Getting Started with Sandwich Programs: A Quick-Start Guide for Convenience Store Operators

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Why a Sandwich Program?

Sandwiches are one of the most versatile and profitable food categories for convenience stores. With options for both breakfast and lunch, a sandwich program can drive consistent sales throughout the day, appeal to a wide range of customers, and compete directly with QSR offerings. Use this guide to understand what it takes to launch a successful breakfast and lunch sandwich program.

What to Consider Before You Buy:

Key Equipment

- Speed Oven, Conveyor Oven, or Microwave (for reheating or toasting).
- Panini Press or Flat Grill (for fresh or hot sandwiches).
- Refrigerated Prep Table for meats, cheeses, and vegetables.
- Hot Holding Cabinet or Merchandiser for grab-and-go sandwiches.

Ingredients & Supplies

- Breakfast: English muffins, biscuits, croissants, bagels, eggs, cheese, bacon, sausage, ham.
- Lunch: Sub rolls, sliced bread, wraps, deli meats, cheeses, lettuce, tomato, onion, condiments.
- Disposables: Wrap paper, foil sheets, sandwich clamshells, napkins, to-go bags.

Labor & Training

- Train staff on assembly, portioning, and safe handling of proteins and produce.
- Use pre-portioned ingredients to ensure consistency and reduce waste.
- Cross-train staff to manage sandwich prep during both breakfast and lunch rushes.

Food Safety & Compliance

- Maintain cold storage below 41°F for meats, cheeses, and vegetables.
- Keep hot sandwiches above 140°F in holding cabinets.
- Follow local health department regulations for prep and service areas.
- Clean prep tables, knives, and boards between shifts.

Merchandising & Marketing

- Promote breakfast sandwiches near coffee stations and morning traffic areas.
- Highlight value-driven meal deals: sandwich + drink + side.
- Use clear packaging and display warmers to showcase fresh-made quality.
- Leverage loyalty apps, mobile ordering, and social media for promotions.

Financial Considerations

- Low food cost with strong profit margins on both breakfast and lunch sandwiches.
- Bundling with beverages and snacks drives higher ticket averages.
- Track sales data by daypart to optimize menu and staffing levels.

→ Download Sandwich Program Equipment & Supplies Checklist.

→ Talk to your Foodservice Equipment Dealer about Nemco today.