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## 2018 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. Moreover, in the past 12 months, prepared foods are picking up industry wide, with an increase in sales reported across cold and hot sandwiches, fresh baked goods, and non-sandwich breakfast foods. In winter 2018, Q1 is launching a sequel to our 2016 landmark study that will provide suppliers with an up-to-date evaluation of the c-store prepared food and dispensed beverage programs, assessing critical marketplace dynamics. This proposal outlines the objectives, stakeholder issues, approach and deliverables of the study.

### 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 and what key shifts have occurred since our 2016 study.
- 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 sign on today and have your proprietary questions included in our survey, please complete the acceptance form on the following page or contact Tim Powell at 312.602.9899 (tpowell@q1consultingllc.com).



### ADVANCED Q1 ANALYSIS

- How does brand perception affect purchasing decisions?
- What are key packaging considerations for consumers? For retailers?
- What kinds of promotions would best leverage c-store strengths?
- What is the profile for a frequent c-store user? And how has this profile changed in recent years?



## Purchase Agreement

## 2018 Capturing Opportunities in the C-Store Prepared Foods Channel

**YES**, I'd like to sponsor the study and have my proprietary questions included for \$15,000.

### ACCEPTANCE

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

*Note: Q1 Consulting terms require 50% payment upon acceptance.*

**Once approved, please sign, scan and email to the attention of Tim Powell at [tpowell@q1consultingllc.com](mailto:tpowell@q1consultingllc.com). Thank you for your business!**