

FSS - Eating Out, Eating Well (EOEW) Framework – Small / Independent Outlets

Small/independent OOH outlets

November 2022

80 to 90 mins (IDIs)

1. Introduction

(5 mins)

Objective: introduce the project and purpose of the interview & to warm up participants

- Interviewer introduction and role
 - Scope of research and brief outline of the discussion
 - We are conducting this research on behalf of Food Standards Scotland, who are looking to better understand smaller food outlets needs when it comes to Eating Out, Eating Well Framework.
 - We're looking for your honest thoughts and feedback – please be reassured there are no right or wrong answers.
 - Explain interview set up - audio recorded & confidentiality.
 - IMPORTANT: In advance of this discussion we had asked you to review the EOEW framework summary (<https://www.gov.scot/publications/diet-and-healthy-weight-out-of-home-action-plan/>) (We may also share a summarised version of the EOEW key point document prior to the session). The feedback you give today will help to guide this framework, so that when it is implemented it reflects the needs of those who it might impact; in particular, small outlets such as yours.

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IDI Introduction:

Say: Please can you tell me your name, where you work, your role in the business and what a typical day will look like...

2. Understanding Business Outlook & Pain points

(10 mins)

Objective: The purpose of this section will be to allow the moderator to get on a level with the participant, to understand the things keeping them up at night and to get a clean read on their business priorities

Say: I realise the last few years have been very challenging for many businesses so I would like to understand how things are with your business at the moment and what your hopes and priorities are for the next 12 months...

What would you say have been the biggest challenges in the past 12 months?

DO NOT DWELL TOO LONG HERE

Probe: Staff, footfall, cost increases, say; anything else?

Instruction: Please try to direct the conversation into a future tense for the remainder of this section

In an ideal world what would you like to see your business achieve in the next 12 months?

What are you hoping will help you achieve this?

What are you working on just now that you are most excited about?

Instruction: This is an important question that may be tricky to get a response from so probe if required...

If time and money allowed, what changes would you make to your business to help growth?

What words would you use to describe how you are feeling about the next 12 months?

3. Sources of help & support

(5 mins)

Objective: Where are our participants currently going for help, what works well and what works less well

Say: Now that I know more about the challenges both past and present within your business...

Where have you been able to find support or help to allow you to grow over the past few years?

Allow responses and say, anywhere else?

Repeat each mentioned and ask...

Which sources of support have been of greatest help to you?

- **What specific support did you receive?**

Probe: What format was the support in -

Are there any industry bodies available to your industry?

Allow response and probe what sort of help and support is available and how / if this has been used in the past...

4. Recognition / Award schemes

(15 mins)

Objective: To better understand current interaction and opinion on recognition and award schemes, how could the EOEW framework learn from those that have come before it to best meet the needs of this audience

Do you hold or are you working towards any other food, waste, sustainability awards or recognition schemes?

Allow full response. If any mentioned go purple route, if none mentioned go green route

ASK: Which would you say are most valuable or useful to your business?

What would you say are the benefits of holding or working towards awards or recognition schemes like this?

Probe: Set-up, training, award itself, support from authority, exposure/PR anything else?

SAY: I am now going to show you a number of food, waste, sustainability award & recognition schemes...

SHOWCARD

On top of what you have already discussed, are there any here you think were successful or helpful for your industry?

Probe: What made them helpful / successful? Did you adopt any of them? If not, why?

And what are the main barriers to adopting schemes like these within your business?

Probe: Time commitment, negative feedback, not being able to qualify etc.

SAY: I am now going to show you a number of food, waste, sustainability award & recognition schemes...

SHOWCARD

Did your business adopt any of these or consider adoption?

If adopted, which ones? What were the benefits?

If not, what stopped you?

What would you say are the benefits of holding or working towards awards or recognition schemes like this?

Probe: Set-up, training, award itself, support from authority, exposure/PR, anything else?

And what are the main barriers to adopting schemes like these within your business?

Probe: Time commitment, negative feedback, not being able to qualify etc.

5. Menu Exploration to include kid's options - (25 mins)

Objective: To understand the outlet's menu offerings and how 'health' is prioritised within this

Ask ALL: How much do you agree or disagree with the following... "Healthy catering is a priority for my establishment" Please score from 0 completely disagree to 10 completely agree
Would you say this score is likely to change in the future?

Probe: Why do you think that?

Explore around healthy eating

Say: I would now like to chat about your menu, this will involve me asking a few quick-fire survey style y/n questions with some follow ups...

Please answer Yes, No or Partial to each Q...

Does your menu offer calorie information?

