving and maintaining the quality of foods can depend on how it's packaged. In addition, your packaging can be part of your brand messaging and sustainability commitment.*

### Packaging picks

There are many packaging considerations, from hold time to reheating, serving and environmental impact. The Gordon Food Service® Clear Choice™ program can help you choose attributes important to your operation.

#### SUSTAINABLE CHOICES



##### Eco-Takeout Containers

- BPA-free to expand sustainability efforts/brand image
- Reusable and reduces waste



##### Paper & Molded Fiber

- Best for takeout and ready-to-eat items
- Leak, cut and crack resistant



##### Aluminum Foil

- Best for take-home meals and heated displays
- Leak, cut and crack resistant

#### OTHER OPTIONS



##### Foam Polystyrene

- Keeps foods and beverages hot/cold longer
- Strong and lightweight



##### Polypropylene

- Best for ready-to-eat foods and bakery items
- Microwaveable and leak, cut and crack resistant



##### Polystyrene

- High dome makes it good for a variety of foods and sandwiches
- Leak and cut resistant





## PACKAGING & EQUIPMENT DETAILS

Package labeling—adhere to federal and local labeling regulations for:

- Nutrition Facts
- Ingredient lists
- Allergens
- Food production/ environmental claims

Equipment needs—providing grab-and-go foods may require the following:

- Carts
- Portable stations
- Steam tables
- Coolers
- Display racks

## BEFORE YOU GO LIVE

Pre-launch planning—a test run can make sure these are up to par:

- Packaging
- Item quality and consistency
- Food and liquid temperature
- Prep and reheating directions
- Portability

## GRAB-AND-GO SPOTLIGHT

**41%**

College students who believe waste reduction is vital



Source: LeanPath, 2018

## Key Takeaways

- Packaging should maintain food quality and match your brand messaging
- The Gordon Food Service Clear Choice program can point out sustainability attributes you may want to consider
- Test quality execution to make sure grab-and-go meets your consumers' expectations



## Handle with care: Focus on safety

*Because you can't control food once it leaves your dining area, it's vital to maintain food safety at the time it's served or sold.*

### Food prep guidelines

Food safety starts long before the food reaches the consumer. All fruits and vegetables should be rinsed under cool, running water, never soaked in water. With pre-cut produce, follow packaging guidelines to assure safety. And never use bare hands with ready-to-eat foods.

#### MONITOR TCS (TEMPERATURE CONTROL FOR SAFETY) FOODS

- Cold foods must be maintained at 41°F or below
- Hot foods must be maintained at 135°F or above
- Check and record temps often

#### TCS FOODS INCLUDE:

- Milk, dairy and egg products
- Fish, shellfish and crustaceans
- Tofu or other soy proteins
- Sliced melons
- Cut leafy greens
- Cooked rice, beans and veggies
- Meats (beef, pork, poultry, lamb)
- Baked potatoes
- Sprouts/sprout seeds
- Cut tomatoes
- Untreated garlic/oil mixtures

#### GO THE EXTRA MILE

In addition to food safety, consumers still value product transparency.

- Do you source non-GMO foods?
- Do you sell free-range or local products?
- Do you have gluten-free, vegan or plant-based options?

Be authentic: the availability of green products can build loyalty





## MINIMIZE CROSS-CONTAMINATION IN SELF-SERVICE AREAS

- Prep with separate, clean knives and cutting boards
- When replacing bins on the food line, don't mix old and new foods
- Always use sneeze guards
- Have individual serving tools for each item
- Clearly label foods
  - It reduces the desire to take a taste
  - It alerts consumers to ingredients/allergens
- Monitor to make sure food serving area and utensils stay clean
- Consider having staff serve from the bar instead of self service

## MARKET YOUR STORY

You'll need to get the word out about your new program. Your website is a great place to start. So are email, social channels, student communication networks and even menus posted on bulletin boards or distributed on campus.

## MAKE A NAME BY BRANDING

- Use custom printed bags or food labels to promote your campus dining center or pop-up kiosk
- Create stickers or try a rubber-stamp logo for bags/packageing
- Consider signage at your point-of-sale site

## GRAB-AND-GO SPOTLIGHT



**40%**

U.S. consumers willing to pay more for **clean foods**

Source: "Clean Label Insights," Technomic, 2017



**27%**

Consumers who will pay more for **free-range or cage-free**

Source: "Clean Label Insights," Technomic, 2017

## Key Takeaways

Set the bar high for safety and messaging:

- Establish safe prep practices in the kitchen
- Cleanliness and temperature safety are vital to your entire program



## Ideas & products: We're here to help

*Deciding how and what to serve depends on your audience.*

Whether yours is a K-12 program or college and university campus dining operation, variety is important—44%\* of students wish their school would change the menu more often. Also, 51%\* say it's important to eat healthy and monitor nutrition.

Grab-and-go consumers eat when and where they want, but mealtimes still shape the day for most kitchens. Allowing for customization helps students be as healthy or as indulgent as they want. Here are some options with crossover possibilities.

### BUILD YOUR OWN ... AND BEYOND

#### Breakfast

- Yogurt parfaits
- Whole-grain muffins
- Breakfast sandwiches/wraps
- Breakfast bowl builds
- Fresh fruit

#### Lunch

- Noodle/grain bowls
- Asian bowls
- Salad builds
- Sandwich builds
- Broth bowls

### GRAB-AND-GO SPOTLIGHT

**88%**

Operators who say it's important for students to be able to

**customize  
meal  
choices**



\*Source: College & University Multi-Client Studies, Technomic Inc., 2019





#### Dinner

- Soup/chili
- Egg/meat protein salads
- Grain bowls
- Noodle bowls

#### Snacks

- Energy bars
- Pita and hummus
- Cheese and crackers
- Vegetable sticks and dip
- Fresh fruit
- Yogurt parfaits
- Beverages/smoothies

## GRAB-AND-GO SPOTLIGHT

### Beverage Boom

**28%**  
Consumers  
who often use  
**beverages  
to replace  
meals**



Source: "Modern Beverage Culture," Hartman Group, 2019

## Key Takeaways

Your Gordon Food Service Sales Representative is ready to help you with grab-and-go possibilities for your operation. We can help you:

- Understand the opportunity and what's driving it
- Develop and execute a business plan
- Suggest products and equipment to meet your needs.

(800) 968-6474 • gfs.com

©2020 Gordon Food Service®

062020/296467

**Gordon**<sup>®</sup>  
FOOD SERVICE  
*Always at your table™*