



USA: Kwik Trip launches take-home meals

New consumer behaviour convinces the retailer to have ready to go food at its 723 stores.

U.S. chain of gas stations and convenience stores Kwik Trip has introduced take-home meals to its offering as it adapts to new consumer trends.

Twelve options of ready to go means ranging from chicken enchiladas to meatloaf will be available in all Kwik Trip stores, reports wisbusiness.com.

"It's our expectation that you're going to see a lot of restaurants not survive the pandemic," said John McHugh, director of communications at Kwik Trip.

"We think that the consumer is going to be a little less inclined to go to a sit down restaurant for a meal. They're going to be worried about safety, social distancing, and yet, we know that there's a large percentage of consumers that ... don't like to cook. Or there's a certain percentage of people that frankly don't know how to cook."

Take-home meals were previously available at 40 Kwik Trip stores – the company benefits from the experience and has tested which meals work.