



# EVOLVE CONVENIENCE. DRIVE TRAFFIC.

## C-STORE 2023 TRENDS & INSPIRATION GUIDE

Convenience stores have evolved into an essential destination in our everyday lives. Expand your consumers' perception of "convenience" with food and beverage experiences that drive sales, trial, satisfaction and loyalty. The last one is critical — with one c-store for every 2,225 Americans,<sup>1</sup> your foodservice program can give your store the edge over the competition. Rich's is here for you with the insights and products you need to become the local go-to.

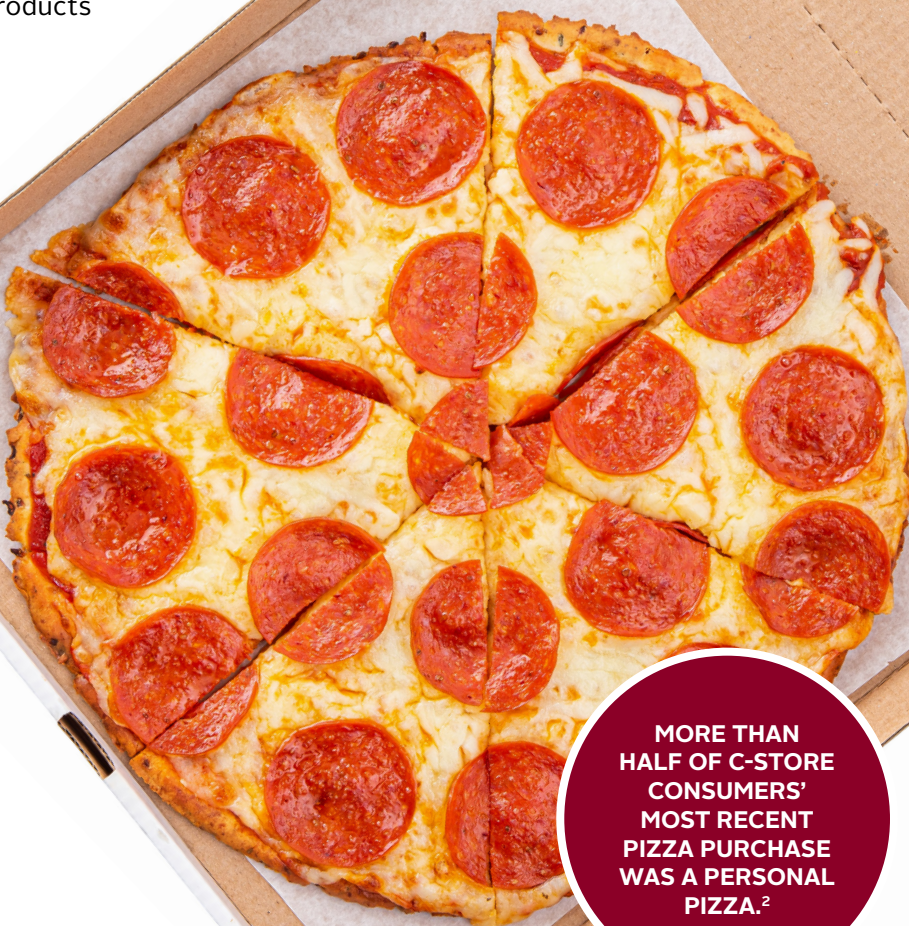
[CLICK FOR MORE HOT CASE TIPS](#)

NEARLY  
**8 IN 10**  
AMERICANS VISIT A  
C-STORE AT LEAST  
ONCE A WEEK.

### **BUILD THE PIZZA OF THEIR DREAMS.**

More than half of consumers would like build-your-own-pizza options in their local c-store, and made-to-order pizzas are expected to grow 3x the next highest pizza type by 2025.<sup>2</sup>

MORE THAN  
HALF OF C-STORE  
CONSUMERS'  
MOST RECENT  
PIZZA PURCHASE  
WAS A PERSONAL  
PIZZA.<sup>2</sup>





CLICK FOR MORE BAKERY TIPS

# BLURRING THE LINES.

A successful all-day foodservice program can mean blurring the lines between a restaurant, pizza shop, café, sub shop, breakfast joint and more — all with the speed and craveability consumers expect from a c-store PLUS the variety and customization they'd expect at a quick- or limited-service operation.

## SANDWICHES CARRY THE DAY.

Hot sandwich and burger sales are the top prepared food sold at c-stores,<sup>1</sup> and like pizza, more than half of your consumers desire complete control over customization.<sup>2</sup>

**58% OF CONSUMERS VISIT C-STORES STRICTLY FOR THEIR FOODSERVICE OFFERINGS ON SOME OCCASIONS.<sup>2</sup>**

Breakfast sandwiches are the most common c-store breakfast food order.<sup>1</sup>



## INVITE COFFEE CUSTOMIZATION.

Coffee is the lifeblood of the c-store beverage corner. With significant demands for dozens of condiments — including whipped topping<sup>2</sup> — your coffee bar needs customizability to stand out.

