

2023 UPDATE

CAPTURING OPPORTUNITIES IN THE CONVENIENCE STORE PREPARED FOODS CHANNEL

Continued improvements to foodservice options, ingredients, merchandising, and varieties have made c-stores a destination for a broad demographic — including the much-coveted Millennial, the first group ever to demand “healthy” in the channel. C-stores have also upgraded menus to include diverse and ethnic grab-and-go foods with premium ingredients, customization, and in some cases, advanced preparation techniques rivaling restaurants. To provide suppliers with an up-to-date evaluation of c-store prepared food and dispensed beverage programs, Foodservice IP (FSIP) has launched a 2023 update to our 2016 – 2020 biannual study, **Capturing Opportunities in the C-Store Prepared Foods Channel**.

STUDY HIGHLIGHTS

- **Comprehensive assessment of the c-store foodservice channel** and recent key shifts, including the impact of Covid-19.
- **Consumer attitudes and behavior** within c-store foodservice.
- C-store **product and purchasing insights**.
- Current and future c-store **success factors for foodservice participation**.
- **Option to test new products and concepts** (on a confidential basis) with c-store operators and c-store consumers.
- **Identification/prioritization of the top 50 c-store foodservice brands**.
- Detailed recommendations for each sponsor, including a **strategic product opportunity matrix and go-to-market guide**.

APPROACH

- **Engagement Initiation**—Meet with each sponsor to discuss objectives and proprietary research needs. FSIP will obtain a “wish list” of questions to incorporate into the survey instruments. Each sponsor will be able to sign off on the final questionnaire with their custom, confidential questions.
- **Existing Data Review**—Exhaustive review of available information to provide deep contextual perspectives on industry dynamics.
- **Consumer Survey**—500 heavy-to-moderate c-store foodservice users.
- **C-Store Retailer Interviews**—150 qualitative interviews with major chain and high-volume independent operators, plus 10-15 interviews with foodservice executives at corporate headquarters.
- **Strategic Analysis and Report Delivery**—Report content will include common-interest and proprietary sections.

NEXT STEPS

To sponsor our all-new 2023 **Capturing Opportunities in the C-Store Prepared Foods Channel** study, please complete the acceptance form on the following page or contact:

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FSIP DELIVERS

We offer deeper strategic insights at a price that beats the competition. Our study sponsors receive:



Robust reporting and analysis of the current c-store foodservice landscape and its future outlook



Detailed perspectives around key c-store foodservice players



Trends and dynamics impacting the market and individual product categories + opportunity analysis to aid in profitable expansion and participation in c-store foodservice



Go-to-market supplier activity + implications for participation



Review of specific opportunities and threats within sponsor product categories



Truly strategic guidance around foodservice initiatives

SPONSOR AGREEMENT

Capturing Opportunities in the Convenience 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 this form to your FSIP representative:

TIM POWELL

tpowell@foodserviceIP.com

JOYCE BAIRD

jbaird@foodserviceIP.com

Thank you for your business!