

# 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

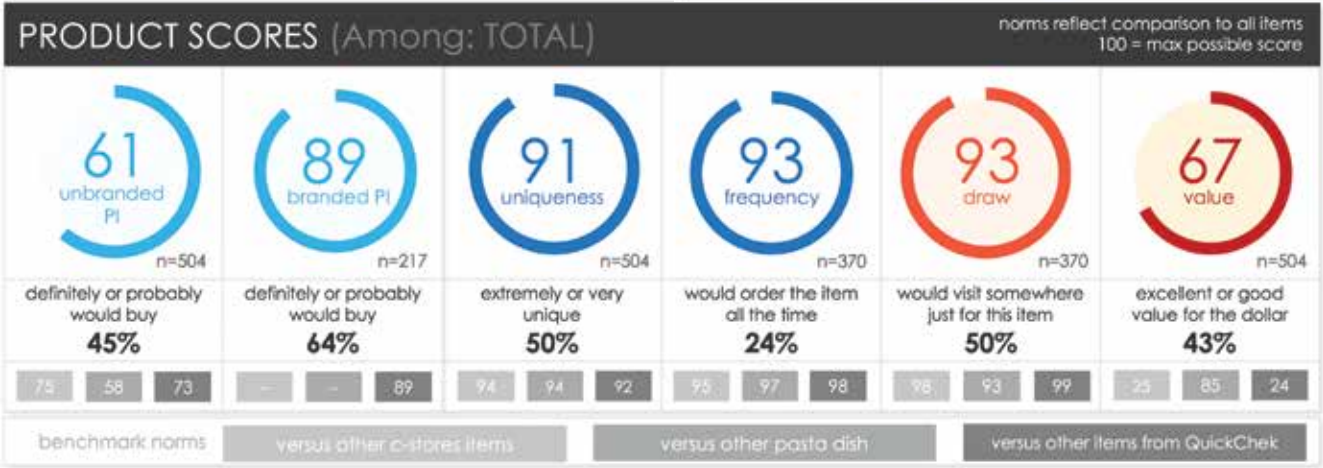
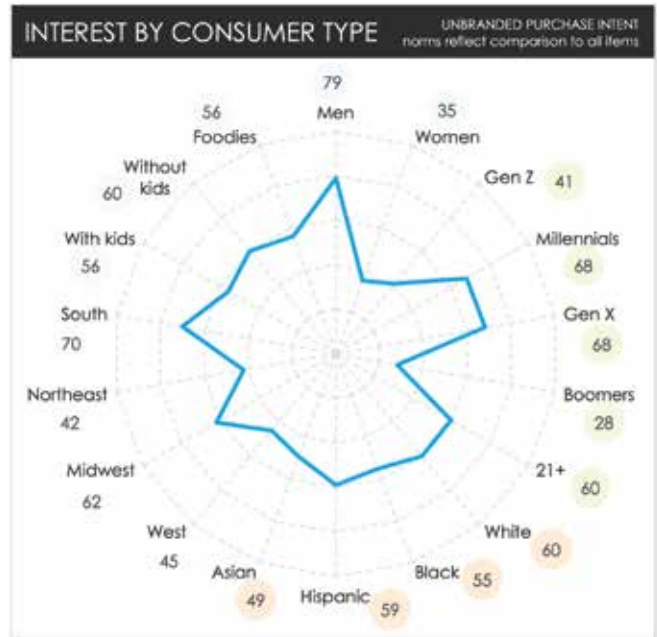
One thing we've seen time and again with convenience store limited-time offers (LTOs) is that some of the most basic concepts can

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.