

FRESH trends

Structural Concepts®

DELIVERING FRESH. ALWAYS.™

Q1 2026 Report

Transforming the Idea of What is Possible,
Totally Redefining the Experience in the Process



Delivering Fresh. Always. is our ongoing pursuit of better solutions that meet industry requirements, unarticulated needs, and existing market demands, as well as gauging what the future may hold.

We can see a problem and creatively solve it by taking a transformative approach that turns an opportunity into endless innovative possibilities.

Please refer to our Fresh Trends Market Report to learn more about how we can help make it easier and more profitable to display and sell fresh food.



Impulse Continues to Drive Incrementality in Supermarkets

Research indicates that impulse purchases can account for up to **62%** of supermarket sales, with certain product categories reaching as high as **80%**.

This underscores the importance of strategic product placement and engaging signage in driving sales and enhancing customer satisfaction.

Source: Progressive Grocer

Leveraging Merchandising Options to Optimize Sales

Structural Concepts can attract shoppers' attention to hot and cold fresh food offerings with grab & go displays that fit into any store footprint.

We can deliver the presentation of prepared fresh food anywhere in the store, including in high traffic areas, while incorporating unique upsell and impulse-buying opportunities.





C-Stores Are Now Open for Breakfast

Consumers are seeking convenience and portability, leading to a growing popularity of quick breakfast solutions that can be easily grabbed on the go.

According to VerifiedMarketResearch.com, on-the-go breakfast products are projected to increase from \$1.4 Billion in 2024 to \$2.24 Billion by 2031.

- They're looking for places that can provide them with a quick, easy, and affordable meal option that fits into their busy schedules.
- Urbanization is also playing a significant role in the rise of on-the-go breakfast products.
- The growing millennial population, in particular, is driving this trend, as they prioritize convenience and flexibility in their daily routines.



Serving Up the Needs of Consumers

Structural Concepts' hot & cold combination provides a vertical offering of grab & go refrigerated and heated products containing both temperatures in the same case – satisfying all types of breakfast food menu types.

Designed with self-contained refrigeration that affords operators the flexibility to relocate the merchandiser to different areas, these display solutions provide c-store operators the opportunity to seamlessly transition into serving a variety of foods.



Make Off-Premises Your Main Premise

The top three foodservice formats college foodservice operators plan to offer in the next two to three years are micro markets, food trucks and student food pantries, all of which cater to off-premises and on-the-go dining occasions to combat outside competition.

With only **15%** of students living off campus using campus foodservice daily, off-premises foodservice opportunities remain crucial.

Sixty percent (**60%**) of food and beverages are purchased off campus, with **36%** purchased from retail, grocery or c-store locations, up from **30%** in 2023.

Thirty-six percent (**36%**) of students do not use their meal plan, down from **41%** in 2023, with convenience, time-savings and value being the top drivers of meal plan participation.

Source: Technomic

Solving for Foodservice Leakage

Structural Concepts can solve for off-campus leakage by delivering convenience and immediate access with cashierless automated merchandisers that drive incremental sales for campus foodservice directors.

By holding **23%** more food, having the ability to operate seamlessly **24/7** in remote locations, and providing 100% security and 100% inventory management control, the Autonomous Retail Merchandiser (ARM) delivers a quick payback by generating 30% more reoccurring profits vs. the leading competition.

Designed to offset labor challenges and improve the end customer experience, the ARM provides an appealing merchandising presentation that is compatible with credit/debit cards, student IDs, work IDs, etc.

In addition to the increased speed and accuracy of transactions, the ARM allows for ease of use, creates familiarity, and ensures greater food safety and consistency – all factors that lead to increased sales opportunities for the college student market.





Ready for Take Off

Structural Concepts can create a destination for fresh food by utilizing space-saving innovative display options to meet the needs of travelers in airports, hotels, and anywhere else where fresh food is sold.

We deliver endless innovative possibilities through an established vertical integration that puts more control over the quality and availability of the merchandisers we design, engineer, manufacture, and service.

Structural Concepts can help increase operating ROI by generating demand with a wide range of foodservice merchandising solutions designed to fit any configuration that immediately garner the attention of passersby in need for grab & go meal options.



Travelers Now Want More from Foodservice Operators

Foodservice customers aren't the same travelers from five years ago. Understanding these behavioral shifts helps you design dining concepts that actually work.

- Speed matters more than ever. The increase in passenger traffic directly increases consumer demand for convenient dining options.
- Travelers now research airport dining options before arriving.
- Health and sustainability expectations are also shifting how travelers choose what to eat at airports.

The most successful airport foodservice operators blend speed with experience. Here's what actually works for operators across different passenger segments.



Grab-and-go stations capture time-pressed travelers. These setups require minimal staffing while serving passengers who have limited boarding time.



Premium coffee concepts perform consistently across all terminal areas.



Breakfast concepts generate strong margins during morning rush hours. Travelers often skip breakfast at home to catch early flights, creating concentrated demand between 6-10 AM.

Source: *The Restaurant Times*



Quick-Serve Restaurants Continue to Succeed with Repeat Customers

The average QSR customer visits a restaurant **2.4** times per week.

