**CONTACT INFORMATION:**

**Lumina Intelligence**

**Giorgio Rigali**

**07545990030**

**Giorgio.rigali@lumina-intelligence.com**

**10 May 2022**

**Sandwiches are offering operators ways to mitigate rising cost of living challenges**

According to data from Lumina Intelligence’s Menu Tracker, the proportion of main dishes on operator menus that are sandwiches has risen across the following four key eating out channels:

|  |  |  |
| --- | --- | --- |
| **Channel** | **% of main dishes listed as sandwiches in March 2022** | **change versus February 2022** |
| Coffee & sandwich shops | 15.7% | +0.6ppts |
| Pubs & bars | 7.4% | +0.5ppts |
| Chain restaurants | 1.7% | +0.2ppts |
| QSR | 1.4% | +0.2ppts |

**Sandwich prices see modest increase versus overall average price increase**

The average price of sandwiches across these channels is:

|  |  |  |
| --- | --- | --- |
| **Channel** | **Average price of sandwiches** | **% change versus February 2022** |
| Coffee & sandwich shops | £3.57 | +2.3% |
| Pubs & bars | £6.68 | -3.0% |
| Chain restaurants | £9.06 | +2.1% |
| QSR | £5.56 | +5.3% |

On average, main dishes across all channels have risen by +5.8%, indicating that the price of sandwiches has seen a modest increase in comparison, except from within the pub & bar channel where the price has fallen.

**Sandwich calorie counts increase by 17%**

On average, sandwiches listed on menus in March 2022 contain 580 calories, versus 497 in February.

|  |  |
| --- | --- |
| **Channel** | **Average calorie per sandwich** |
| Coffee & sandwich shops | 412 |
| Pubs & bars | 875 |
| Chain restaurants | 476 |
| QSR | 556 |

The average calorie count of a sandwich within the pub and bar channel is much higher (875) versus the other three channels, with coffee and sandwich shops offering sandwiches with a much lower calorie count (412).

Commenting on the findings, Senior Insight Manager at Lumina Intelligence, Katherine Prowse, said: *“The rising cost of living will see consumers become more conscious of what they spend their disposable income on. Lower-ticket meal solutions and channels are well placed to attract consumers that seek value. Sandwiches provide operators within all channels to mitigate this challenge by offering cheaper solutions.”*

Find out more about Lumina Intelligence’s Menu Tracker [here](https://www.lumina-intelligence.com/product/menu-tracker/).

**ENDS**

**Menu Tracker**

Lumina Intelligence’s Menu Tracker enables you to track, compare & analyse the pricing & menu composition of 80 major UK pub, restaurant, QSR, sandwich and coffee shop operators. Updated monthly, the tool allows for in depth analysis of:

* Brand menus
* Menu price inflation
* Dietary requirements
* NPD
* Ingredients

**About Lumina Intelligence**

Lumina Intelligence inspires the global food and drink sector with deep, actionable insights powered by the world’s best analytics technology. Our products and services are used by the major brands and organisations in these fast moving and growing markets to support business planning, strategic marketing and new product development.

With offices in London, Chicago, Montpellier, and Singapore, and local on the ground analysts across our businesses, you can trust our market knowledge. We are committed to providing all our customers with up to date accurate information to support critical decision making.

Combining the expertise and experience of HIM, MCA Insight and Lumina Intelligence, we are the experts in market and consumer insight across the food & drink and nutrition markets.

<https://www.lumina-intelligence.com/>