

What's Hot on C-store Menus?

QuickChek's Buffalo Chicken Mac & Cheese delivers warmth this fall



OPERATOR: QuickChek
ITEM TYPE: New Item
DATE: September 2018
PRICE: \$4.99

Our signature Mac & Cheese paired with breaded chicken and spicy Buffalo Sauce baked to perfection. Buffalo chicken lovers unite!

GOOEY WARMTH and spicy heat for the fall was found in QuickChek Corp.'s new Buffalo Chicken Mac & Cheese, introduced in September.

Buffalo chicken is already well-known and loved by consumers. According to Datassential's FLAVOR database, 54 percent love or like it. When you add in the mac & cheese — which 80 percent of consumers love or like — you've got the formula for a super-craveable concept.

While the dish has very familiar ingredients, it's a fresh concept in the eyes of consumers. According to Datassential's SCORES platform — which tracks six consumer ratings on menu item success — QuickChek's Buffalo Chicken Mac & Cheese scored in the 91st percentile for Uniqueness. Consumers would also order this dish all the time, with the item scoring in the 93rd percentile for Frequency.

Simplicity & Customization Count

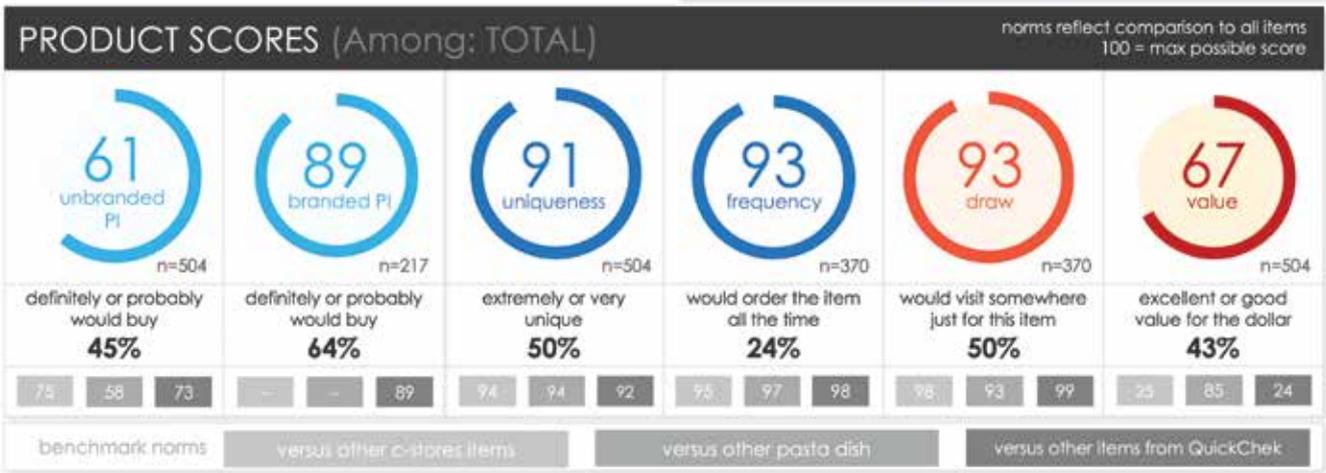
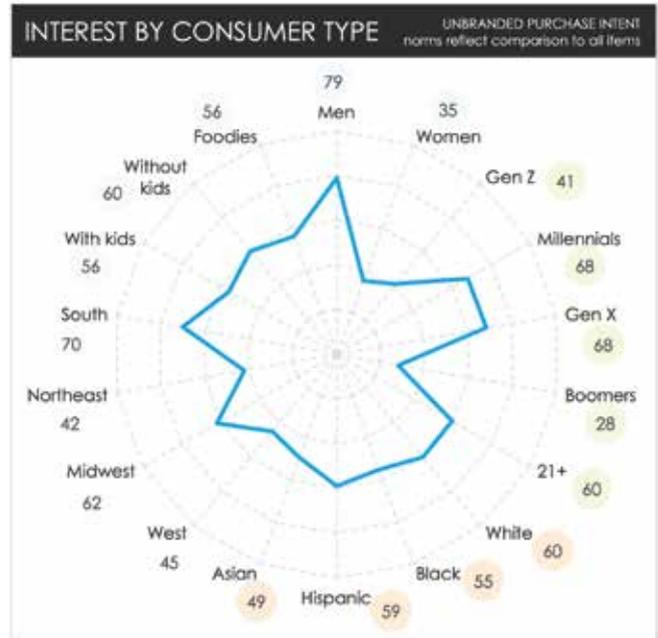
One thing we've seen time and again with convenience store limited-time offers (LTOs) is that some of the most basic concepts can

garner the best results. A dish like mac & cheese is especially simple, easy to manufacture and keep at a hot bar, and extremely customizable — there are virtually endless possibilities for flavors to add.

QuickChek has demonstrated that you can go beyond the standard. Take your mac & cheese concepts to the next level through "safe experimentation" by picking a couple of flavors not yet familiar with the public. Maybe a different kind of cheese or a unique spice. Need help finding what could work? Consider checking out Datassential's Menu Adoption Cycle for inception-level flavors that are just starting to appear on menus.

Know Your Target

QuickChek's Buffalo Chicken Mac & Cheese appeals the most to men, millennials and Gen X consumers. The product also resonates highest among those in the South and Midwest. **CSN**



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.