

The Grocer

Focus On: Food On The Go

By Emma Weinbren emmaweinbrenwrites@gmail.com

Publishing: 29 November 2026

Copy deadline: 14 November 2025

Submissions deadline: 7 November 2025

Food-to-go operators are stepping up their health-orientated offerings. In July, Café Nero began the first phase of a “health-focused” snacking range review and Pret a Manger launched its Super Plates salad. Meanwhile, at Tesco, there’s further evidence to suggest that on-the-go is on a health kick: hard-boiled eggs are now the number one meal deal snack.

- Who’s doing what exactly?
- What’s driving this activity?
- Where does this leave on-the-go operators famed for indulgent offers?
- What’s in store for the coming year?

The overall picture

- Are people working at home/offices more or less than last year – and what impact is this having on the market?
- Which retail and foodservice channels and operators are seeing strongest growth and decline? Why?
- What trends are taking off in food to go?

Promotions and marketing

- How are operators using the lure of the meal deal to get punters through their doors?
- What about marketing?
- How important have loyalty schemes become in the world of food to go?

Innovation

- We will profile four new products or ranges. We need launch date, rsp, and a hi-res picture of each.