



## **bp to level up foodservice offers across global operations**

**The company aims to evolve its fresh food and private-label offers to cater to the evolving trends of the sector.**



bp stores around the world are expanding the range of food and drinks available. Customers will now be able to pick up freshly prepared meals and nibbles – from customizable sandwiches to new, private-brand snacks.

Menus at bp stores are developed with local tastes in mind. In the UK, that means made-to-order hot sandwiches and toasties, like the big breakfast bap with sausage, bacon, egg and Gouda cheese, and the avocado, halloumi and egg bap with gochujang-style ketchup.

Meanwhile, in the US customers have been able to pick up drinks like the Dirty Horchata – a mix of horchata and coffee in a frozen slush with a light cinnamon flavor. That launched at ampm stores for the summer season last year and ended up selling five times the anticipated volume. Smash Burgers have been gobbled up by customers as well, driving an increase in sales of burgers after they

replaced the burger selection on the menu at TravelCenters of America in 2023.

Nearly 20 years ago, the company teamed up with Marks & Spencer to introduce high-quality groceries at company-owned retail stores in the UK. That partnership was followed by other successful collaborations in Europe, including REWE To Go stores on bp forecourts in Germany and EasyAuchan stores in Poland.

“We expect drivers to spend more time at our sites as the need for EV charging becomes more widespread. Our convenience retail offer enhances our fuel and EV charging offers and it is also, for many people, the only reason they visit a bp store. In the UK, more than 50% of our transactions are now shop only, while in Germany, that figure is approximately 25%,” says Tracey Clements, SVP of mobility & convenience for Europe at bp.

bp’s evolution of its fresh food and private-label offers aims to complement these ‘food for later’ partnerships and the next logical step for its convenience business.