

The UK Sandwich Market

KS 3 & 4 Classroom Activity

Introduction

This resource involves students in market research and product design activities. The accompanying tables provide recent data on the UK sandwich market, including an overview of the industry, market shares and key trends in consumers' preferences. Teachers may develop their own worksheets based on the data, or use the 5 photocopiable sheets provided.

Background

Andersons (a fictitious company) are one of the leading supermarket chains in the UK and are currently looking to expand their takeaway food range, primarily through the introduction of their first range of sandwiches.

DESIGN BRIEF: Fillings

Over the last few years, the takeaway sandwich market has been boosted by the introduction of a much wider choice of breads and fillings. We are, therefore, looking to represent and incorporate a wide range of tastes into our range:

1. simple, traditional fillings such as ham salads
2. culturally diverse sandwiches (eg Indian and Mexican)
3. gourmet selection

You may wish to create a number of separate 'mini-ranges', for example 'Andersons' Gourmet Range' and 'Andersons' Spice Sensation Range'.

Please consider including the following in your proposal:

- Range of different fillings
- Variety of breads
- Include 3 types of sandwich: 6" baguettes, tortilla wraps and '2 pack wedge'
- Include a range of prices
- Fillings with a respectable shelf-life
- You may also wish to include more specialist sandwiches such as 'organic' or 'gluten-free'

Please submit:

- A brief summary of the main trends in the current UK sandwich market and how these have affected your choice of fillings.
- The main sandwiches you will be including in your range.
- Breakdown of ingredients in at least 2 of the sandwiches; ingredients and make up order, type of bread, butter/margarine/qty.
- Average size and shape of the 3 main types of sandwich.
- Average weight of 3 main types of sandwich.

Tips

- Use the 'Market Research' questionnaire provided to find out the most popular (and least popular) breads, fillings, types of sandwich amongst your friends and family.
- Research trends in takeaway sandwiches online, in books/magazines or write/email sandwich manufacturers for further information.
- Visit a variety of local stores for ideas on fillings.

DESIGN BRIEF: Product Labelling

You have been employed by Andersons to help design the labelling of their new range of takeaway sandwiches and have been asked to submit a brief, detailing the main requirements of this type of food labelling.

Please submit:

- Details of the main legal requirements for the labelling of food products such as takeaway sandwiches; when they came into effect and what types of food they apply to.
- A 'mock-up' of a label for a 'low-fat' ham salad sandwich on wholemeal bread. This can be either a sketch or a computer image and must illustrate the minimum legal labelling requirements for prepacked foods.
- Andersons are keen to provide their customers with as much information on the key health-related nutrients of their products as possible, so consider including both 'Group 1' and 'Group 2' nutritional information on your label design.
- A brief conclusion of why labelling is so important on food products (from both the consumer's and the manufacturer's points of view).

Tips

- Research labelling by visiting major retailers and looking at the labels on their takeaway sandwiches.
- Research articles on food labelling in previous editions of Meat Video Magazine (editions 2, 4 and 5).
- Contact the Food Standards Agency for guidance notes on nutrition labelling and claims:

Email - labelling@foodstandards.gsi.gov.uk

Website - www.foodstandards.gov.uk

UK Office - Food Standards Agency

Aviation House

125 Kingsway

London

WC2B 6NH

Tel - 020 7276 8000

Use the internet/books to find out about food labelling.

DESIGN BRIEF: Healthy Eating Options

Currently there is great concern over the eating habits of the UK. We are, on average, consuming too many unhealthy snacks and high-fat foods.

This, together with a lack of exercise and 'couch-potato' lifestyles, is causing an increase in the number of overweight/obese people in the UK. The risk of serious health problems such as diabetes and heart disease is also, consequently, on the rise.

Many food manufacturers are now looking to provide low-fat and healthy eating alternatives and the healthy sandwich market is currently a big growth area.

Andersons are researching ways of creating 'healthier' versions of popular takeaway sandwiches. Note: there is no such thing as 'unhealthy' food. Diet-related health problems are generally thought to be increasing due to the amount we are consuming and the way food is being prepared.

