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Most Important Hot-Food Attributes by Gender

When broken out by gender, 72% of women consider c-store quality the most important attribute to consider when making a hot-food purchase, compared to 62% of men.



Males

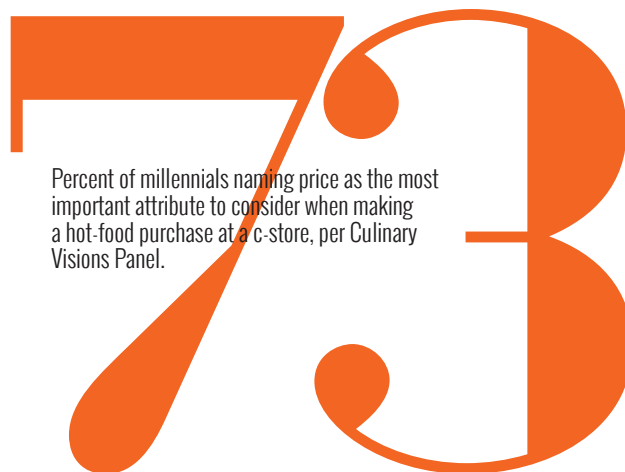
1. Time-saving (64%)
2. Price (64%)
3. C-store quality (62%)
4. Flavorful (52%)



Females

1. C-store quality (72%)
2. Price (72%)
3. Time-saving (68%)
4. Flavorful (67%)

Source: Culinary Visions Panel



Percent of millennials naming price as the most important attribute to consider when making a hot-food purchase at a c-store, per Culinary Visions Panel.

Most Important Hot-Food Attributes by Age

When broken out by age group, most millennials—or 73%—rated price as the most important attribute, while most of the oldest consumers in the “Swing Generation”—or 69%—chose c-store quality as the top deciding factor.

Millennials

1. Price (73%)
2. C-store quality (70%)
3. Time-saving (66%)

Gen X

1. C-store quality (69%)
2. Time-saving (66%)
3. Price (62%)

Baby Boomers

1. Price (70%)
2. Time-saving (68%)
3. C-store quality (65%)

Swing Generation

1. C-store quality (69%)
2. Time-saving (62%)
3. Price (62%)

Source: Culinary Visions Panel

Percentage point difference in women vs. men citing c-store quality as most important attribute to consider when making a hot-food purchase at a c-store, per Culinary Visions Panel.

Food Photography 101

As consumer demand for convenient meal solutions continues to grow, an investment in food photography is no longer nice to have—it’s a requirement. Here’s a look at how a professional food shot is done, from retail design and site-intelligence firm GSP Retail (www.gspretail.com).

► **Preparation.** Before the photo shoot, the art director, photographer, food stylist and assistants will plan all aspects of the shoot and ensure that they fully understand the items to be photographed. It’s also important to define how the photos will be used after the shoot, such as in billboards, in-store signs, menus, printed ads or online. The photographer and team will also need to understand the type of photographic style and mood the retailer envisions. From there, props are gathered, including dishes, background materials, tablecloths and textures.

► **Art direction.** Food images in today’s advertisements are aspirational versions of the product. All of the ingredients are carefully styled in the most flattering way possible. As noted by fast-food giant McDonald’s, “The burger at the restaurant is optimized for eating, and the photo of the burger is optimized for looking delicious.”

► **The shoot.** Here’s when the magic happens. The photographer will bring the product to life using a few props to tell the story. Good knowledge of the camera and light is imperative. Whether using sunlight, flash or strobe, the goal is to make the food look like the hero. The photographer will take numerous captures just to get that one shot right, as well as some tight close-ups with selective focus to draw the viewer’s eye to the element that is most appealing. Various combo meals can also be shot at this time to take advantage of the styled food on set. Once photographed, the images are retouched if needed.