

# Lunch<sup>BUSINESS</sup> GRAB & GO AWARDS 2013

## Group Operator of the Year

Marks & Spencer

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FOOD SERVICE



The M&S team; Angie O'Connor, John Mower & Co; Maria Bracken, Lunch Business

### Nominees

Marks & Spencer

Crussh

Lexington Catering

**M**arks & Spencer is a major player in the lunchtime sector and is expanding its offer with concepts which are perfect for food on the go.

M&S has a total of 300 cafés – the fourth biggest brand in the UK. Every new M&S store, including Simply Food, now features a café.

Its new store programme includes rolling out Concept 11 new style bakeries, food hall delis and new format cafés across the board. In the past 18 months, the brand has refurbished 420 bakeries in the UK and internationally. By November they expect to have completed every store in the UK - around 460, a retail first.

An experienced team of restaurateurs have also taken over the operation of its deli counters, opening 41 delis in 18 months.

Jason Danciger, head of hospitality and

counters at M&S, says the business strategy is to drive footfall into stores to increase

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dwell time, showcase M&S foods from its food halls and look after customers.

“In five years time, we hope to be leading the market, of course,” he says. “We also hope to have completed our modernisation programme touching every coffee shop and eatery in the country with our award winning hospitality designs.”

Danciger talks through the brand's latest

innovation: “Our latest premium toasted sandwich range is delicious with artisan bread and quality ingredients that can be cooked in under a minute. They taste divine and with that speed of service have been a real hit with our customers.”

He says it is important to continue to evolve with the market. “Eating out will continue to grow and ‘grazing’ is becoming the norm with a constant consumer eye on provenance. The level of competition grows giving the consumer a greater choice and better value. Winners in the market are those in touch with their customers and those with intrinsic quality values.”

In the last few years M&S has scooped two Design Business Awards – both gold for M&S café and again for its in store bakery, an Essential Café Award for training, and a Café Society Award.