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## First Choice changed their operations in less than 24 hours

**First Choice**, based in London, provides specialty fine foods for the hotel and restaurant industry, including Michelin star and fine-dining restaurants. Well, they normally do.

With many of their restaurants temporarily closed because of COVID-19, they took their food online and started delivering directly to homes. And thanks to their agency, **Incremental Marketing**, and WooCommerce, they were able to do that in just 24 hours.

**“How’s this for turnaround time?” Incremental Marketing wrote, “In less than 24 hours, we’ve set our client up with an online shop! To tackle their problems and help reduce the burden on supermarkets, they’re now able to deliver fruit and veg boxes as well as a growing list of additional products. Big thanks to WooCommerce and Themes Kingdom for making this crazy-fast turnaround time doable.”**



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Now they sell everything from fresh fruit and vegetable boxes to meat, dairy, and nonperishables and deliver them directly to shoppers’ homes. Not only does this provide a revenue stream for them, it also helps customers stay home and out of grocery stores.

The online store was so well received that First Choice had to upgrade their hosting to cope with sales volume — they’re currently fulfilling around 800 orders per day, and were mentioned in a [Marie Claire article](#) about food delivery services.

What are a few keys to their success?

### They make products easy to find.

As basic pantry items get harder to find in the grocery store, shoppers want to know if online providers have what they need right away. First Choice lists product categories in both the sidebar and main menu, along with a search bar. Someone looking for eggs will be able to find them in seconds.



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They also display related items at the bottom of each product page. If duck eggs are sold out, a customer can see that chicken eggs and goose eggs are available instead, without having to leave the page.

### They have a fast checkout option.

If someone wants to quickly order a box of produce, they don’t have to go through the multi-step process of adding the item to their cart and checking out. First Choice uses [Stripe and Google Pay](#) to allow purchasing right from product pages.

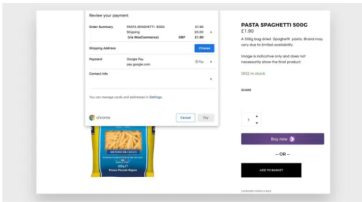


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If someone does want to add multiple items to their cart and check out more traditionally, they can. But that process is also as simple as possible: the [one-page checkout system](#) saves customers time and keeps them happy.

### They spell out delivery details.

This is a new way of grocery shopping — it’s inevitable that customers will have questions. First Choice links to delivery information in both the header and footer and shares:

- How quickly they deliver products.
- What happens if customers can’t be home at time of delivery.
- What areas they deliver to.

This answers a lot of questions before they’re even asked and provides valuable transparency for customers.

### They advertise on Facebook.

Since they’re now selling to a different demographic — individuals, rather than restaurants — First Choice invested in advertising on social media, specifically Facebook. Their ads delivered incredible results and are a big part of their fast success.