

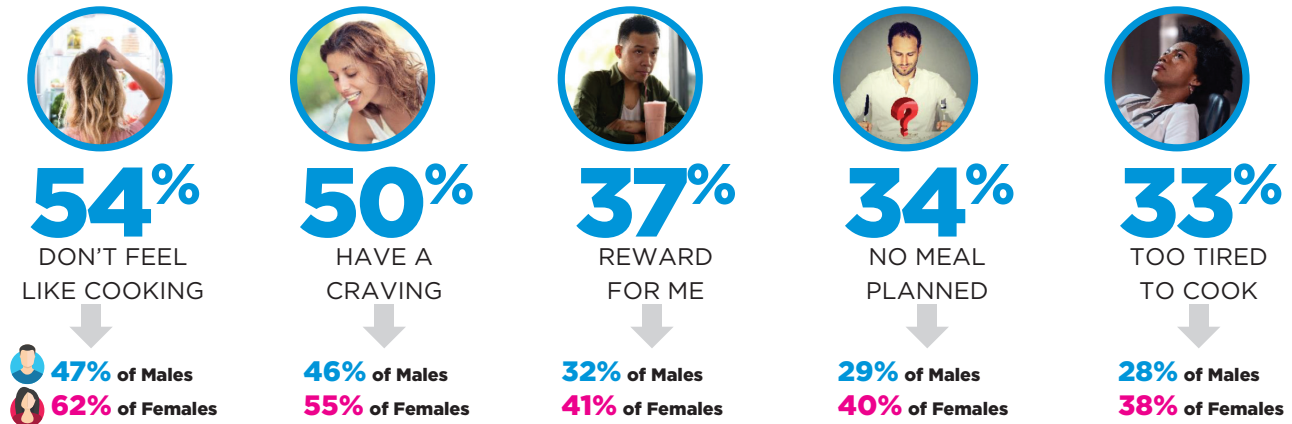


When Hunger or Thirst Strikes

Exclusive research investigates consumers' thoughts on prepared foods and beverages

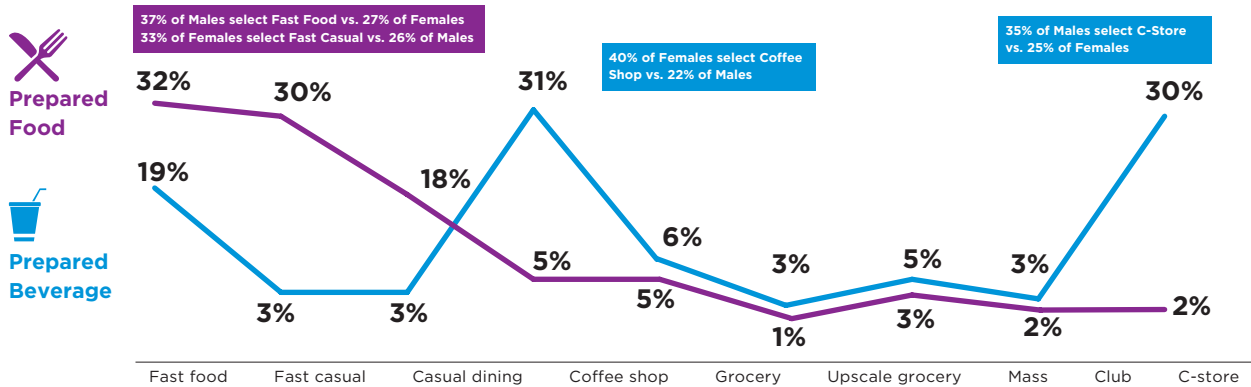
As the lines between channels blur, all foodservice retailers represent some form of competition to convenience stores. Beth Brickel, senior research director on the Insights and Innovation Team at EnsembleIQ, parent company of *Convenience Store News*, shared insights gleaned from new exclusive consumer research at the 2019 CSNews Convenience Foodservice Exchange event, held in June. The national study asked shoppers who primarily visit c-stores, grocery stores or fast-food outlets about their thoughts on prepared foods and prepared beverages in various establishments. Here are some of the most interesting findings.

Which of the following are reasons you have chosen to purchase prepared ready-to-eat foods and/or beverages over a food or beverage prepared at home?



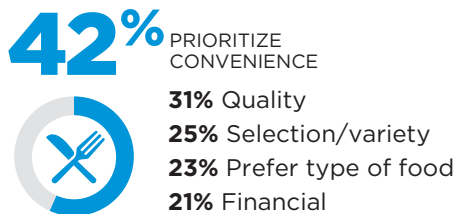
Prepared food and beverages are a lifeline for shoppers' busy lifestyles today, where they lack the energy or time to cook at home.

When location or routine is not a factor, what do shoppers prefer?



For hunger, fast food and fast casual establishments win. For drink occasions, the gains shift to coffee shops and convenience stores.

When the goal is satisfying hunger, shoppers prioritize quick and easy, but other factors also hold influence besides convenience.



When the goal is satisfying thirst, shoppers prioritize an ample variety of options.

