

GO BEYOND CONVENIENCE.

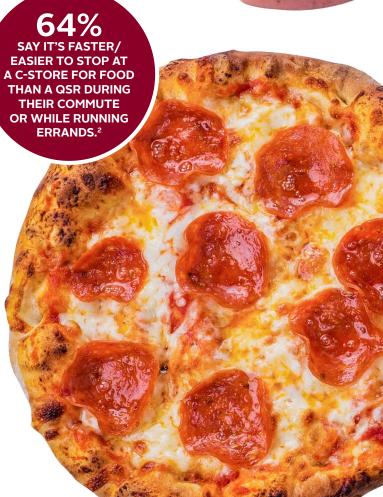
2024 C-STORE TRENDS & INSPIRATION GUIDE

Today's consumers' on-the-go lifestyles demand convenience. C-stores are evolving into one-stop-shops built around more than just fuel. They're an in-and-out snack haven, a quick, hot breakfast to go, a pit-stop for a midday pick-me-up, or a place to find an easy family dinner on the way home.

According to Datassential, 79% of consumers visit the c-store just to buy prepared food or beverages often or occasionally. The more c-stores are integrated into the daily lives of consumers, the more opportunities they have to capitalize on every craving, and win customers over with everyday staples, prized menu items and unique LTOs!

68%
OF CONSUMERS FIND
PREPARED FOOD AND
BEVERAGE OFFERINGS
IMPORTANT TO WHERE
THEY BUY GAS.¹





CONQUER EVERY CRAVING.

BEVERAGES ALL DAY.

From soft drinks and coffees to satiating shakes and smoothies, beverages have become a snacking mega trend,³ even a meal replacement – and an essential part of c-store foodservice offerings. In fact, dispensed and made-to-order beverages are the #1 c-store snack purchase category.²

57% OF CONSUMERS PURCHASED A PREPARED BEVERAGE DURING THEIR LAST C-STORE VISIT.¹

Ocean Mist Energy Drink with On Top® Soft Whip

CLICK FOR MORE BEVERAGE TIPS ~

f'real by Rich's Chocolate Chill Shake and Strawberry Banana Smoothie with B6 Self-Serve Blender 1 IN 5

IMPULSE BUYS
IS A SELF-SERVE
COLD OR FROZEN
BEVERAGE.1

f'real by Rich's Blend & Serve Coffee Frappe with B7 Back of House Blender



HORCHATA UP/00% YOY

PROTEIN-ENHANCED SMOOTHIES

UP/2.5%

LEMONADE

UP//.8%

FROZEN BLENDED COFFEE

33% MENU







GET THE ULTIMATE BEVERAGE PROGRAM THAT BLENDS UP DELICIOUSLY DREAMY SELF-SERVE OR MADE-TO-ORDER SHAKES AND SMOOTHIES IN THE PUSH OF A BUTTON!

SNACK TIME IS NOW ALL THE TIME.

33% of consumers are having snacks more often than they were a year ago.³ And they're turning to c-stores to meet their snack cravings – c-stores represent 20.4% of all snack sales.⁵

50% OF C-STORE FOODSERVICE SNACK PURCHASES ARE IMPULSE BUYS.²





56% OF CONSUMERS' LAST DESSERTS WERE SNACKS.6



INNOVATE YOUR PIZZA PIES.

Pizza is the most popular prepared food purchase at c-stores.¹ With the right products, such as labor-saving crust and dough formats, the pizza possibilities are limitless for c-stores – from highly customizable pies to creative LTOs with little labor.

52% OF C-STORE CONSUMERS ARE INTERESTED IN CUSTOMIZABLE, BUILD-YOUR-OWN PIZZA.¹



TIPS TO RISE TO THE TOP IN 2024.

PUT FOODSERVICE AT THE FOREFRONT.

Commit to the presentation, experience and selection that gives them the confidence of freshness and quality.



BOGO PROMOTIONS.

Drive traffic and boost sales with a BOGO promotion that attracts consumers looking for value while encouraging the purchase of higher-margin items, like easy-to-execute snacks or prepackaged grab 'n go items!



FOCUS ON VALUE.

Beyond convenience, c-store operations must deliver on quality, consistency and customizability to gain an edge over competing quick service and limited service restaurants.



BE READY TO GO.

Half of c-store consumers are unwilling to wait more than five minutes for their food.9 Prioritize products, processes and equipment that facilitate in-and-out speed. Even including things like calorie counts and ingredients on your menus will cut order times for increased customer throughput!





6 SNAP! Datassential Desserts Keynote, 2023

⁷ Boost 'American Love of Cookies' Report, 2023

⁴ Technomic Convenience Market Annual Report, November 2023

⁵ Circana, 2023 ⁹ Foodservice IP 'Capturing Opportunities in Convenience Store Foodservice' May 2023

