



Datassential's New C-Store Report Identifies Key Foodservice Opportunities

Convenience store foodservice is booming, and c-store operators are more motivated than ever to develop full-fledged foodservice programs to rival QSRs and fast-casual restaurants:

- *WaWa recently announced plans to install bread ovens in all of its stores as the chain transforms into a "fast casual" operation.*
- *Sheetz expands into new geographic markets, capitalizing on its reputation for quality fresh food.*
- *7-Eleven expands aggressively in NYC with the objective of becoming a food and beverage *destination*.*
- *QuikTrip, with over 600 units and an emphasis on quality fresh prepared foods, is poised to challenge QSRs for market share.*

Datassential's latest report, ***Foodservice Strategies: C-Stores*** offers insight into this hot trend: where it's been, where it's headed, and how it's going to get there. If you're a food supplier, this new research will help you plan and guide your c-store customers through this rapidly evolving environment.

Study Details

2,000 monthly c-store users detail their channel perceptions, purchase behavior, and expectations. Feedback from 75 c-store operators / decision-makers sheds light on channel opportunities, limitations, and challenges.

Just a few of the topics covered in the study:

- Visitation & traffic dynamics
- Purchase & consumption trends
- C-stores versus QSR & fast-casual restaurants
- Venue selection factors (key factors)
- Planned vs. incidental purchases
- Foodservice program enhancements (beverage, sandwich, hot foods, and more)
- Customization options
- Promotions
- Areas of menu interest (fastest growing, highest margin, and more)
- Consumer price sensitivity & pricing strategies
- Unmet consumer and operator needs

Foodservice Strategies: C-Stores is available today for \$4,500 and includes:

- A detailed presentation-ready report (PPT or PDF)
- The iDEA™ Instant Tabulation Tool
- WebEx review of the report highlights [optional]
- Automatic discount on 8 to 10 custom questions related to c-stores