Food Programme
State of the Food Nation
Agenda

Shift

Takeaway Food

People & the Environment

How might we?

Discussion

45-mins

15-mins
Shift designs products & builds social businesses to help solve social problems
Build a venture that reduces the calorie content of takeaway food in low income communities.

• reduces calorie content in existing outlets
• prefers new entrants that are healthier
What we’ve learned on the ground

1. Chicken Shops
2. Boxed Chicken
2. Healthier Entrants

1. Healthscore
2. Outlet Motives
2. Healthier Changes

Impact limited by market share
Barriers to healthier entrants high
4-6 meals matter
New demand drives engagement
Agenda

15-mins
Discussion

45-mins
How might we?
People & the Environment
Takeaway Food
Shift
What’s the connection to takeaways?

- stimulating local economy
  - micro eco’-system
- community benefit
  - social isolation
  - safe space for young people
- less to spend – cheap energy
Most meals exceed FSA meal allowances

NB/ Average calorie content of a 2 component meal (excl’ drink 128cal) with the exception of chips and fries which are side orders
Portion size and calorie density drive total cals

Calorie density increases with decreasing meal weight reflecting the underlying cost of calories in food ingredients and the need to hit key price points. (red lines denote the all meal averages)
The top right quadrant is the least healthy

Pizza, Chicken and Kebabs significant contributors
Price determines ease of access (particularly for teens)

Chicken, fries and chips the primary focus for childhood obesity
Our participants

44 participants

24 families
Children aged 0-16

20 young people
Teens aged 12 - 18
What did we do?

- **Food diaries**
- **Location maps**
- **Tag alongs**

- one week
- 4 - 5 hours
Tagalong activities

- Walkabout
- Grocery shopalong
- Takeaway shopalong
- Online shopalong
- Kitchen tour
- Meal prep
5 Themes emerged

1. Creatures of habit
2. Social influencers
3. Market gaps
4. Environmental triggers
5. Changing ‘normal’
Home still the centre for eating

- Restaurant
- Supermarket
- Takeaway

Families with children 0-18 years

Teens 13-18 years
Traditional boundaries dissolving

- Families with children 0-18 years
- Teens 13-18 years
Primary food sources changing

Families with children 0-18 years

Teens 13-18 years
Current fast food > ideal solution because

1. Cheap meals
2. Happy kids
3. ‘Buys’ relationship
4. Avoids Stress
5. Solves time
Takeaway is the perfect solution for parents with limited bandwidth. Families see it as just another option of having dinner: it’s no longer a treat. But the problem is most takeaways are designed as a treat, and healthier home-style takeaway options are less accessible.
Agenda

45-mins

Shift ➔ Takeaway Food ➔ People & the Environment ➔ How might we? ➔ Discussion

15-mins
The design challenge

How might we populate the online market with ‘everyday’ takeaway that’s just as convenient and affordable, but better for you?
Introducing an alternative takeaway service that delivers family meals, full of goodness, satisfying the whole family's cravings.

How

Open the app, load it with credit or buy a family meal plan for the month. We'll deliver you a hot, wholesome takeaway when you want it - straight from your local kitchen.
Proposition hypotheses to test

Description testing
What's the best way to describe our proposition?

Interest in the proposition
Families are interested in this type of food - family meals as hot, delivered takeaway.

Willingness to pay
Families will “buy” this type of food - family meals as hot, delivered takeaway.

The right price
We can match price expectations of families on a budget.
<table>
<thead>
<tr>
<th>Description</th>
<th>CTR 1.9%</th>
<th>CTR 1.6%</th>
<th>CTR 1.3%</th>
<th>CTR 1.0%</th>
<th>CTR 1.5%</th>
<th>CTR 1.4%</th>
<th>CTR 1.2%</th>
<th>CTR 1.7%</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Original] Order takeaway for the kids without you feeling guilty: ORDER NOW</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Guilt-free dinner for the <strong>kids</strong>, delivered to your door: ORDER NOW</td>
<td>CTR 1.3%</td>
<td></td>
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</tr>
<tr>
<td>Grease-free takeaway for the <strong>kids</strong> delivered to your door: ORDER NOW</td>
<td>CTR 1.5%</td>
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</tr>
<tr>
<td>Dinners you <strong>don't have time to cook</strong> for the <strong>kids</strong>, delivered to your door: ORDER NOW</td>
<td>CTR 1.5%</td>
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</tr>
<tr>
<td>No more same-old takeaway. <strong>Proper dinner</strong> for the <strong>kids</strong>, delivered to your door: ORDER NOW</td>
<td>CTR 1.9%</td>
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</tr>
</tbody>
</table>
Introducing “FamilyFeeds”

Proper dinners for you and the kids delivered to your door.

We’re a new meal service for young families on a budget who are tired of the same old takeaway everyday. Our meals our hot, nutritionally better family favourites in perfect portions.
Willingness to pay test

Landing page with full menu ➔ Meal page and “add to basket” ➔ Confirmation
Willingness to pay: Birmingham

- Total reach: 80,639
- Total visits: 1,246
- Click through: 1.6%
- Added to basket: 214
- Total sales: 68
- Conversion: 5.5%
- Cust. acquisition: £6.43

Assumed cart abandonment rate of 68%
Pricing test

£2.99 kids
CTR 1.9%

£3.49 kids
CTR 2.3%

£4.99 adults

£4.99 kids
CTR 2.2%

Pricing window
Where we are

Define the problem

Aug 2017 (done)

Generate opportunity spaces & select one

Dec 2017 (done)

Co-create concepts & choose one to validate

Jan 2018 (done)

Reach a valid concept

Mar 2018 (done)

Design and build MVP (service prototype)

June 2018
Target end: Aug 2018
• **Birmingham MVP1.0**
  - proposition test
  - w/c 16/07 - operational testing
  - w/c 23/07 - soft launch on Just Eat
  - w/c 30/07 - full launch

• **London MVP2.0/2.1**
  - frequency of purchase/ scaling development
  - Lambeth & Southwark (Nov/ Feb–March)
  - Guy’s and St Thomas’ Charity supporting

• **2 further restaurants planned in 2019**
  - scaling testing
Agenda

45-mins

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