

Case Name**Expired food Promotion****Theory**

Perishability

Keywords

Disposal of same-day and expired food; Discounted

Background information

According to a report from the Special Research Group of the NPC Standing Committee, 2020 food waste in Chinese cities is roughly 17-18 billion kilos, especially in the hospitality industry, where the disposal of same-day and expired food is one of the most challenging and costly parts to address. It is usually in the buffet and dessert vending areas where this is served daily that this problem needs to be addressed. The pastry bakeries sell same-day made-to-order food, and it is conventional to throw away any same-day food that is unsaleable. For desserts, they are sold to staff or transferred to the staff canteen at a lower price at the end of the day. Even so, the waste caused by expired product disposal is staggering. If expired food were appropriately handled and given different discounts depending on the expiring time, it would reduce wastage and lower cost and open new marketing channels.

Marketing strategy

Precious SH, a popular WeChat app in the local Shanghai market, set a good example for the hotel and restaurant industry. This app brings together a collection of discounted expiring goods and shops in Shanghai, mainly fresh food and coffee or beverages, as well as second-hand goods for sale and hard-to-find shops on various online platforms, most of which are extensively discounted that users can recommend their favorite shops. Based on this idea of an expiring food discount map, we applied it differently to the hotel industry. A hotel buffet could offer different discounts at different times of the night; the later they arrive, the more significant discount the customers get. For bakery, discounts could be offered after 7 or 8 PM.

Outcomes

It needs to maximize the quality in line with the demand and focus on food security, which can keep the customers within their comfort zone. Making a profit is the least concerned goal. Concentrate on the mutual benefit between customers, shops, and society, and aim to carry out the social philosophy of public benefit to win over the trust and recognition of our customers.

Implications & Challenges

In the case of a popular lower-priced expiring food, will the sales of products at the original price be affected? If so, how can it tackle this problem?

案例名称

鄢婷婷 临期食品销售

理论依据

分时营销；服务的不可储存性

关键词

临期食品；折扣

背景资料

根据 2020 年全国人大常委会专题调研组关于粮食的报告，中国城市每年餐饮食物浪费大致在 340-360 亿斤，尤其是在酒店行业和餐饮行业，当日食品和临期食品的处理问题是最难解决也是占成本最高的部分之一。通常是在每日供应的自助餐和面包甜点售卖区需要解决这个问题。餐饮行业和西点面包店都是以当日现做为卖点，对于无法销售的当日食品，常规做法直接扔掉。对于面包甜品等，会在当日营业结束后低价销售给内部员工或转员工食堂使用。即便如此，对于临期产品的处理仍然造成严重的浪费，数量令人瞠目结舌。如果能够妥善的处理临期食品，并根据临期时间的长短给与不同程度的折扣，不仅可以减少浪费，降低成本，还可以扩展新的市场销售渠道。

营销策略

目前在上海本地市场很流行的微信小程序 Precious SH-临期食品折扣地图可以为酒店和餐饮行业提供好的借鉴。这个小程序汇集了上海打折促销的临期商品和店铺，主要为生鲜食品和咖啡等饮品为主，同时也有二手商品买卖以及各类网络平台难找到的店铺，多数折扣力度非常大，同时用户也可以推荐喜欢的商家。根据这个临期美食折扣地图的理念，换一种方式应用到酒店行业中，酒店自助餐可根据当晚不同时段来用餐的客人，进行不同力度的折扣，越晚来用餐折扣越大。针对面包甜品等，可设立晚上七八点钟后优惠的折扣。

成果

不仅最大限度安全与出品需要保持一致，在营销方式上重点突出食品的安全性，突破客人的心理不舒服的界限。其实盈利只是很小的目的，重点是要实现商家、客户 和社会的三赢，践行节约环保的社会公益理念，树立品牌形象，赢得客户信任感和认同感。

反思与挑战

临期食品的折扣受到欢迎的情况下，那么产品恢复原价，商品的销售是否会受影响？该如何解决？