

CAPTURING OPPORTUNITIES IN THE CONVENIENCE STORE FOODSERVICE CHANNEL

BACKGROUND

Foodservice continues to be a resilient and essential growth driver in the convenience store (c-store) industry. Once regarded simply as a secondary revenue stream, prepared food and beverage programs in c-stores are now redefining the segment—fueling traffic, capturing share from restaurants, and expanding consumer expectations. Yet only the most innovative, efficient, and scalable suppliers will thrive in this new playing field. To help stakeholders position themselves ahead of the curve, Foodservice IP (FSIP) has released its 2025 study, *Capturing Opportunities in the Convenience Store Foodservice Channel*. This all-new report delivers the strategic intelligence required to win new business and better plan for the future.

KEY DELIVERABLES

- Assess **market size and growth outlook**
- Explore **changing consumer dynamics**
- Discover **supplier opportunities and strategic imperatives**
- Evaluate the **competitive landscape** and **operator viewpoints**

APPROACH

- **Existing data review:** thorough assessment of key industry information for deep contextual perspectives on channel dynamics.
- **In-depth research:** FSIP surveyed 500 consumers nationwide, and conducted 150 interviews with major c-store chain and high-volume independent retailers offering foodservice, plus an additional 10–15 interviews with foodservice executives at corporate headquarters.
- **Strategic analysis:** robust PowerPoint report with clear implications and next-step guidance.

NEXT STEPS

To purchase **Capturing Opportunities in the Convenience Store Foodservice Channel** study, please complete the purchase agreement on the following page or contact:

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FOODSERVICE CATEGORIES INCLUDED

Hot Dispensed Beverages
Cold Dispensed Beverages
Frozen Dispensed Beverages
Hot and Cold Beverages
Handheld Entrees
Breakfast Items

Pizza
Potato Items
Roller Grill Items
Pasta and Side Items
Bakery Items



SCOPE

- Proprietary foodservice provided by and staffed by the c-store, e.g., Kum & Go, QuikTrip, Rutter's, and more!
- C-stores with nationally branded QSR concepts only, such as Subway, Blimpie, A&W, etc.) are not included.
- FSIP defines the prepared food/grab and go products that constitute c-store foodservice as frozen, refrigerated and shelf-stable products sold to consumers in a prepared state.



FSIP's RESEARCH ADVANTAGE

- In-depth analysis from experienced consultants exclusively focused on the food industry
- Value-priced intelligence that answers the "so what" and "what now"
- Truly strategic guidance for specific manufacturer categories

PURCHASE AGREEMENT

Capturing Opportunities in the Convenience Store Foodservice Channel

YES, I'd like to purchase the study for \$9,500.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

***Once approved, please sign, scan, and email this form to:
Tim Powell at tpowell@foodserviceIP.com***

Thank you for your business!