

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 purchase the the study for \$13,500 which will be ready in May 2023. I understand I will not be billed until I receive the report.

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

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Thank you for your business!