

food to go

"We added in additional services: a Post Office, Costa Express machine, Slush Puppie dispenser and an ATM and utilised all of the space available. For us to go in and invest like this has made a real impact for the community. **Virtually overnight the store went from £3,000 a week turnover to over £24,000!"**

Vinay Parekh, One Stop Franchisee, Duckinfield



Want to increase your  
Franchise offer?

## Vending options to increase footfall into stores

We work with our retailers, so stores become destination shops with great food to go options. In a rapidly changing market, it's key we look for ways to appeal to customers and in turn grow sales. We know that vending services are popular in the market and below are some of the in-store vending options on offer to our retailers:



The leader in hot food, offering hotdogs, breakfast muffins and burgers.



Robinsons offer orange and apple & blackcurrant flavours - customers can even choose to mix two flavours together. The new Fruit Ice drink concept has no added sugar and real fruit in every drop!



A compact well-known coffee machine which provides barista coffee on the go. The Costa machine offers all the hot beverage classics from cappuccinos and lattes, to americanos and hot chocolates.



Tchibo is another coffee machine offer, providing premium quality hot beverages with over 8 drink options ranging from lattes to flat whites.



A refreshing smoothie, blended with ice and the classic Tango flavours. From being sold in cinema chains, it's now a nation favourite.



The leader in frozen blended beverages, using authentic high-quality ingredients.

f'real offer a variety of flavoured milkshakes, smoothies and Frappés.



Country Choice provide all the ingredients needed to create and run a successful in-store bakery or food to go offer. Products range from croissants, to cookies and pastries.



Find out more about the range of vending services available to you

 01543 363003

 [openaonestop.co.uk](http://openaonestop.co.uk)

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# Franchisee Focus

## Bridgend Store

One of our Franchisees, Paul Thomas from Coity, Bridgend, Wales has taken a slightly different approach with his store. He researched the best range of in-store services he would need, to attract customers from both industrial and residential areas. Paul worked with our One Stop team to make his in-store vision come to life. The highlight of Paul's 300 sq ft store is an exciting beer cave, fully stocked with beers and wines.



Situated at the front of the store, customers can enjoy F'real milkshakes, Fwip ice Cream, Tango Ice Blast, Rollover Hotdogs, Rustlers burgers and Country Choice lines. Throughout the store, there is clear category signage to the beer cave and the food to go areas, with targeted lighting to entice customers in.

The store also benefits from a large car park, a bike shelter and a seating area with charging points, where customers can take a break and enjoy eating their food!

### Services in-store



CountryChoice



Want to learn more about vending and the opportunities in store, contact us today!

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# Power promotions and point of sale

Our promotions are renowned in the convenience market and with customers.

## Promotions

We'll work with you to make sure you've got a constant stream of eye-catching promotions and the key products on your shelves that appeal specifically to your customer base.

- 4-week promotional cycle, changing every 2 weeks
- Supermarket-value at a market-leading margin
- Free of charge POS kits and guidance on how to activate them
- Great value £3 meal deal with over 800 products to choose from
- Up to 500 products available on multi-buy deals

We highlight all our promotions through eye-catching point of sale, which ultimately helps retailers increase their sales and profitability.



Learn more about our amazing point of sale

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# Advertise online with our new digital package

At One Stop we have created a digital package for Franchisees that enables their stores to become more visible online in their local area.



## What is Yext?

Yext is an online data management tool, which gives retailers the ability to manage their online location information across the following: maps, search engines, directories and voice search assistants.

## What are Franchisees using Yext for?

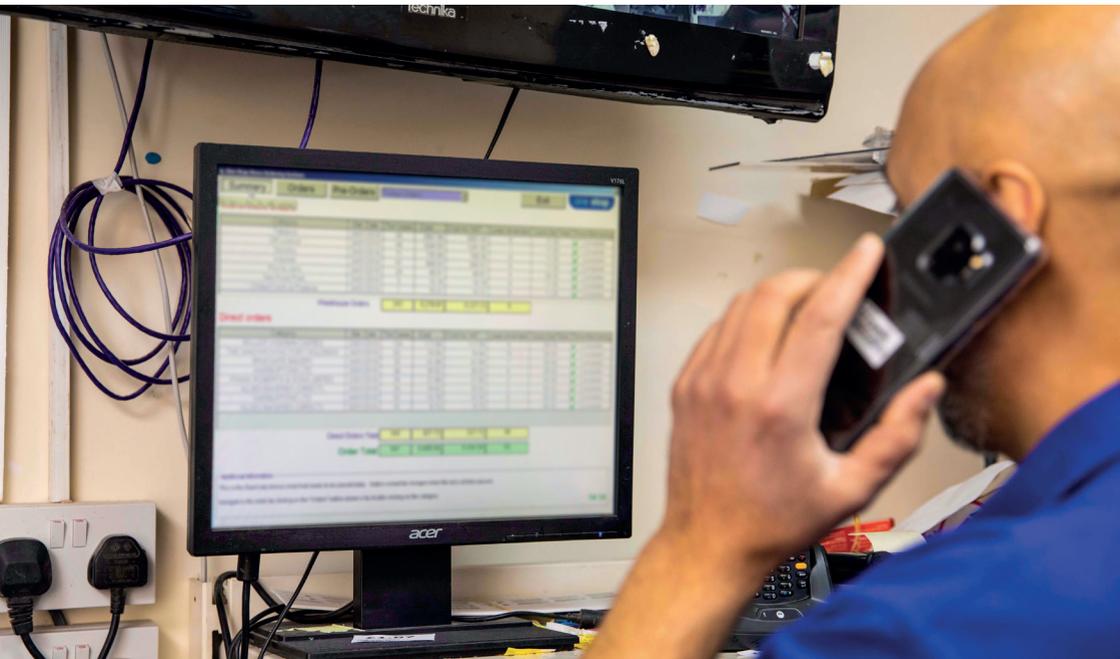
Franchisees have the ability to manage the following in Yext:

- Post social posts from the Yext platform to their Store Location Facebook page (these will be organic posts and will come to the One Stop Digital team to approve first)
- Manage their store information and listings on Facebook and Google My Business
- Look at analytics and reporting e.g. see how many people have clicked 'Get Directions' or clicked 'Call'

## What else do Franchisees get with the Digital Package?

The One Stop Digital team will issue the following for Franchisees:

- Daily boosted posts and/or targeted ads on Facebook promoting great offers, Own Label range, supplier posts, seasonal content and much more



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