



Decisions of the Stomach

Exclusive research highlights where c-stores can gain foodservice share from competitors

When hunger or thirst strikes, consumers today have a multitude of foodservice establishments to choose from to satisfy their needs. There are unique differences between those shoppers who most opt to visit c-stores to purchase prepared foods and prepared beverages vs. those who opt for grocery foodservice vs. those who opt for fast food. Beth Brickel, senior research director on the Insights and Innovation Team at EnsembleIQ, parent company of *Convenience Store News*, discussed these differences — garnered from new exclusive consumer research — at the 2019 CSNews Convenience Foodservice Exchange event, held in June. Here are some of the most actionable insights.

C-store, Grocery & Fast Food Foodservice Shopper Personas

Convenience shoppers skew younger, with a higher representation of Generation Z and millennials.

C-STORE FOODSERVICE SHOPPER



GROCERY FOODSERVICE SHOPPER

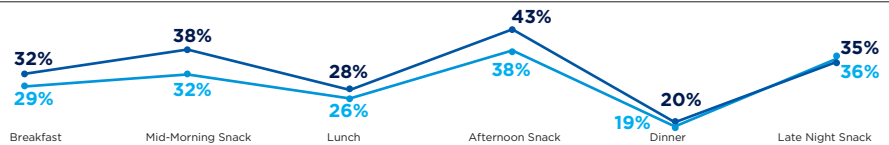


FAST FOOD FOODSERVICE SHOPPER



Likelihood to consider c-store by occasion

— GROCERY FOODSERVICE SHOPPER
— FAST FOOD FOODSERVICE SHOPPER



What do you purchase when it comes to prepared foods?

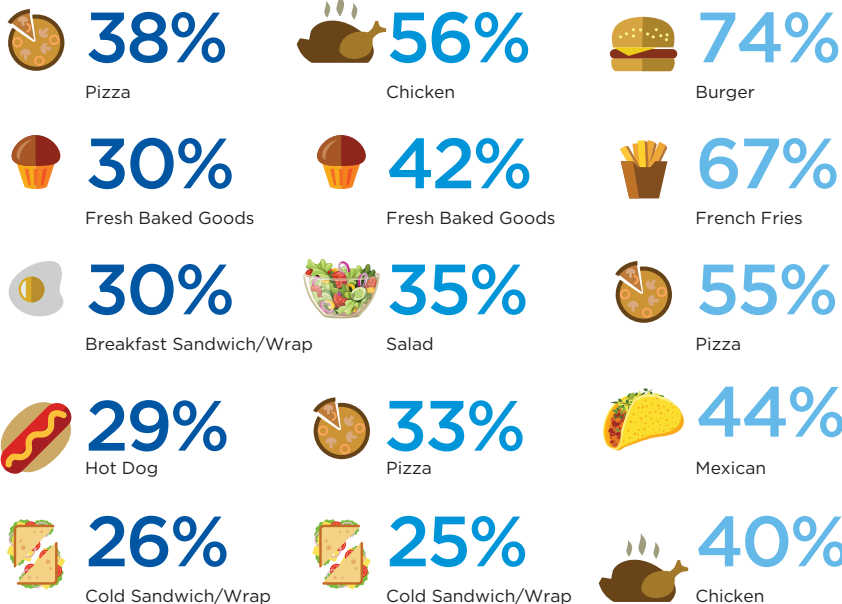
C-store shoppers tend to have more diverse purchases, whereas fast food is dominated by core items.

Food Items Purchased Last Month - Top 5

C-STORE FOODSERVICE SHOPPER

GROCERY FOODSERVICE SHOPPER

FAST FOOD FOODSERVICE SHOPPER



Top reasons for not purchasing foodservice from c-stores

FAST FOOD SHOPPER



GROCERY SHOPPER