Probe: If yes, what has the customer feedback been like on this? What made you do this? How did you find the process? Where did you get support?

If no, do you ever get asked about this by customers? Is this something you are considering? If not, then why not?

Do you have meal deals or promotions (e.g. free desserts)?

Probe: If yes, when are these offered? What are your most popular options? Does this come with a drink? If yes, what type of drink is most popular?

Do you offer ~~Gluten free options?~~

Probe: If yes, are you seeing an increase in demand for this?

Do you offer small or half portions...

A) As standard?

B) If requested?

Probe: If yes of either, are you seeing an increase in demand for this?

Do you offer fried food?

Probe: If, yes, what % of your food is fried?

Do you offer menu items labelled as 'healthy', 'under 600 kcal', 'lower calorie' or 'light'?

Probe: If yes, what labels do you use for this type of food? Are you seeing an increase in demand for this type of thing?

If no, is this something you are considering? Are you seeing an increase in demand for this type of thing?

CHILDRENS MENU

Do you offer a children's menu?

Probe: If no, what typically happens if food is being bought for a child? Would you consider offering a children's menu in the future? If no, why, if yes, what's stopping you?

IF YES: Thinking now about your children's menu...

Does your children's menu offer calorie information?

Probe: If yes, what has the customer feedback been like on this? What made you do this? How did you find the process? Where did you get support?

If no, do you ever get asked about this or healthier options by customers? Is this something you are considering? If not, then why not? Probe around waste and cost

Does the children's menu offer meal deals or other promotions, for example kids eat free, free desserts?

Probe: If yes, what is the most popular option? What drink comes with it?

Do you have children's options that are different depending on the age group?

From a business perspective, what could be the benefit of offering a children's menu?

FINALLY for this section...

Thinking about the menu options you have both for adults and children (if applicable). Do you have vegetables available as part of a main meal or as a side to a main meal? And fruit as an option for dessert?

Probe: If yes, are these popular items? Have you seen any change in demand? Is the choice given between a healthier side and a less healthy side/dessert? Does this differ for your children's menu?

Probe: If no, establish why this is the case...

6. Exploring customer eating out needs and the role of healthy food in future business plans (10 mins)

Objective: To understand the experiences that each outlet has in relation to customer demand for healthier choices, what changes have they noticed in customer needs, what role 'health' could play in their menu offer.

SAY: The voluntary Eating Out, Eating Well Framework, and Code of Practice for Children's menus, will support caterers who are looking to provide healthier food for their customers. They will support the achievement of Scottish Dietary Goals and the ambition to half childhood obesity by 2030.

How relevant does the above framework feel for your business from 0 to 10, where 0 is not at all relevant and 10 is extremely relevant.

Record response...

Why have you given this score?

What, if anything could make this framework feel more relevant to your business?

Being totally honest, how much of a priority is healthy catering to your business?

Probe: Is this something your customers are looking for? If resource was not an issue, could you provide healthier food to your customers without impacting demand?

What sort of incentives could encourage here...

What would you say are the main barriers, if any, to providing healthier food to customers in your industry?

Probe: Customer demand, lack of knowledge, suitability to cuisine type, cost, time, anything else?

SHOWCARD OF FRAMEWORK SUMMARY OF PRINCIPLES

7. Making EOEW work for me

(10 mins)

Objective: To understand how the EOEW framework could adapt to each industry type and feel relevant / aspirational

Say: This engagement is to ensure that the views of business owners like yourself are taken on board to ensure that when the framework is launched it has suitable end points and objectives.

In this final section I would like us to consider how the Eating Out, Eating Well (EOEW) Framework could work for your business.

In this section we are going to really use our imagination...

REPEAT: The voluntary Eating Out, Eating Well Framework, and Code of Practice for Children's menus, will support caterers who are looking to provide healthier food for their customers. They will support the achievement of Scottish Dietary Goals and the ambition to half childhood obesity by 2030.

...I want you to imagine this framework has launched and it was very appealing to your business, so much so that you decided to sign up for it and it proved to be very beneficial to your business...

Can I ask you to consider all of the things this framework could potentially offer or do for your business.

Allow participant to consider for a few seconds

Tell me why you think you will have signed up for this framework, if you could list all of the features that appealed to you... allow full response. Record all features mentioned

Laddering approach to uncover key value the EOEW framework could provide.

What would be the ONE feature of this EOEW framework that you value most?

Await response

Why is this feature important to you / your business?

Await response

Why is {response} important to your business, what would this mean for your business?

Final thoughts

Do you have anything else you would like to add before we finish up?

Thank you very much for your time.

Thank & Close