

Waitrose targets commuters with first railway station store

Convenience and top-up shopping offer in the grocer's King's Cross store is aimed at 'transumers'

BY TIFFANY HOLLAND

Waitrose opened its first railway station store in London's King's Cross on Tuesday and says it sees a "huge opportunity" to target travel shoppers.

Trading under its convenience store format, Little Waitrose, the 2,500 sq ft store is the smallest shop in the grocer's estate.

Waitrose director of convenience Jackie Wharton said of consumers at transport hubs: "This 'transumer' is a huge opportunity.

"At King's Cross we expect footfall to be strong, so we want it to be a good experience for customers, which will then help the brand to travel further [across the UK]."

Its offer is tailored to the 20 million regular commuters and travellers who pass through the station each year. The store has Waitrose's largest ever 'food to go' range – double the size of its usual offer – for those cus-



The Little Waitrose at King's Cross includes a 'food to go' offer that is double the size of that usually available in its stores

tomers who want to grab a sandwich, drink or snack for their journey.

There is also a wider meal offer for commuters looking to top-up shop, with ready meals and salads, as well as a bakery to add retail theatre.

Greetings cards, flowers, premium chocolates and wine are

available as part of a gift offer.

For the first time Little Waitrose is also selling travel electricals such as adaptors and travel chargers.

The store complements those Waitrose has in Welcome Break motorway service stations.

Waitrose plans to open a second

station store at Manchester Piccadilly at the end of September.

It is also scheduled to launch a full-sized supermarket in King's Cross next year. It will be seven times the size of the Little Waitrose in the station and will house the grocer's second cookery school.