

FRESH trends

Q2 2025 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.



Putting the Focus on the Product Inside

As new visual merchandising trends emerge and old one's fade, the importance of staying ahead of the curve cannot be overstated. Physical stores are no longer just places to shop; they're becoming spaces for immersive experiences that reflect the values, preferences, and expectations of modern consumers.



MARKET INSIGHT #1

How SCC Solves for it

Structural Concepts displays and merchandisers have the Highest PVI (Product Visibility Index) at 85% and are so simply beautiful that they go unnoticed making the product inside the focal point.

The design is the perfect blend of form and function using Insulated Glass (UVIG) technology allowing its hardworking merchandisers to quietly become one with the environment when displaying fresh food.



Source: In-Context

MARKET INSIGHT #2



The Top Reasons for Replacing or Purchasing New Equipment

1. Escalating Repair and Maintenance Costs
2. Food Safety
3. New Regulations and Standards

As foodservice operators examine their expenses, they are using total cost of ownership to help make purchasing decisions that generate a higher return on investment. Approaching an equipment purchase from a total cost of ownership perspective encourages the operator to look at facts beyond the invoice price, including operating costs, maintenance and service.

Source: NAFEM



How SCC Solves for it

Per an independent study conducted by Intertek Laboratories, Structural Concepts has the lowest total cost of ownership based on the evaluation of the time to uncrate, position, and start up the equipment, measured energy costs to operate the equipment, and the time to carry out cleaning and maintenance requirements.

In summary, costs associated with starting up the equipment, ongoing operation, and upkeep of the equipment, as well as safely displaying fresh food over extended periods were critical considerations in the total evaluation of the overall lifespan of a fresh food merchandiser.



Source: ezcater



The Corporate Cafeteria Model is Broken

Traditional corporate cafeterias face significant challenges due to hybrid work models, high operational costs, and fixed overhead.

61% of decision-makers in hybrid workplaces find the schedule challenging for operating a corporate cafeteria, with 50% concerned about food waste due to fluctuating headcounts.

80% of cafeteria decision-makers manage spaces of at least 5,000 square feet, with 40 percent spending over \$1 million annually on maintenance and operations.

How SCC Solves for it

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.

Structural Concepts reduces the need for additional staffing while still increasing foodservice sales with customizable solutions that are designed with self-serve employees in mind throughout an entire office campus.

Employees Seek More Variety and Better Dining Options

Employees cite lack of variety, limited hours, expense, a lack of healthy options, and long wait times as major drawbacks of corporate cafeterias.

70% of employees prefer food from local restaurants delivered to their worksite over workplace cafeteria food.

50% of employees regularly order takeout or delivery despite having a cafeteria.

How SCC Solves for it

Structural Concepts can help businesses capitalize on the modern consumer's fast-paced lifestyle by producing the most innovative, turnkey refrigerated and heated food display and beverage merchandisers that can be seamlessly integrated into any environment and perform at the highest level.

Structural Concepts can eliminate business campus food deserts by delivering convenient and turnkey display solutions and automated merchandisers that perform at the highest level.

By leveraging flexible, self-serving displays and merchandisers, Structural Concepts helps promote increases in onsite patronage without the requirements of additional space or additional labor by offering guests the added accessibility to fresh food selections.



Source: ezcater



Commissaries are Coming

By utilizing commissaries in areas where real estate is less expensive, the need for equipment flexibility has become a necessity.

Non-commercial segments such as K-12 schools, colleges, and healthcare facilities have increasingly shifted away from traditional onsite kitchens. Centralized production facilities now cater to a broad range of needs, offering scalability and flexibility while mitigating labor challenges. Cloud kitchens have enabled organizations to maintain quality and consistency, even amidst fluctuating demand, and remain a fixture of modern foodservice.



How SCC Solves for it

Structural Concepts specializes in visualizing a solution and then thoughtfully develops merchandisers and displays that can be easily integrated into new or existing formats to ensure continuity of fit and design.

The flexibility of modular displays from Structural Concepts can not only adapt to any foodservice operation but also perform at the highest standards ensuring refrigerated and heated food is kept fresh for extended periods of time.

Source: Foodservice IP



Flex or Fail

Flexibility has become a top stadium food-service trend. Because stadiums and arenas can change from baseball on Thursday to a rock concert on Saturday, the ability to adapt foodservice menus and locations is critical. Likewise, changing from season to season is another important part of flexibility, having the right stadium foodservice equipment can help make service easier.

How SCC Solves for it

Structural Concepts can create a destination for fresh food by utilizing flexible, modular space saving innovative display options to meet the needs of guests at concerts, major events, concert venues, conventions, and anywhere else fresh food is sold.

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



Source: Food Service & Hospitality



Less Labor-Intensive Doesn't Mean Less Appealing

Consumers want new foods and new ways to eat, as operators look for ways to meet that demand. At the same time, food service operators are weighing simpler, less labor intensive solutions.

Solutions that provide novelty, flexibility, and low labor requirements are valuable across formats and locations.

On the front end, Grab & Go micromarkets can help satisfy those on-the-go. On the back end, automation, new equipment, and anything that supports speed-scratch preparation can mean less labor without sacrificing quality.



How SCC Solves for it

The versatility Structural Concepts provides in serving more types of meals via turnkey self-service merchandisers and display cases satisfies the needs of shoppers rather than going elsewhere to eat, while also reducing the reliance on labor.

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, Structural Concepts Autonomous Retail Merchandiser (ARM) has the lowest energy consumption, lowest fees, and lowest labor costs, while generating the most profitability as compared to similar autonomous models in the market.

Source: Datassential



Increased Satisfaction to Increase Patronage

According to Technomic, 33% of students are satisfied with their school's foodservice facilities, and 69% of students eat off-campus at least once a week with convenience and menu innovation being their top priorities.



How SCC Solves for it

With a wide range of heated and refrigerated foodservice solutions designed to fit any configuration, local restaurants and schools can rely on Structural Concepts as a resource for innovative, adaptable unit designs and convenient service formats to help them remain competitive encouraging students to spend more money on food in the dining halls rather than going elsewhere to eat.



All Flash and No Cash

Despite all the innovations, many customers still respond well to traditional displays in refrigerated units. Some fresh food chains have experimented with digital product displays, using LED screens in unit doors to display the contents inside.

However, this innovation has struggled to gain traction because it does not immediately provide consumers with the information they want: what's really in the unit and how much of it. Traditional commercial food equipment for food displays can still be as effective as new and trendy designs.

How SCC Solves for it

To support the goal of designing display cases so beautifully simple that it disappears, making the product the entire focus, UV Insulated Glass technology produced and tested in Structural Concepts' newest facilities spotlight a seamless design for food presentation.

UV bonded double pane glass not only ensures safe food temperatures, but they are also durable and prevent condensation, which is a problem with some refrigerated displays preventing shoppers with the full visibility of what's inside.