Please submit:

- A proposal with the details of 2 versions of the same sandwich; one 'normal' and one 'healthy' or low/reduced fat. For example, create a 'normal' ham and coleslaw sandwich and a 'healthy option' version.
- When creating your healthy sandwich look at:
 - fat content (particularly saturated fat)
 - calorie content
 - salt content
 - sugar content
 - nutritional value of your sandwich; how much of the recommended daily allowance of, for example, calcium is your sandwich providing?
- Once you have created your two sandwiches, put together an information sheet on each detailing the ingredients and a summary of their fat, salt, sugar content and nutritional values.
- Conclude with a description about the changes you made to create your healthy version and why you made them.

Tips on how to improve the nutritional value of your sandwich

- Find out what 'healthy eating' really means and design your sandwich around your findings.
- Look at the type of bread you use.
- Look at what spreads you use.
- What healthy substitutions/additions could you make to your healthier version?
- Are there low or reduced fat ingredients that you could use?
- Visit a major retailer and compare the nutritional content of a 'standard' and a 'low-fat' version of the same type of sandwich.

Researching the UK sandwich market

Use the data charts provided in this resource to answer the questions below.
You can work alone or in pairs.

How big is the UK sandwich market?

What was the total number of sandwiches bought in December 2002?.....
.....

In which quarter/period and year were the most pre-packed sandwiches bought?.....
.....

In what quarter/period and year were the most freshly made sandwiches bought?.....
.....

Where are people buying their sandwiches from?

What percentage of pre-packed sandwiches are purchased at supermarkets?.....
.....

How important is taste when choosing where to buy sandwiches from?.....
.....

How important a factor is location near to the workplace when choosing where to buy sandwiches from?.....
.....

Why are people buying pre-packed sandwiches?

What is the most popular reason for buying pre-packed sandwiches and what percentage of the eaters give this as reason?.....
.....

What are the two least given reasons for choosing pre-packed?.....
.....

Market shares

Which multiple retailer has the largest market share and which has the smallest?.....
.....

What types of food outlets have shares in the UK sandwich market?
.....

What type of outlet has the largest market share?.....
.....

What types of sandwiches are we buying?

What is the most popular 'type' of pre-packed sandwich?.....
.....

When sandwiches are freshly prepared which are the favourite types?.....
.....

What percentage of the prepacked sandwich market is taken up by ham fillings?.....
.....

What type of filling accounts for 13% of the freshly made sandwich market?.....
.....

Are the most popular types of filling the same for pre-packed and freshly made sandwiches? Write down the top fillings for these types of sandwiches.....
.....

Do your own market research

Using the questionnaire below, undertake your own investigation of the sandwich trends in your school/local area.

Use a tally or scoring system to record your findings.

Once you have compiled your data, create a bar chart for each of the questions to show your results.

Write a sentence about each of your findings as a conclusion.

Do you eat sandwiches?

Yes

No

How often do you eat sandwiches?

Every day

4-6 times a week

1-3 times a week

A couple of times a month

Never

What is your favourite type of bread?

White sliced

Brown/Wholemeal sliced

Granary

White bap/teacake

Brown/Wholemeal bap/teacake

Tortilla wrap

Bagel

Pitta bread

Ciabatta

French stick

Naan

Wheat-free

Rye

Other (please specify)

What is your favourite main filling?

Beef

Tuna

Egg

Ham

Bacon

Chicken based

Salad

Turkey

Cheese based

Burger

Vegetarian

Sausage

Prawn

Salmon

Spicy

Low-fat

Other (please specify)

What type of spread do you prefer?

Butter

Low-fat butter

Margarine

Low-fat margarine

Mayonnaise

None at all

Other (please specify)

Where do you normally get your sandwiches?

Bakery

Canteen

Sandwich bar

Petrol station

Make them at home

Cafe

Motorway services

Pub

Supermarket

Multiples (such as Boots)

Newsagent

Other (please specify)

Which type of sandwich do you prefer?

Home-made

Pre-packed

Freshly made (eg 'Subway', bakery)

What price range do you normally pay for your sandwiches?

£1-£1.50

£1.50-£2

£2-£2.50

£2.50-£3

More than £3