

LEVELS OF RETAILER FOODSERVICE

To help understand the needs of the retailers, the WAM foodservice team provides the different levels of foodservice in C-stores today. This information will help the WAM DSR's determine not only what level of foodservice their retailers are currently at but also what it takes to take it to the next level!

- **LEVEL 1 = BASIC FOODSERVICE ABILITY;**

- HAS SMALL COOLER/FREEZER FOR STORAGE
- CAN COOK/ HEAT WITH MICROWAVE
- HOLD PRODUCTS IN SANDWICH WARMER
- COOLER AVILABLE TO MERCHANDISE SANDWICHES
- HAS POWER FOR SLUSH MACHINE



- **LEVEL 2 = MORE ROBUST PROGRAM ELEMENTS;**

- LARGER 2-DOOR COOLER/FREEZER FOR STORAGE
- CAN COOK/ HEAT IN PIZZA OVEN/ CONVECTION OVEN / ROLLER GRILL
- HOLD PRODUCTS IN PIZZA WARMER OR HOT CASE
- ASSEMBLY OF SOME FOOD PRODUCTS – CHEFMATE SAUSAGE GRAVY & BISCUIT
- CHICKEN WINGS INTO DISPLAY BOX
- MAINTAIN ROLLER GRILL



- **LEVEL 3 = HIGHEST LEVEL OF FOODSERVICE ABILITY;**

- SEPARATE COOLER / FREEZER FOR STORAGE/PREP
- USING FRYER EQUIPMENT
- 3 COMPARTMENT SINK
- CAN ASSEMBLE FOODS LIKE; DELI SANDWICHES, HOME-MEAL REPLACEMENTS, DINNER PLATES



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This is a breakdown by WAM FS MFG and what items best fit the retailers foodservice level

MFG	LEVEL I - Aver Wkly FS sales - \$500+	LEVEL II - Aver Wkly FS sales - \$1000-1,500	LEVEL III - Aver Wkly FS sales - \$1,500-\$2,000	KEY ITEMS	OTHER	POS AVAILABLE	RETAILER REBATE PROGRAM AVAILABLE
AUNTIE EM'S	X			Donut Holes and Thaw & Serv bakery program / individually wrapped items	Rack Program w/ free goods to off set	Poster and small sign, door static cling, shelf wobblers	YES
BEST MAID	X			IW cookies and crispy bars	Free Racks	No POS	YES
OMNI FOODS		X	X	Private label pizza program deVinci Pizzeria, Sub-Express, Pizza Primo(component program)	Cook in pizza oven and warmer / Can be sold as a retail item	Poster, door cling, special pricing sign	NO
REN MAN FOODS		X		Wings; bone-in and boneless, tenders	Fryer / Warmer	Poster, table tent	NO
FRAZIL	X			Slush Program	Free equipment and free service (must be pre-approved)	Posters, pole signs, static clings, halogram sign, etc...	NO
KOCH FOODS		X	X	Complete chicken program	Fryer / Warmer	Posters	YES
MCCAIN FOODS		X	X	Potato's / Appetizers	Fryer / Warmer	Posters and signs	NO
DELI EXPRESS	X			Sandwiches	Free cooler program, microwave	Posters, shelf talkers & wobblers, etc... lot available	YES
FOSTER FARMS		X	X	Corn Dogs, burritos and To Go Stix	Corn dogs and burritos - Fryer / Warmer - Go Stix can us convection/ conventional ovens	Shelf talkers and small signs	YES
GEHL'S FOODS	X			Cheese Sauces / Nacho Chips	Cheese dispenser	Posters, shelf talkers & wobblers, etc... lot available	YES - FREE GOODS
NESTLE PRO	X	X	X	Coffeemate, Hot Pockets, Chefmate and Stouffers	Merchandisers on Coffeemate and Hot Pockets, Chefmate W/Biscuits, Stouffers cooks in oven	Racks	YES
SMITHFIELD CULINARY	X	X	X	Hot Dogs, pre-cooked bacon & sausage, deli sandwich meats	Roller grill and oven	Limited POS	YES
UNILEVER FS	X			Tea and condiments	Merchandisers on hot tea and condiments	No POS	NO
RONNOCO	X	X	X	Coffee Program / free equipment and free service	Lemonade and iced tea	POS available need to check what retailer wants	NO