



LET'S GO LTOS!

LIMITED TIME OFFER INSPIRATION FOR YOUR C-STORE

Your consumers' taste buds change with the seasons, and they're always looking for new, exciting flavors and items to try. Unique, temporary items create buzz and encourage consumers to visit your store so they don't miss out on the limited time offering.

According to a recent Technomic study, LTOs at c-stores have more than doubled in the last five years, and will continue to grow in 2024, as c-store operators seek out more branded ingredients, seasonal toppings and global flavors for their menus. Here's some inspiration to get you started!

63% OF CONSUMERS' LAST LTO
WAS AN IMPULSE PURCHASE.¹

Grape Dirty Soda with
On Top® Soft Whip



Chocolate Dipped
Churro Donut



61%
OF MILLENNIALS
AND **48%** OF GEN Z
LOVES OR LIKES
CHICKEN BACON
RANCH PIZZA.²

Chicken Bacon Ranch
Pizza on Fresh 'N Ready
Oven Rising Sheeted
Pizza Dough



+64%
4-YEAR GROWTH
RATE FOR BACON
RANCH PIZZA
VARIETIES.³

Pizza

America's most admired food and a family favorite, pizza has become a canvas for creations beyond the traditional cheese and pepperoni. From regional takes to sweet and savory topping combos, consumers are excited by new pies from their local c-store!



#1

PIZZA IS THE MOST POPULAR PREPARED FOOD PURCHASE AT C-STORES.⁴

44%

OF CONSUMERS ARE LIKELY TO ORDER A SLICE OF PIZZA AS A SNACK.⁵

Hot Honey Pizza
on Fresh 'N Ready
Oven Rising Sheeted
Pizza Dough

HOT HONEY
IS THE FASTEST
GROWING PIZZA
SAUCE/FLAVOR WITH
+430%
4-YEAR GROWTH
RATE.³

PICKLE PIZZA
IS ONE OF THE
NEWEST, MOST
POPULAR PIZZA
TRENDS.⁶

THICK CRUST
IS ONE OF THE
FASTEST GROWING
PIZZA TRENDS,
WITH A
+113%
4-YEAR GROWTH
RATE.³

SWICY
(SWEET MEETS HEAT)
63% OF CONSUMERS
LIKE OR LOVE
SWEET AND SPICY
CONCEPTS.⁷

Dill Pickle Pizza
on Detroit Style
Pizza Crust



Sweet Snacking

Sweets and desserts lend themselves to seasonality. In fact, desserts are among the most profitable LTOs at c-stores. Excite indulgent impulses all throughout the day with LTOs made for sweet tooths.

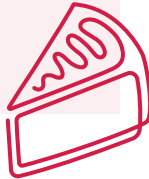
56% OF CONSUMERS' LAST DESSERTS WERE SNACKS.⁸



GEN Z'S #1 SNACK MOTIVATOR IS **INDULGENCE**.⁹



20% OF IMPULSE PURCHASES ARE DRIVEN BY 'SEEING A BRAND I LIKE.'¹⁰



Funfetti® Mega Cheesecake Slice

56% OF PEOPLE ARE FAMILIAR WITH FUNFETTI®, WITH MILLENNIALS AND GEN Z MAKING UP THE MAJORITY.¹⁴

Christie Co. Chocolate Chunk Baked Cookies Topped with Mint Chocolate Chip, Strawberry and Caramel Bettercreme



DRESS YOUR COOKIES FOR THE SEASON!

CHOCOLATE CHIP/CHUNK IS THE **MOST POPULAR** COOKIE VARIETY.¹¹

1 IN 5 AMERICANS EAT MORE THAN THREE COOKIES PER DAY.¹²



70% OF GEN Z LOVES CHURROS.¹³



Churro Bites with Maple Syrup

DONUTS WITH **UNIQUE TWISTS** WERE THE TOP-PERFORMING PASTRY/BAKERY ITEM LAST YEAR.¹³



Savory Snacking

97% of consumers say they would try a new snack under the right conditions.¹⁵ Capture savory snack cravings with appealing LTOs that combine both new and familiar concepts in your hot case.

