

2025 UPDATE

CAPTURING OPPORTUNITIES IN THE CONVENIENCE STORE FOODSERVICE CHANNEL

Industry observers have long pointed to convenience stores as a compelling foodservice opportunity. Yet approaches and execution vary widely across different operations, and the segment as a whole maintains an ongoing sense of flux. Some continue to offer less-than-enticing “gas station” food, while others have advanced their capabilities to the point that some consumers consider convenience-store prepared foods a worthy **alternative to restaurants**. The rise of **delivery apps** brought potential to expose new users to modernized c-store fare, and Generation Z has followed Millennials in creating a younger base of customers who are ardent fans of the channel. With **pandemic-driven shutdowns** and (some of) the resulting challenges moving ever-further into the past. Where do things stand now?

Foodservice IP (FSIP) has expert insight into these dynamics; our consultants have been carefully tracking the segment from the early years of its advancement. To better understand these marketplace complexities, FSIP is building upon its landmark study series (2016, 2018, 2020 and 2022) with an all-new *2025 launch of Capturing Opportunities in the Convenience Store Foodservice Channel*.

SCOPE & SIGNATURE BENEFITS

The study focuses on proprietary foodservice provided and staffed by the c-store itself. Examples include **RaceTrac, Kum & Go, Kent Kwik, Yesway, and Friendship Stores**, among several others. C-stores with nationally branded QSR concepts, such as Subway, or A&W and others are excluded. FSIP defines c-store store foodservice as **frozen, refrigerated and shelf-stable products sold to consumers in a prepared state**. Outside of single-serve beverages, these products are generally found in areas dedicated to prepared foods versus general grocery sections. Given continual market shifts and enduring difficulties in identifying a comprehensive list of key players, FSIP's long-term focus on the c-store space is a distinct advantage to those looking to capitalize on selling opportunities. In our efforts to maintain an updated list of c-store retailers and executives, we are not only able to share this important resource with clients, but have built a strong network of contacts to lend vital first-hand perspective to our research.

FOODSERVICE IP'S UNIQUE EXPERTISE

FSIP experts have been closely tracking the c-store marketplace for decades. This full update follows four prior multi-client studies as well as ongoing custom work.

NEXT STEPS

Forge a better path for selling to c-stores by completing the acceptance form on the following page. Questions? Contact:

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DELIVERABLES

Comprehensive PowerPoint report detailing findings from:

- 150 in-depth interviews with c-store retailers; additional 10-15 interviews with foodservice executives at c-store corporate headquarters
- Online consumer survey of 500 frequent c-store foodservice users
- In-depth desktop research on channel dynamics and shifts
- FSIP and other industry perspective on growth, outlook and successful supplier strategy
- Webinar tailored to your interests/questions
- Profiles of with contact information for the top 25 foodservice banners as selected by Foodservice IP's expertise



ADVANTAGES OF FSIP'S MULTICLIENT RESEARCH:

- Value-priced intelligence from a shared-cost model
- In-depth analysis from highly experienced consultants exclusively focused on the food industry
- Ongoing client support/access to study team for questions

SPONSORSHIP AGREEMENT

2025 Update: Capturing Opportunities in the Convenience Store Foodservice Channel

YES, I'd like to sponsor the study for \$12,500.

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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tpowell@foodserviceIP.com

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Thank you for your business!