

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**.
- **Identification/prioritization of the top 50 c-store foodservice brands**.
- **Strategic recommendations around next steps**.

APPROACH

- **Existing Data Review**—Exhaustive assessment 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.

NEXT STEPS

To purchase our all-new 2023 **Capturing Opportunities in the C-Store Prepared Foods Channel** report, please complete the order 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:



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 opportunities and threats for product categories



Truly strategic guidance around foodservice initiatives

PURCHASE AGREEMENT

Capturing Opportunities in the Convenience Store Prepared Foods Channel

YES, I'd like to purchase the 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:

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Thank you for your business!