UK Food & Beverage Study

Background

The end client is one of the leading wholesale food service suppliers in the UK and the catering and food suppliers of choice for thousands of businesses and chefs in the catering industry. The client needed to undertake some future proposition research amongst its clients, prospects, and lapsed customers.

Target Audience

To qualify for the research, respondents must have some responsibility in determining which food suppliers are used. Also, a fundamental requirement was to have a minimum annual spend per facility/location. Targeting was quite diverse and split into the following two industry sectors:

Catering

- Healthcare
- Colleges, Universities
- Primary/Secondary Schools
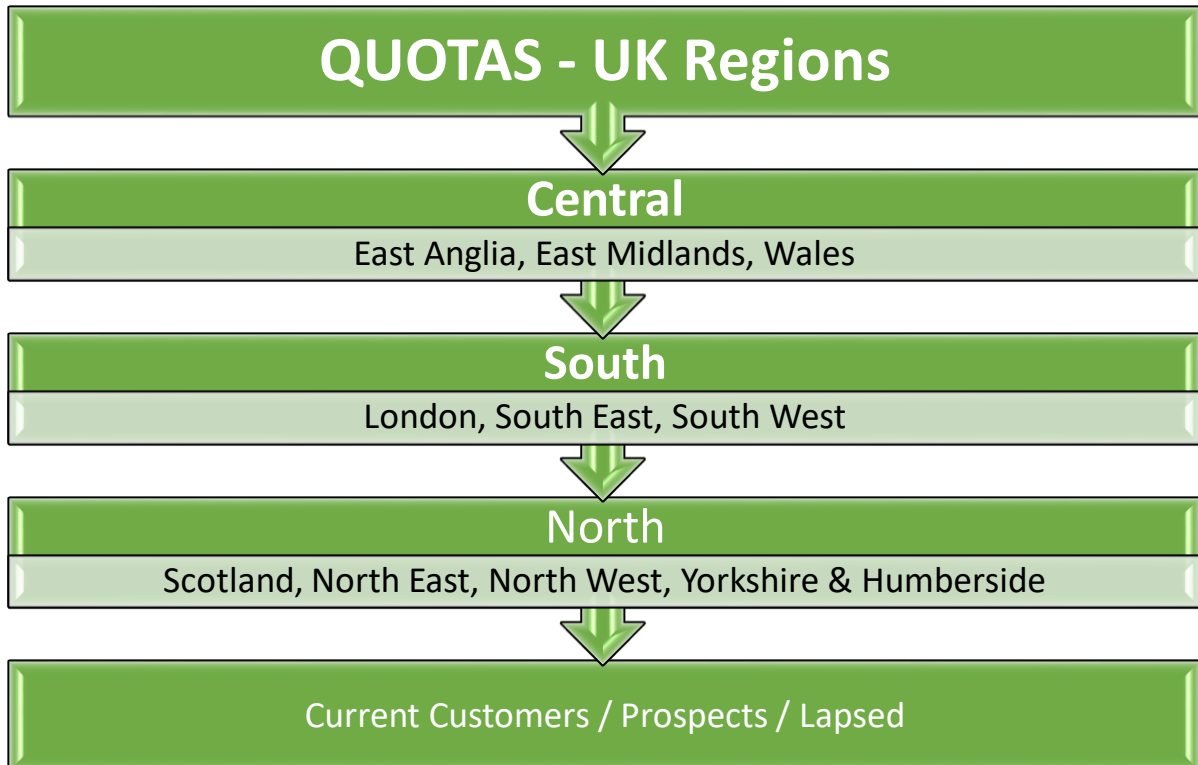- Workplace Canteens
- Travel, Leisure, Event catering

Hospitality

- Pub or pub with restaurant
- Restaurant
- Hotel
- Cafe/Quick service

Methodology & Geographic Quotas

An online study focussing on the following three regions in the UK. The client did not require a set number per country but just a good spread across all. Representation on type of customer was also a pre-requisite.

QUOTAS - UK Regions

Central
East Anglia, East Midlands, Wales

South
London, South East, South West

North
Scotland, North East, North West, Yorkshire & Humberside

Current Customers / Prospects / Lapsed

Conclusion

The study itself involved a lengthy conjoint exercise. The client initially tried numerous online B2B panel suppliers but upon review of the data the quality was not sufficient, so they approached Dynamic Fieldwork with a view to enhancing that quality.

From the outset, we could see that the screening criteria was just not specific enough and needed to be streamlined and tailored to meet the specifics of the Food and Beverage industry. We drafted a number of pre-screeners and shared with the client, piloted a number of individuals to fine tune the screening and launched successfully.

While certain workplace settings and targets were a challenge the screening process combined with several QC procedures enabled the client to gather the quality data required. Furthermore, it also allowed to go above and beyond the number of completed interviews expected and successfully meet all targeting requirements.