

Capturing Opportunities in the C-Store Prepared Foods Channel

With improvements to foodservice options, ingredients, merchandising and varieties, c-stores have become a destination for a broad demographic — including the much-coveted Millennial. The c-store segment also has upgraded menus to include diverse and ethnic foods, premium ingredients, customization and in some cases, advanced preparation techniques rivaling restaurants. Moreover, recent industry consolidation has created “mega” deals with the larger c-stores brands expanding geographic reach — a change that must keep suppliers alert to timely opportunities. Q1’s powerful study, *Capturing Opportunities in the C-Store Prepared Foods Channel*, delivers an in-depth evaluation of c-store prepared food and dispensed beverage programs, providing insights that help create a winning strategy for penetrating this promising channel.

➤ Scope

- **EXTENSIVE MARKETPLACE REVIEW** of public information and nonproprietary research to reveal key trends.
- **CONSUMER SURVEY** of 1,000 heavy-to-moderate c-store users identifies buying behavior, attitudes, perceptions and buyer 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.

➤ Objectives

- Provide a comprehensive assessment of the c-store foodservice channel.
- Determine consumer attitudes toward — and behavior within — c-store foodservice.
- Provide purchasing behavior and frequency for specific c-store foodservice products.
- Identify current and future success factors for participation in c-store foodservice.
- Develop growth opportunities and recommended action steps for suppliers.
- Identify and prioritize the top 50 convenience store foodservice brands.

➤ Deliverables

- PowerPoint report with extensive metrics, analysis and expert insights.
- Easy-to-digest commentary with key takeaways and actionable recommendations.
- Robust appendix with full study data from questions and responses.

➤ Next Steps

To purchase the study report, please complete the acceptance form on the following page or contact Paul Clarke at 312.955.0252 (pclarke@q1productions.com).



Purchase Agreement

Capturing Opportunities in the C-Store Prepared Foods Channel

YES, I'd like to purchase the study report for \$10,000*.

**Special discounted rate, save \$3,500.*

ACCEPTANCE

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Note: Q1 Consulting terms require payment due upon acceptance.

Once approved, please sign, scan and email to the attention of Paul Clarke at pclarke@q1productions.com. Thank you for your business!