

## What's Hot on C-store Menus?

QuickChek plays it simple and scores with Salt & Pepper Fries



**OPERATOR:** QuickChek  
**ITEM TYPE:** Limited-Time Offer  
**DATE:** April 2018  
**PRICE:** \$1.99

Hot, crispy, made-to-order shoestring fries perfectly seasoned with salt and pepper.

**SOMETIMES, THE SIMPLEST IDEAS HAVE THE BIGGEST IMPACT.** QuickChek Corp.'s shoe-string-style Salt & Pepper Fries are seasoned with nothing but salt and pepper. The product might be a very basic concept, but it has resonated well with consumers in multiple categories found in Datassential's SCORES platform, which measures consumer sentiment in six key areas.

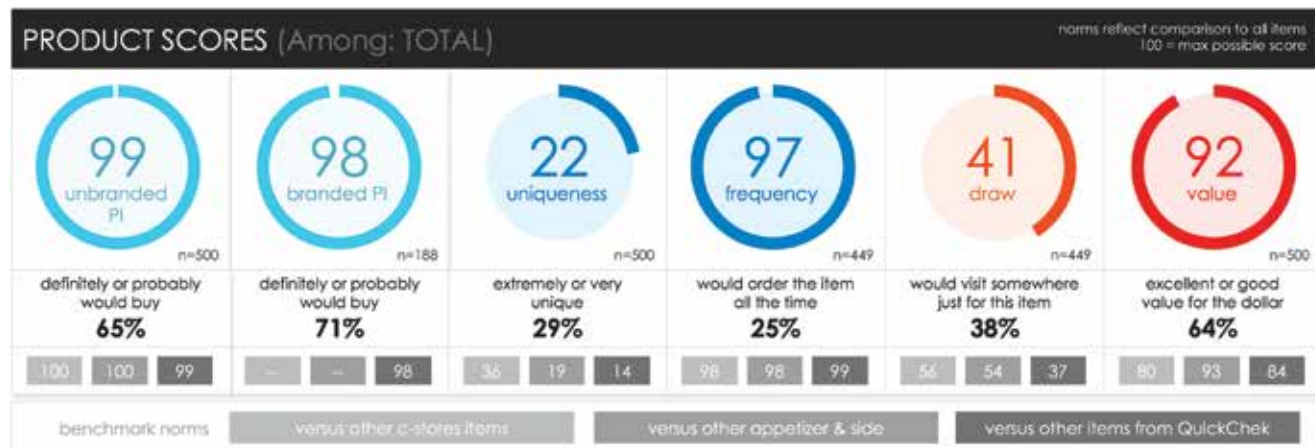
### There's No Frills Here

The strength of the QuickChek Salt & Pepper Fries lies in the product being a crave-worthy item with the most basic of ingredients that everybody knows, and it's sold at an affordable price. According to the Datassential SCORES platform, the fries

reached the 99th percentile for Unbranded Purchase Intent, the 98th percentile for Branded Purchase Intent, and the 92nd percentile for Value (the fries sell for \$1.99). The product also ranked well for Frequency, indicating consumers would keep coming back for more.

### Reaches All Consumer Types

QuickChek's Salt & Pepper Fries are popular among almost all consumer types, scoring 90 or above among men and women, households with kids and no kids, and every generation. The only demographic where there was a lack of interest was among Asians (the product scored in the 63rd percentile among Asians).



## CONCEPT SUMMARY

AMONG: Total US

NORMS VS.: All items

| Date       | Chain Name | Item                                   | Price  | Unbranded PI | Branded PI | Uniqueness | Frequency | Draw | Value |
|------------|------------|--|--------|--------------|------------|------------|-----------|------|-------|
| April 2018 | ampm       | Salted Caramel Chocolate Chunk Cookies | \$0.99 | 70           | 93         | 54         | 69        | 15   | 93    |
| April 2018 | QuickChek  | Salt & Pepper Fries                    | \$1.99 | 99           | 98         | 22         | 97        | 41   | 92    |
| April 2018 | QuickChek  | Buffalo Style Fries                    | \$1.99 | 73           | 90         | 59         | 81        | 27   | 86    |
| April 2018 | ampm       | Cheddarwurst Smoked Sausage            | \$2.50 | 33           | 68         | 29         | 61        | 26   | 85    |
| April 2018 | GetGo      | Pirate Parrot's Home Run Smoothie      | \$2.99 | 63           | 95         | 61         | 50        | 42   | 84    |

|                                  |  |                                     |                                   |   |   |
|----------------------------------|--|-------------------------------------|-----------------------------------|---|---|
| unbranded purchase intent        | branded purchase intent                        | uniqueness                          | frequency                         | draw  | value                                     |
| definitely or probably would buy | definitely or probably would buy at this chain | extremely or very new and different | would order the item all the time | would visit a restaurant just for that item | rated as an excellent value at that price |

Datassential, a Chicago-based food and beverage industry research and consulting firm, brings clients real-world insights on flavor trends, foodservice and consumer packaged goods, globally.