

# CAPTURING OPPORTUNITIES IN THE C-STORE PREPARED FOODS CHANNEL

## Autumn 2020

It's not too soon to consider the longer-term effects on convenience store foodservice after the pandemic passes. Convenience stores have weathered the crisis impressively by tightening and improving cleaning, personal hygiene and store sanitation procedures. C-stores are seeing consumers revert to recession behaviors - such as single trips for multiple items and private label preferences. To provide suppliers with an up-to-date evaluation of c-store prepared food programs in order to update business strategies, Foodservice IP (FSIP) is launching an update to its previous studies, **2020 Capturing Opportunities in the C-Store Prepared Foods Channel During Covid-19**. FSIP plans to commence the study in September 2020 and to deliver results to sponsors by December 2020.

### SCOPE AND OBJECTIVES

- **Shopper survey of 500 heavy-to-moderate foodservice users** to assess buying behavior, attitudes, perceptions and demographics.
- **150 Operator interviews** (major c-store chains with foodservice, as well as high-volume independents) to determine best-in-class suppliers, unmet needs, gross margins, support required from the channel, etc.
- Comprehensive assessment of the c-store foodservice channel with **identification of key shifts since 2016, 2018 and marketplace trends**.
- Purchasing behavior/frequency for **c-store foodservice products**.
- **Current and future success factors, growth opportunities, and recommended action steps** for manufacturers.

### NEXT STEPS

To sign on and to incorporate your most pressing and proprietary questions, please complete the order form on the following page or contact:

**ABIGAIL DEAN**  
Marketing Director  
adean@foodserviceIP.com

**TIM POWELL**  
Managing Principal  
tpowell@foodserviceIP.com

**JULIE GUY**  
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jguy@foodserviceIP.com

## FSIP DELIVERS:

 Expert analysis and implications that answer your most pressing questions for future business planning

 In-depth Power Point report

 Complimentary webinar

 Personalized infographic (with your company logo) to share with operator clients for value-added relationship building

 Truly strategic guidance around c-store foodservice initiatives

# PURCHASE AGREEMENT

# Capturing Opportunities in the C-Store Prepared Foods Channel

YES, I'd like to sponsor the study for \$13,500.

## ACCEPTANCE

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

Once approved, please sign, scan and email to the attention of ONE of the following FSIP representatives:

**ABIGAIL DEAN**  
adean@foodserviceIP.com

**TIM POWELL**  
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Thank you for your business!