

TOGETHER LET'S

# SUPPORT BRITAIN

UNDERSTANDING THE NEW APPETITE FOR PROVENANCE



BESPOKE INSIGHT FROM



PHENOMENAL DATA. EXPERT INSIGHT.

TOGETHER WE CAN GET

# BACK IN THE GAME



FOODSERVICE  
SOLUTIONS

A man with a beard and glasses, wearing a grey blazer over a pink shirt, is smiling and looking at a woman with long brown hair. They are seated at a wooden table in a restaurant, with plates of food, glasses of wine, and a burger in front of them. The background is a blurred restaurant interior with other patrons and warm lighting.


# Building Confidence

*will be vital in persuading consumers to visit the out-of-home market post-lockdown.*

*A new McCain commissioned CGA insight reveals how consumers will place increasing scrutiny over the pubs, bars and restaurants they choose to visit, and their menus.*

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As a leading supplier of quality produce to the restaurant sector and as supporters of British farming, it's our aim to **help operators understand how quality and provenance can help coax customers back through the doors.**



The quality and sourcing of ingredients has always been an integral consideration for consumers when choosing where to visit, but research shows

**70%**

of consumers said **sourcing of ingredients** will be important when considering where to eat out after lockdown.

**1 in 4**



In fact **1 in 4** said they expect pubs, bars and restaurants to provide **information around where food was grown or produced**, when venues are allowed to re-open. In the new world, it's fair to say provenance will be a basic expectation for a quarter of customers when deciding where to go and eat.

The new research indicates that environmental and sustainability concerns will potentially take a back seat post lockdown, with provenance information the only factor that increases in the minds of consumers.

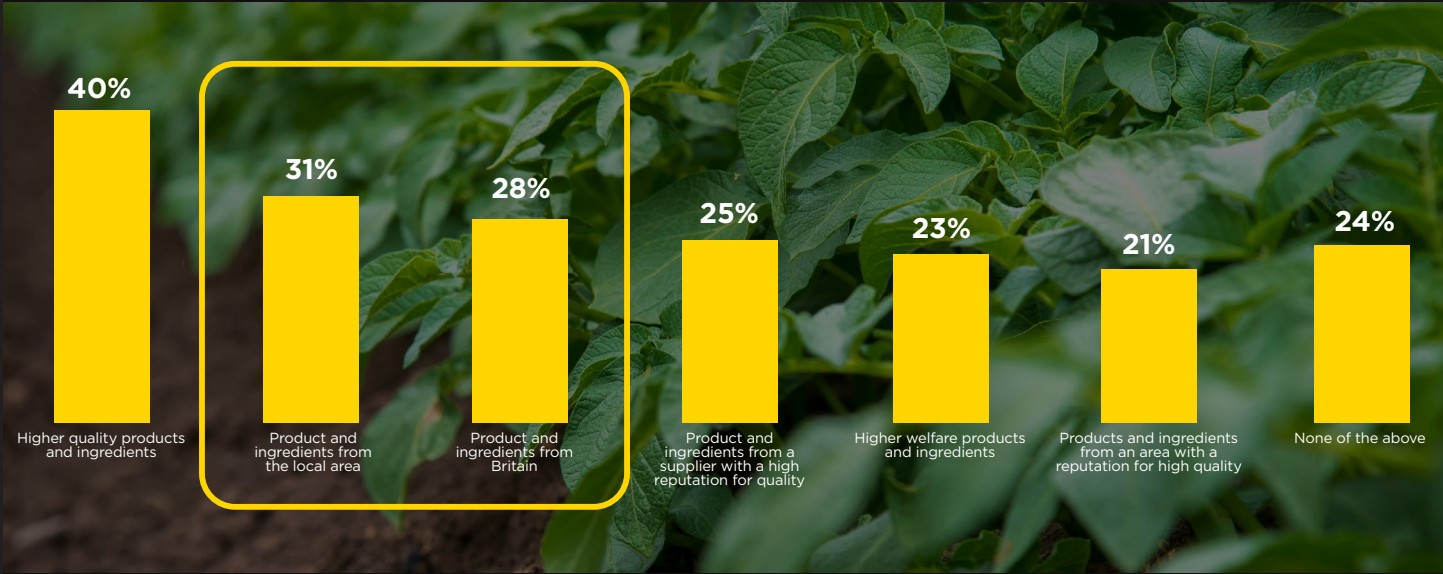


**44%** of consumers said the sourcing of ingredients would be more important after lockdown and

**53%** of 18-34 year olds said they would be basing decisions on where to eat out on ethical considerations.

### Which of the following, if any, would you pay more for when eating out?

Local produce plays into an ethical mindset of consumers and 25% of consumers rate seeing “local produce” as very important. Not only is it desired, but a significant proportion of **consumers would also be willing to pay more for local, or British, produce.**

