Eyes & Ears:
New Food to Go Concept from Tesco
Tesco Express, Philpot Lane
Key Information

Format: Tesco Express
Size: 1,000 sq ft
Location: Philpot Lane, London EC3M 8AA
Local Competition: Café Nero, EAT, Pret A Manger
Target Shopper: London’s City worker

Concept: This store looks nothing like a typical Tesco Express and that’s because it’s a Food to Go-only concept. The outlet has been designed to cater exclusively to the needs of the local city worker.

Source: him! Eyes & Ears – Tesco Express Philpot Lane

© him! Ltd 2014. All rights reserved.
The store engages busy passers-by by using “outside communication” to lure them in. As a USP, the focus is on ‘Fred’s’ hot and cold food to go, rather than Tesco Express’.

Source: him! Eyes & Ears – Tesco Express Philpot Lane
Tesco’s Meal Deal offer is the same as found at typical Tesco Express outlets, with signage having been updated somewhat with a more indie feel.

Choice is plentiful and products are well-stocked.
Serving Lunch Time Needs

The store covers a range of price points, from sandwiches at £1 to Tesco’s Finest soups.

Source: him! Eyes & Ears – Tesco Express Philpot Lane
Fred’s New York deli

The hot food counter is branded Fred’s and is a New York-themed deli concept. It is a take on Tesco’s Fred’s Food Construction format launched within the Osterley Tesco Extra outlet earlier in 2014.

Digital menu boards feature available options which are brought to life by revolving images of pre-made sandwiches.

The “Food Constructors” will also prepare custom sandwiches – tapping into the increasing desire from foodservice customers for customisation.

Source: him! Eyes & Ears – Tesco Express Philpot Lane
Fred’s Chiller

The Fred’s range includes cold Food to Go. Also located in the chiller are branded alcoholic and non-alcoholic drinks.

The drinks located here are not the typical brands one would expect to find. Instead, US beer Blue Moon and Dr Pepper-owned Snapple are among the selection. This is in line with the concept’s New York deli theme.
Shopper Needs

This Handy to Have stand is the only non-food display in the store.

There is a fresh bakery area and section dedicated to breakfast.

Source: him! Eyes & Ears – Tesco Express Philpot Lane
There are no manned checkouts at this store. All eight checkouts are self service. This saves time and space – as well as over head costs.
Thoughts from him!

This concept has the potential to be rolled out on a national (or even international) level for Tesco. At 1,000 sq ft, the format fills a space too small for a typical Tesco Express store. It also capitalises on new trade with its foodservice offer - particularly across breakfast and evening dayparts. With this concept, there is potential revenue to be made in urban areas around the world.

However, there’s an element of risk to this venture. Sainsbury’s tried a similar concept in London dubbed Fresh Kitchen before it shut up shop after just a year.

Tesco’s addition of Fred’s acts as another USP but the store will still be venerable to lulls in passing trade outside of office hours – at the weekend in particular!

Source: him! Eyes & Ears – Tesco Express Philpot Lane