27%

OF GEN Z
CONSUMERS' LAST
C-STORE PREPARED
FOOD PURCHASE
WAS AN APP/
FINGER FOOD.⁴

FRIED CHEESE AND
SRIRACHA IS
EXPECTED TO SEE
+70%
4-YEAR GROWTH
ON MENUS.¹⁷

Fried Cheese Dippers and
Sriracha Ranch Sauce with
Farm Rich Mozzarella Sticks

50%

OF C-STORE FOODSERVICE
SNACK PURCHASES ARE
IMPULSE BUYS.¹⁵

66%

OF CONSUMERS
SAY ANYTHING
CAN BE A SNACK.⁵

QUICK SNACKS

C-STORE PREPARED FOOD IS
MOST APPEALING TO
CONSUMERS WHEN THEY'RE
LOOKING FOR A QUICK BITE.⁴

45%

OF CONSUMERS ATE
THEIR LAST SNACK IN
UNDER 5 MINUTES.⁵

Jalapeño Cheddar
Bacon Pull Apart
Flatbread

MORE THAN
HALF OF
CONSUMERS
LIKE OR LOVE
JALAPEÑO
PEPPERS.¹⁶



Beverages

Non-alcoholic beverages are by far the most popular category for LTOs, with 749 total LTO introductions last year. Maximize this huge opportunity with exciting, buzzworthy beverages, from seasonal coffees to fun shakes and fruit smoothies.

DISPENSED OR MADE-TO-ORDER COLD BEVERAGES ARE **THE #1 SNACK PURCHASE CATEGORY** FOR C-STORES.¹⁵



57% OF CONSUMERS PURCHASED A PREPARED BEVERAGE DURING THEIR LAST C-STORE VISIT.¹⁸



S'mores Cold Brew with On Top® Mallow Whipped Topping

Strawberry Coconut Cooler with On Top® Soft Whip

40%

OF CONSUMERS WOULD LIKE TO SEE MORE NOSTALGIC ITEMS AND FLAVORS ON MENUS.²²

THE TOP PERFORMING BEVERAGE LTOS LAST YEAR WERE FRUIT-FORWARD DRINKS.²⁰

88%

OF CONSUMERS LIKE OR LOVE STRAWBERRY.¹⁶

THE PROJECTED CAGR GROWTH OF THE SMOOTHIE MARKET FROM 2024-2033 IS **+9.4%**.²¹

54% OF CONSUMERS HAD ICE CREAM OR A SHAKE AT LEAST 1X IN THE LAST WEEK.⁸



f'real by Rich's Blend & Serve Oreo Shake



Mango Limeade with f'real by Rich's Blend & Serve Mango Smoothie



MANGO LEMONADE IS EXPECTED TO SEE **+10%** 4-YEAR MENU GROWTH.¹⁹

MANGOS ARE THE THIRD MOST POPULAR SMOOTHIE INGREDIENT.¹⁶

83% OF CONSUMERS LIKE OR LOVE OREO.^{10,16}

¹ SNAPI LTOs Keynote, Datassential 2022 ² Datassential Pizza Category Trend Report, 2024 ³ The World of Pizza, Datassential, 2024 ⁴ Datassential SNAPI Keynote C-Store Foodservice, 2023 ⁵ SNAPI Datassential Snacking Keynote, 2023 ⁶ Datassential Trendspotting, 2023 ⁷ Datassential Trend Wire, 2024 ⁸ SNAPI Datassential Desserts Keynote, 2023 ⁹ Datassential 'Snack Trend' FoodBytes, 2023 ¹⁰ Foodservice IP 'Capturing Opportunities in Convenience Store Foodservice' May 2023 ¹¹ Datassential Cookies Custom Trend Report 2024 ¹² Boost 'American Love of Cookies' Report, 2023 ¹³ Datassential Donut & Breakfast Pastry Trend Report, 2024 ¹⁴ Datassential Menu Trends, 2023 ¹⁵ Q1 2024 Technomic C-Store Consumer Market Brief ¹⁶ SNAPI Datassential, 2024 ¹⁷ Datassential Appetizer Report, 2024 ¹⁸ SNAPI Datassential C-Store Keynote, 2023 ¹⁹ Datassential 'The World of Lemonade,' 2023 ²⁰ Datassential Non-Alcoholic Beverage Trend Report, 2024 ²¹ Precedence Research, 2023 ²² New Now Next Menu Trends to Watch 2024, Technomic



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ONE FAMILY.

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