

What's Hot on C-store Menus?

Berries prove berry appealing in this month's limited-time offers



OPERATOR: Casey's General Stores Inc.

ITEM TYPE: Limited-Time Offer

DATE: March 2019

PRICE: \$1.79

DESCRIPTION: Our fresh take on this classic breakfast treat!

Datassential recently reported that "berries are the bacon of beverage menus," implying that the addition of berries to a drink is virtually guaranteed to drive purchase intent (PI).

This month's limited-time-offer (LTO) contenders clearly agree. Blueberry and blackberry were the leading berry additions to both beverages and pastry launches.

Triple Threat

Casey's General

Stores dropped a Blueberry Fritter that takes the cake in almost every SCORES category. With a score of 90-plus in every category but Uniqueness (where an 85 is still quite good), this item is sure to do well — and could be a delicious addition to your breakfast case in the future.

Who's Buying?

Surprisingly, Casey's berry-forward treat is not a universal favorite. While millennials love it (a score of 99 for Purchase Intent), Gen Z is just cool with its deep-fried goodness (a PI score of 47). Also, while

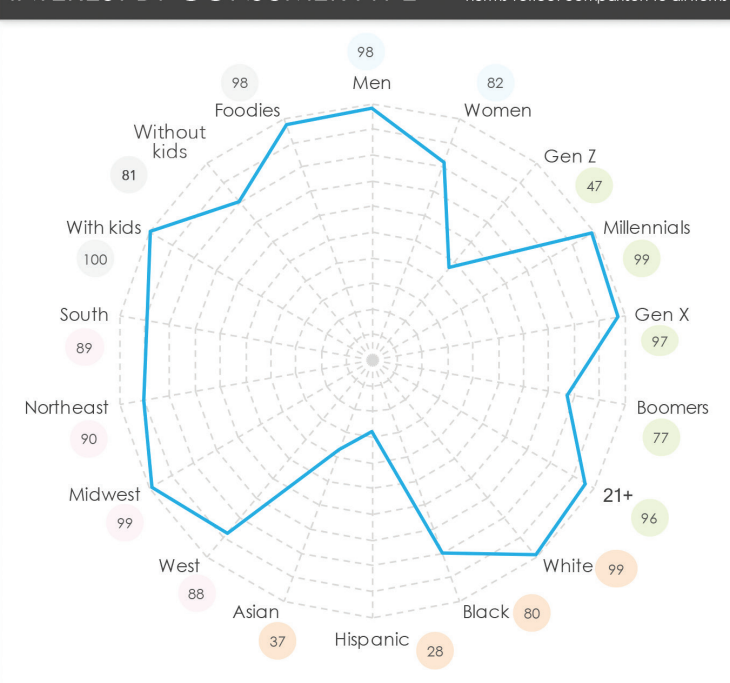
black and white consumers generally like the concept, Asian and Hispanic shoppers certainly do not, tallying PI scores of only 37 and 28, respectively.

And the Runner Up Is...

Kum & Go may have deviated from the berry theme with its Cookies & Crème Ampersand Donut — this month's LTO runner-up — but the chain did so with amazing success in shoppers' eyes. The latest offering in its Ampersand shape scored two 100s for Draw and Frequency. Consumers find this item a reason to come back to Kum & Go stores. **CSN**

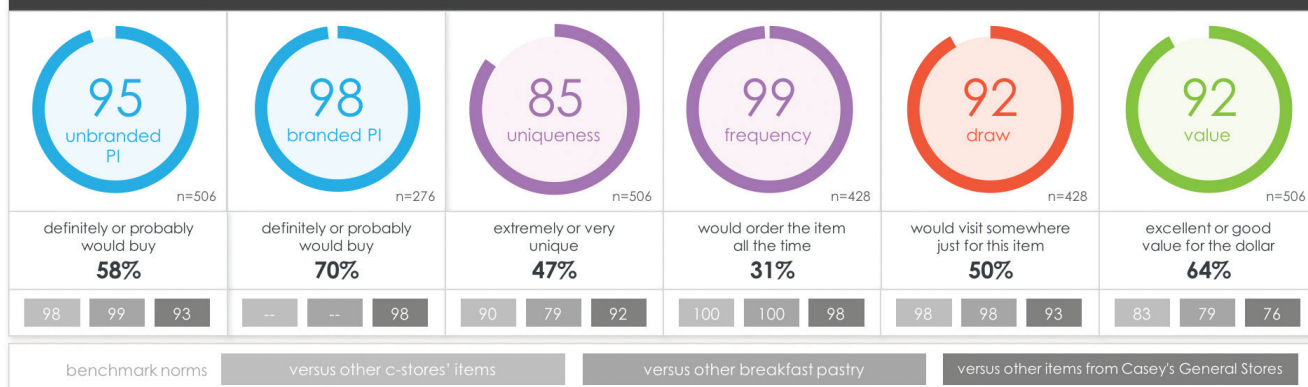
INTEREST BY CONSUMER TYPE

UNBRANDED PURCHASE INTENT
norms reflect comparison to all items



PRODUCT SCORES (Among: TOTAL)

norms reflect comparison to all items
100 = max possible score



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