

LADDERS

This trendy dining experience is the new fast-food alternative for the 'food-savvy and time-starved'

August 19, 2019

The reign of the golden-arches is a thing of the past. Fast-food chains, once glorified for their on-demand cheap eats, may find a contender in a cosmopolitan alternative: high-end 'grab-and-go' businesses. The rise of 'grab-and-go' dining can best be exemplified in the proliferation of the international sandwich shop chain Pret-a-Manger, what many would consider the progenitor of the 'grab-and-go' trend.

What started as a local patisserie in 1986 has since become a global dining sensation, with 450 shops worldwide in the UK, USA, Paris, Hong Kong, and Shanghai. Pret's wholesome marketing campaign that promises '100% organic' products and alleged daily donation of leftovers to charity could be used as a template from which all grab-and-go food stores operate today.

Grab-and-go businesses have garnered popularity for their promise of freshness, sustainably sourced ingredients, and transparency. And, from a market perspective, it seems companies could seriously capitalize on the increasing demand for fresh, locally sourced ingredients.

"Modern consumers' lives are getting faster, and they expect their fuel to be able to keep up," Sharon Olson, executive director of Culinary Visions, reported to CS News.

And, it seems grab-and-go businesses would be wise to indulge this demand, particularly among millennial consumers. According to [Culinary Visions Fresh Perspectives study](#), 58% of consumers between the ages of 18 and 34 agree that delivered food is rarely fresh. Respondents also listed locally sourced ingredients to be one of the top indicators of freshness, with 84% agreeing that locally sourced food is the freshest.