

2020 CAPTURING OPPORTUNITIES IN THE C-STORE PREPARED FOODS CHANNEL

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) has completed an update to its previous studies, **2020 Capturing Opportunities in the C-Store Prepared Foods Channel**.

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 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 purchase the report, please complete the order form on the following page or contact:

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FSIP DELIVERS



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PURCHASE AGREEMENT

2020 Capturing Opportunities in the C-Store Prepared Foods Channel

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ACCEPTANCE

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

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Thank you for your business!