

## Convenience Store Foodservice - US - April 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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*“Convenience stores are successfully capturing on-the-go dining occasions through ubiquitous presence, quick in/out accessibility, and the benefit of one-stop shopping with fuel purchase. Moving forward, challenges exist for c-store foodservice to be considered an alternative to traditional restaurant dining.”*

– Julia Gallo-Torres, Category Manager, Foodservice

### In this report we answer the key questions:

- Why should c-store foodservice integrate health into its menu?
- How can convenience store foodservice operators improve atmosphere?
- How can c-store foodservice improve upon its inherent convenience proposition?

Convenience stores are successfully capturing dining occasions through ubiquitous presence, quick in/out accessibility, and the benefit of one-stop shopping with fuel purchase. In fact, Mintel finds that 70% of respondents buy prepared food at c-stores. However, as a foodservice entity, there's more that c-stores can do to compete more directly with restaurants. High-quality food offerings, greater variety, and a well-defined foodservice brand are key attributes that will give rise to the “convenience restaurant.” Aside from the menu, stores that focus on providing a welcoming dining space or gathering space will be in the best position for market growth. In 2012, Mintel estimated the U.S. convenience store foodservice market to be worth some \$25.5 billion, with a forecast for 28% growth by 2017.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Susser Holdings Corp.

Sheetz

Concepts to watch

Answering the demand for drive-thru service

Answering the demand for healthy items

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