

Convenience Store Foodservice - US - March 2015

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“Convenience store visits are habitual, which could be a positive for foodservice, or could be a roadblock. C-store retailers need to entice customers who visit for only gas to try their made-to-order fresh foods and beverages. Expanding menus with more foodservice-quality foods and rewarding patrons for loyalty can make gas-only customers into made-to-order food and beverage visitors.”
 – Katrina Fajardo, Foodservice Analyst

This report looks at the following areas:

- C-stores need to make foodservice visits a habit among their regular customers
- The definition of fresh needs to translate over to c-stores
- C-stores need to build loyalty

Convenience store prepared meals and ready-to-eat, fresh drinks, and snacks have proven to be one of the most promising areas of growth within foodservice. However, all of the optimism is met with some caution; in particular, the stigma that convenience stores cannot serve high-quality foods. Regardless, a number of brands are proving that restaurant-quality foods are the future for the growing category. This report discusses convenience store visitation, drivers regarding made-to-order foods, consumer definitions of fresh, top items ordered, and attitudes and behaviors of consumers who purchase foods and drinks from convenience stores.

This report builds on the analysis presented in Mintel's Convenience Store Foodservice – US March 2014 report, as well as the April 2013, March 2012, and 2011 reports of the same title.

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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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Trend Application

Trend: Transumers

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Retail locations are adding restaurants to their premises

Quick service is quick and affordable

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Wawa

7-Eleven

Sheetz

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Rebranding is in the works at Pilot Flying J

CST Brands and CrossAmerica Partners LP acquire Nice N Easy Grocery Shoppes

Micro markets are the future of convenience store concepts

The Cube brings convenience to customers without stepping out of the car

Better for you c-store food

7-Eleven strives to bring healthy choices to their customers

Corner stores in Denver are working to bring fresh items to "food desert" areas

C-store beverages are expanding

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Cumberland Farms debuts new summer ad for iced coffee

Coca-Cola Freestyles to be offered at all Wawa locations

Improvements have been made to c-store foods

Loyalty programs are taking shape in c-stores

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Council for Responsible Nutrition

Food Marketing Institute (FMI)

International Food Information Council (IFIC)

International Food Service Executives Association (IFSEA)

International Foodservice Distributors Association (IFDA)

International Foodservice Manufacturers Association (IFMA)

International Franchise Association (IFA)

National Council of Chain Restaurants (NCCR)

National Nutritional Foods Association (NNFA)

National Restaurant Association (NRA)

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