

CAPTURING OPPORTUNITIES IN THE C-STORE PREPARED FOODS CHANNEL Completed January 2021

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.

To provide suppliers with the intelligence to revise business strategies, Foodservice IP (FSIP) has completed **Capturing Opportunities in the C-Store Prepared Foods Channel During Covid-19**.

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 receive the report, materials and free webinar please complete the order form on the following page or contact:

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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 purchase the study for \$9,500.

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:

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Thank you for your business!