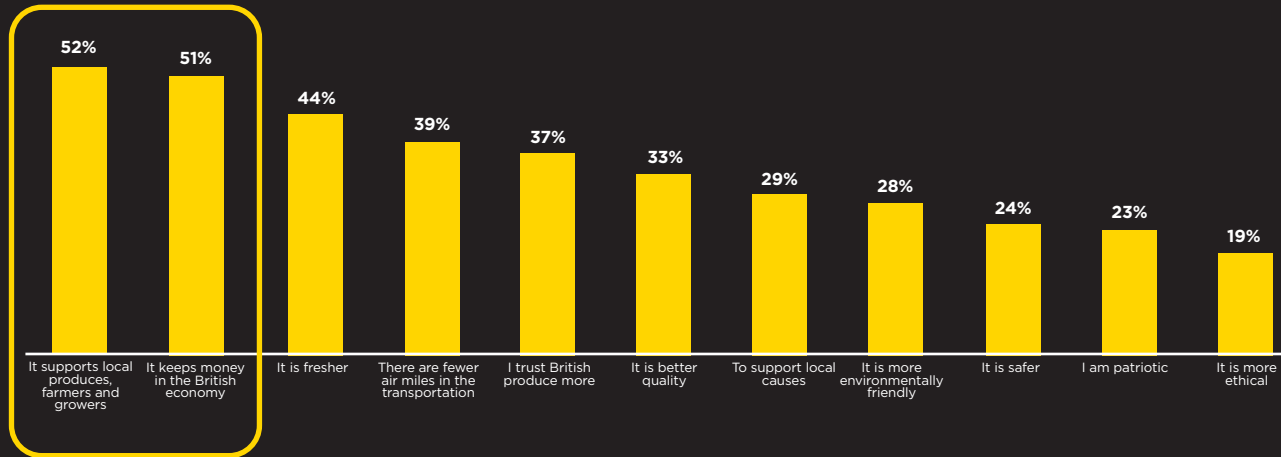



For consumers, local means within a close proximity of the outlet, although for 1 in 7, this means the same country and consumers show a clear appetite for British produce, more so now than ever before.

# 60%

said they find “British produce” to be more appealing now than prior to the COVID-19 outbreak. The appeal of British produce may stem from the economic uncertainty that sits at the front of consumer thinking, but it is certainly showing real resonance with consumers.

## Why do you find British produce (i.e. ingredients and products) appealing?





***Post lockdown, consumers have greater expectations for the venues they visit to offer British grown produce.***

32% of consumers said they will have increased expectations for **“British ingredients”** from the venues they visit after lockdown measures have been lifted, and **61% said they are now more interested to know about where the food and produce comes from.** Keeping consumers informed will ensure the most frequent and lucrative visitors keep returning to the market they love.

## ***IN SUMMARY***

- Sourcing and provenance are predicted to become even more important to consumers in a post-COVID out-of-home market.
- Ethical considerations will remain a consideration, and consumers will increase the scrutiny that they place on pubs, bars and restaurants when it comes to provenance over other ethical matters.
- Local products are desired by those who eat out, further playing into ethical considerations as consumers.
- British products on menus will appeal more to consumers post lockdown and will influence their decision about where to eat out.



# WHY McCAIN?

We believe that good ethics is good business. These principles guide who we are, what we do, and how we achieve it.

**The result? Consistently good food, simply made.**

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**We're committed to quality from the very start of the supply chain.**

McCain has been operating in the UK for over 50 years and has invested over £100 million into the renewal of the Scarborough site. We work together with growers – some of whom have supplied McCain for three generations. We are the largest purchaser of British potatoes, priding ourselves on our strong relationship with UK agriculture.

Alongside our suppliers, we're also a leading supporter of the Red Tractor Assurance Scheme. Find out more about our close relationship with growers on our **[Meet the Farmers page](#)**.

McCain is committed to 'giving back' to communities. We actively support local schools and careers events and we recently committed 1.4 million meals to FareShare, the UK's largest food redistribution charity.



# Our Range



- Surecrisp Traditional Chips 6 X 2.5kg
- Surecrisp Traditional Thick Cut 4 X 2.27kg
- Surecrisp Gourmet Chunky Cut 4 X 2.27kg
- Surecrisp Skin On Thin Fries 4 X 2.27kg
- Surecrisp Skin Off Thin Fries 6 X 2.5kg
- Surecrisp Skin Off Thin Fries 4 X 2.27kg
- Surecrisp Skin On Julienne 4 X 2.27kg
- Surecrisp Skin On Medium Chips 4 X 2.27kg
- Surecrisp Skin On Thin Fries 6 X 2.5kg



- Our Menu Signatures Traditional Chips 6 X 2.5kg
- Our Menu Signatures Gastro Chunky Chips 4 X 2.27kg
- Our Menu Signatures Skin On Julienne Fries 4 X 2.27kg
- Our Menu Signatures Gastro Chips Chunky 6 X 2.5kg
- Our Menu Signatures Rustic Skin On Chips 4 X 2.27kg
- Our Menu Signatures Traditional Gold Chips 6 X 2.5kg Gluten Free
- Our Menu Signatures Rustic Skin On Chips 4 X 2.5kg




- Our Original Choice Saute Potatoes 6 X 2.27kg
- Our Original Choice Chippy Chips 4 X 2.27kg
- Our Original Choice Medium Cut Chips 4 X 2.27kg
- Our Original Choice Thick Cut Chips 6 X 2.27kg
- Our Original Choice Thin Cut Chips 4 X 2.27kg
- Our Original Choice Thick Cut Chips 4 X 2.27kg
- Our Original Choice Steak Cut Chips 4 X 2.27kg



- Our Chef Solutions Quick Cook Delights Thick Cut 6 X 2.49kg
- Our Chef Solutions Quick Cook Delights Medium Chips 6 X 2.49kg
- Our Chef Solutions Oven Chips 6 X 2.5kg





**LinkedIn** @McCain Foodservice (GB)  @mccainfoodserviceuk

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