

CAPTURING OPPORTUNITIES IN THE C-STORE PREPARED FOODS CHANNEL

Continued improvements to foodservice options, ingredients, merchandising, and varieties have made c-stores a destination for a broad demographic — including the much-coveted Millennial, the first group ever to demand “healthy” in the channel. C-stores have also upgraded menus to include diverse and ethnic grab-and-go foods with premium ingredients, customization, and in some cases, advanced preparation techniques rivaling restaurants. To provide suppliers with an up-to-date evaluation of c-store prepared food and dispensed beverage programs, Foodservice IP (FSIP) has published a 2018 sequel to our 2016 landmark study, **Capturing Opportunities in the C-Store Prepared Foods Channel** assessing critical marketplace dynamics.

REPORT HIGHLIGHTS

- **Consumer survey of 1,000 heavy-to-moderate users** to assess buying behavior, attitudes, perceptions and demographics.
- **250 Operator interviews** (major c-store chains with foodservice, as well as high-volume independents) to determine best-in-class suppliers, unmet needs, gross margins, support required from the channel, etc.
- Comprehensive assessment of the c-store foodservice channel with **identification of key shifts since 2016 and marketplace trends.**
- Purchasing behavior/frequency for **c-store foodservice products.**
- **Current and future success factors, growth opportunities, and recommended action steps** for manufacturers
- Identification and prioritization for the **top 50 convenience store foodservice brands.**

NEXT STEPS

To purchase the **Capturing Opportunities in the C-Store Prepared Foods Channel** report today, please complete the order form on the following page or contact:


JOYCE BAIRD
Sales Director
312.955.0437
jbaird@foodserviceIP.com

TIM POWELL
Managing Principal
312.602.9899
tpowell@foodserviceIP.com

JULIE HESEMAN
Principal
312.955.0252
jheseman@foodserviceIP.com


FSIP DELIVERS:


Better bang for your buck — we provide you with more for less:

 Expert analysis and implications that answer your most pressing questions for future business planning

 In-depth Power Point report

 Complimentary webinar

 Personalized infographic (with your company logo) to share with operator clients for value-added relationship building

 Truly strategic guidance around c-store foodservice initiatives

PURCHASE AGREEMENT

Capturing Opportunities in the C-Store Prepared Foods Channel

YES, I'd like to purchase the report for \$15,000.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan and email to the attention of ONE of the following FSIP representatives:

JOYCE BAIRD

jbaird@foodserviceIP.com

TIM POWELL

tpowell@foodserviceIP.com

JULIE HESEMAN

jheseman@foodserviceIP.com

Thank you for your business!