



Serving the Total Convenience & Petroleum Retailing Industry

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The background of the cover features a close-up photograph of two large burritos wrapped in brown paper. The burritos are cut open, revealing fillings of shredded lettuce, cheese, and meat. In the bottom left corner, a small pile of potato chips is visible. The overall color palette is warm, with yellows and oranges from the food and background elements.

2013 Foodservice at Retail Handbook

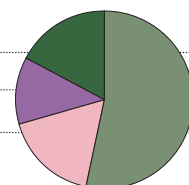
Convenience Stores



C-Store Foodservice Frequency

The majority of c-store foodservice consumers visit a c-store once a week.

Once a week	53%
2-3 times a month	17%
Once a month	12%
Less than once a month	18%



Source: Technomic

Experience Attributes, C-Store Foodservice Visitation

The taste and flavor of food is the most important attribute for c-store foodservice consumers, followed by a convenient location and a strong price-value equation.

Attribute	Important	Very Important
Taste and flavor	40%	50%
Convenient location	42%	48%
Good value/low prices	48%	41%
Service is friendly	48%	40%
Quality of food	40%	47%

Source: Technomic Inc.

C-Store Foodservice Scorecard*

In Technomic's annual Consumer C-Store Brand Metrics study, 3,975 consumers rated their recent c-store foodservice experience based on 50 criteria. Top performers among the 21 largest national and regional convenience chains in the study include Sheetz (its first time in the study), Wawa, Kwik Trip and Cenex.

Retailer	2012	2011
Sheetz	86%	N/A
Wawa	84%	85%
Kwik Trip	82%	77%
Cenex	81%	72%
Stripes	80%	77%

Source: Technomic

* Composite score based on 50 criteria

Act Like a Restaurant

The c-store brands that are winning with foodservice are those that see their competition not as fellow c-stores, but rather traditional restaurants. Retail design and site-intelligence firm **GSP** (www.gspretail.com) has compiled a list of best practices for c-stores to present themselves as formidable foodservice players.

•**Food Photography.** To create appealing shots, ingredients should be deliberately and carefully placed so that each is visible in the most flattering way possible. Arrange ingredients to

highlight key flavors.

•**Foodservice POP.** Foodservice POP is different than regular POP signage. It should feature large images of your food and drink offerings, especially if it's not an established menu item. Consider using new sign types to capture attention.

•**Unique Fixtures.** Incorporating custom industrial design elements for POP graphics, product displays or shelving units is another key component of an enhanced foodservice image. Create impact and grab the customer's attention with innovative kiosks or stands to clearly communicate and promote new food offerings

and special promotions. Make sure the various fixtures have a cohesive look and blend with the store décor and brand. Invest in elements that will facilitate changes in menu and pricing.

•**Innovative Menu Systems.** Every QSR has a dominant menu, and convenience retailers should also invest in one if they are truly in the foodservice business. If using digital menus, consider how display cabinets or graphics can make the menus fit store décor and look less like an appliance. If using traditional menus, consider how to make the menus blend with store décor and represent your foodservice brand.