

Mobility Plaza®

bp pilots made-to-order food offer at select Wild Bean Cafes

The initiative will be piloted across 10 stores and feature fresh meals personalized to customers' tastes.



bp is piloting a new and improved fresh food offer that can be personalized to customers' tastes, at 10 of its Wild Bean Cafes in the UK.

The new offer supports the company's drive for convenience growth by giving customers on-the-move made-to-order hot food options and quality coffee. This option joins classic Wild Bean Cafe menu items like the sausage roll and cheese & bacon turnover.

This pilot is an evolution of the current Wild Bean Cafe heat-to-eat offer and builds on the learnings from a proof of concept made-to-order food offer that was tested at bp's retail sites in Holborough and Byron in 2023.

"As the energy transition progresses, we anticipate shifts in consumer behavior, with customers

spending more time on our forecourts charging electric vehicles. Our research has told us that these customers want great quality, tasty fresh food options and hot drinks when on the go - and that's what we are giving them, when and where they want it," said Jo Hayward, VP convenience Europe at bp.

With over 50% of the company's customers in the UK now visiting its retail sites on a shop only mission, investment in new food offers is helping to meet their changing needs. The new food for now proposition includes a broader range, improved breakfast offer and expanded lunch menu.

This initiative will be available at 10 Wild Bean Cafes in southeast England by the end of April 2024 and will continue to evolve throughout the pilot as bp receives customer feedback.