**DONUTS ARE THE TOP BAKERY ITEM PURCHASED AT C-STORES.<sup>1</sup>**

Rich's Fully Finished Donuts look and taste fresh at least 2x longer than other bakery options!



## HIT THE SWEET (AND SAVORY) SPOT.

The **Afternoon Snack** is the peak c-store foodservice occasion.<sup>1</sup> Always be prepared to capture cravings during these pop-ins with both indulgent treats and hunger-beating fill-ups.

Self-serve superhero!

**53% OF C-STORE CONSUMERS ARE INTERESTED OR VERY INTERESTED IN WHIPPED BEVERAGE TOPPINGS.<sup>1</sup>**





## GO AND GRAB THEIR ATTENTION.

Almost half of c-store food purchases are unplanned decisions made in-store<sup>1</sup> — and packaged foods account for the majority of these impulse purchases.<sup>2</sup>



NEARLY HALF OF C-STORE FOOD PURCHASES ARE MADE TO EAT ON THE GO.<sup>2</sup>



20% OF IMPULSE PURCHASES ARE DRIVEN BY 'SEEING A BRAND I LIKE'.<sup>1</sup>

## SPIN UP IMPULSE BUYS.

Blended beverages like milkshakes and smoothies capture cravings, drive repeat traffic and can boast a profit margin that quickly covers the cost of equipment.

MORE THAN A THIRD OF C-STORE OPERATORS HAVE SEEN MILKSHAKE SALES INCREASE IN THE LAST YEAR.<sup>2</sup>



They get to blend it themselves!



NEARLY ONE IN FIVE IMPULSE BUYS IS A SELF-SERVE COLD OR FROZEN BEVERAGE.<sup>2</sup>

# TIPS TO RISE TO THE TOP IN 2023.



## PUT FOODSERVICE AT THE FOREFRONT.

If your foodservice offerings are an afterthought, consumers will pass it up.<sup>1</sup> Commit to the presentation, experience and selection that gives them the confidence of freshness and quality.



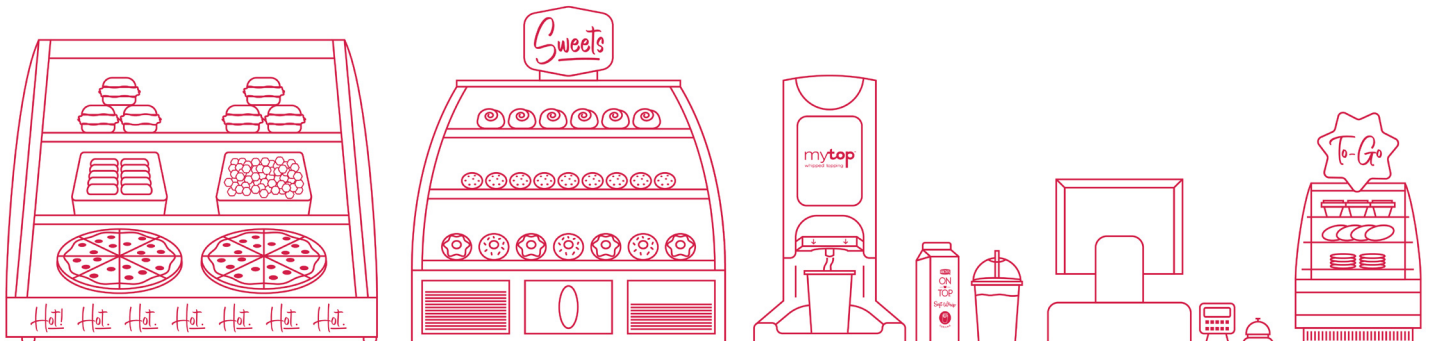
## CONSTANT REMINDERS.

Create cravings with can't-miss-it call-outs on pumps, entrances, bathrooms and your store's app.



## KEEP THINGS STOCKED UP.

No one wants food that looks picked over — c-stores see a 52% lift in sales when your bakery case is full vs. partially full,<sup>3</sup> and 37% of consumers name 'how fresh it looks' as a top selection criterion.<sup>1</sup>



## CONQUER EVERY CRAVING.

Consumers name "Variety of Food Available" as most important when choosing a c-store.<sup>1</sup> More options = more reasons for them to keep choosing you.



## FUEL ON-THE-ROAD EATING.

Make it easy to eat on the go. Keep foodservice areas tidy and well-stocked with napkins, utensils and condiments.



## BE READY TO GO.

Half of c-store consumers are unwilling to wait more than five minutes for their food.<sup>1</sup> Prioritize products and equipment that facilitate in-and-out speed.

<sup>1</sup> foodservice IP 'Capturing Opportunities in Convenience Store Foodservice' May 2023

<sup>2</sup> Datassential 'Convenience Stores' Keynote Report, 2023 <sup>3</sup> Explorer Bakery Case Simulation Study 2020



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ONE FAMILY.

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