- **45%** of QSR customers are driven by convenience and quick service when choosing a restaurant.
- **50%** of millennials and Gen Z prefer eating at QSRs over casual dining restaurants.
- The top three factors influencing QSR customer satisfaction are food quality (**85%**), cleanliness (**78%**), and speed of service (**74%**).

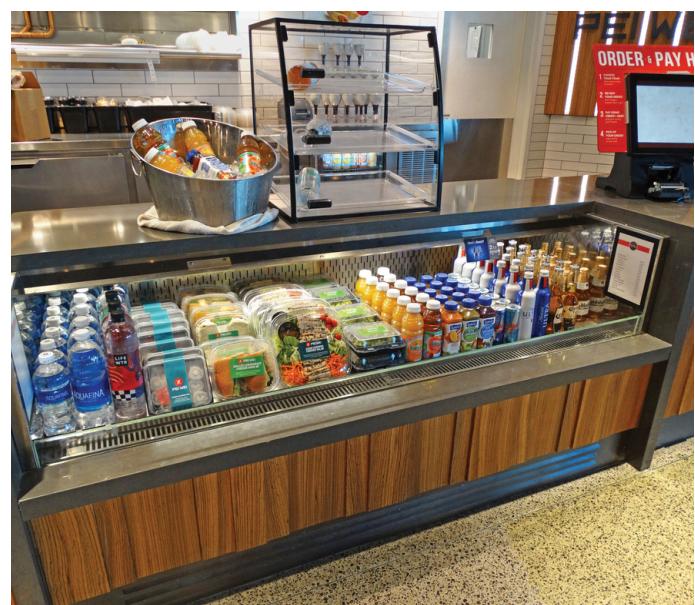
Source: Inblux



Driving Loyalty by Responding to Diners' Desires

Structural Concepts can drive traffic and boost engagement with better solutions that meet industry requirements, unarticulated needs, and existing market demands by producing products that work harder, beautifully.

With a deep portfolio of both full service and self-service fresh food merchandisers, Structural Concepts can help operators keep food longer, rotate their offerings seamlessly, create different methods to serve customers, and position them better to increase sales over time.





Meeting the Challenges of K-12 Foodservice Operations

The top 5 challenges for school meal programs, calculated by combining the percentages of each item rated as 'moderate' or 'significant' challenges, are:

1. Food costs – **97.9%**
2. Labor costs – **94.9%**
3. Equipment costs – **91.4%**
4. Staff Shortages – **88.7%**
5. Procurement issues (e.g., long lead times, substitutions, late deliveries, insufficient bid responses) – **86.8%**

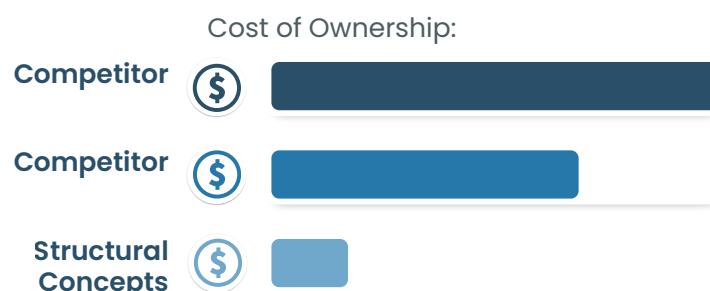
Source: School Nutrition Association 2025 Survey

Lowering Schools' Total Cost of Ownership

Structural Concepts, with its industry leading manufacturing and delivery lead times, can minimize the total cost of ownership associated with the ongoing operation, energy consumption, and upkeep of food displays and merchandisers, as well as safely displaying fresh food over extended periods than other manufacturers.

We can help serve more types of meals via turnkey display cases encourages students to spend more money on food in cafeterias, while also reducing the reliance on labor.

Total Cost of Ownership – Projected 5-Year Span



Source: Intertek Laboratories TCO Study

Adjusting to Shifts in Workplace Dining

A shift from remote work to hybrid models was a major factor affecting cafeteria trends in 2025.

A Fooda survey found that most companies have adopted a hybrid approach to workplace attendance, with 31% having set in-office days and 21% opting for a flexible schedule. Upon closer look, we can also see that many employees are only coming into work because they "have to."

- Only **17%** of companies report that workers come in voluntarily, while **51%** say it's because of policy.
- **37%** of employees say they come into the office because of company policy.

Source: Fooda

Today's workplaces are no longer satisfied with existing models.

91% of decision-makers/foodservice operators of corporate cafeteria programs surveyed said a scalable, recurring employee meal program would be useful for their workplace.

39% said that cafeterias are "simply not used enough to validate their expense."

61% of those in hybrid workplaces said that scheduling makes operating a traditional cafeteria a challenge.

Source: ezCater



From the corporate cafeteria to areas with limited space, Structural Concepts provides adaptable, multi-purpose options ranging from full service to grab & to go to micromarkets that fit any space and safety requirements to visually present fresh food selections and drive sales.

We can help create spaces with a series of mobile, flexible merchandisers here employees can grab a quick bite and take a coffee break.

Structural Concepts can reduce the need for additional staffing and operating space while still increasing foodservice sales by offering a full portfolio of customizable self-service displays and merchandisers to fit any configuration.

We also solve for food deserts by delivering convenience and immediate access with cashierless autonomous retail merchandisers that can serve employees on a 24/7 basis.