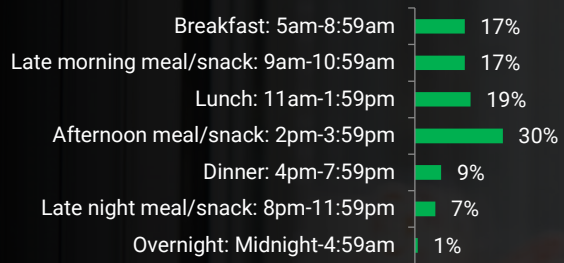


# C-Store Foodservice in 2023: Market Perspectives in the Post-Pandemic Return to Normalcy

The Covid-19 Public Health Emergency officially ended in May 2023. As pandemic-related closures, restrictions and other pressures have receded, inflation, supply considerations and other factors have continued to influence the foodservice industry's journey to recovery. To assist in navigating current thinking on effectively executing c-store foodservice in today's climate, Foodservice IP's (FSIP's) latest study explores both consumer and operator perspectives, examining customer satisfaction, needs, operator priorities and more. A few highlights:

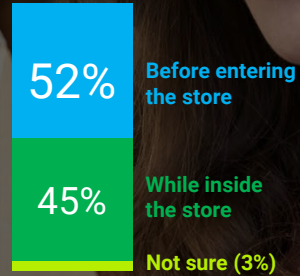
## Q. At your last c-store visit, what time of the day did you purchase foodservice items?



### ▶ Afternoon is the Prime Daypart

Lunch visits are down compared to prior FSIP surveys (in keeping with ongoing shifts in consumer habits, such as continuation of hybrid work schedules). C-stores' "peak" foodservice period of afternoon snacking offers diverse opportunities for offerings ranging from treat-oriented indulgence to sustenance-oriented fill-ups.

## Q. At your last c-store visit, when did you make the decision to purchase foodservice items?



### ▶ Foodservice Decisions are Both Planned and Impulse

Most (52%) indicated their purchase was planned, but 45% made the decision in-store. This reinforces the importance of ensuring that foodservice is highly visible both in-store and out (at the pump and store exterior). It also needs to be attractive to those coming in-store for other purposes. This extends to keeping these areas neat/tidy and well-stocked with anything patrons might need to accompany their purchase (e.g., napkins, utensils) to reinforce that foodservice is a key focus.



### ▶ Quality Tops Operator Foodservice Focus Areas

Though labor challenges persist in the service industry and elevation of c-store foodservice is ongoing, more c-store operators appear focused on enhancing current capabilities versus expanding the overall size of their foodservice programs (67%) or reducing complexity to execute them (59%).



### ▶ Operators Are Recognizing Sustainability Concerns

As c-stores continue to modernize their product mix from the traditional roots of "gas station" fare, sustainability is another aspect of the evolution.

Source: Foodservice IP 2023 C-Store study; Base: All consumer respondents (502) / All retailer respondents (151)



## HUNGRY FOR MORE C-STORE INSIGHTS?

FSIP's all-new 2023 *Capturing Opportunities in the Convenience Store Prepared Foods Channel* study provides market growth and sizing, a guide for maximizing growth, and identifies operators we consider best-in-class. To learn more about the study or to purchase today, contact Tim Powell (tpowell@foodserviceip.com / 312-600-5131) or visit us online at [www.foodserviceip.com](http://www.foodserviceip.com).