

# 3 Key C-Store Foodservice Takeaways

(And the stats to back them up)

Foodservice is a high-margin, high-revenue business. Maximizing profits means staying on top of ever-changing trends and consumer demands.

## FOODSERVICE IS LUCRATIVE

**\$37**  
BILLION  
in C-store  
foodservice  
sales



That's  
**16%**  
of in-store  
sales

Consumers  
are eating at  
C-stores **MORE.**

Monthly dining frequency  
has jumped by **more than 13%**  
in the past five years.



## FOODSERVICE IS A PRIORITY



**61%**  
of C-stores  
are committed  
to foodservice

### Their reasons?

- 1 It drives transactions
- 2 It satisfies customers
- 3 It maintains customer loyalty

## CUSTOMERS' FOOD PREFERENCES ARE CHANGING



**44%**  
are trying  
to eat less  
meat



**57%**  
are trying  
to eat more  
plant protein



**47%**  
of millennials  
want made-to-  
order options



**75%**  
of consumers  
are not fully  
satisfied  
with healthier  
C-store food  
options

### FRESHNESS MATTERS

82% of consumers say they  
make buying decisions based  
on how "fresh" an item looks.

There's more where that came from.

The latest and greatest C-store foodservice equipment, supplies and insights are at  
The NAFEM Show, Feb. 7-9, 2019, in Orlando, Fla.

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