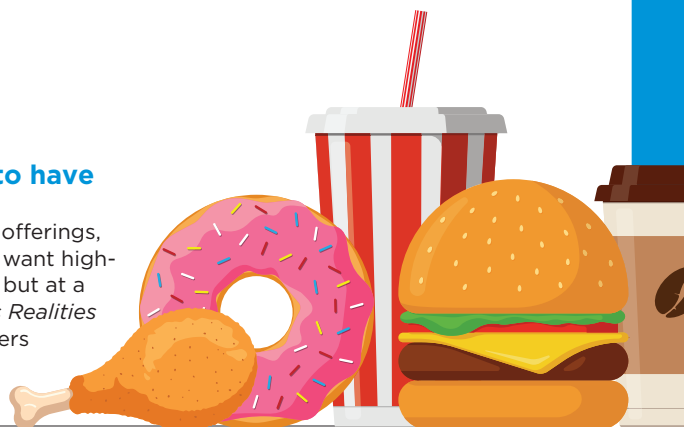




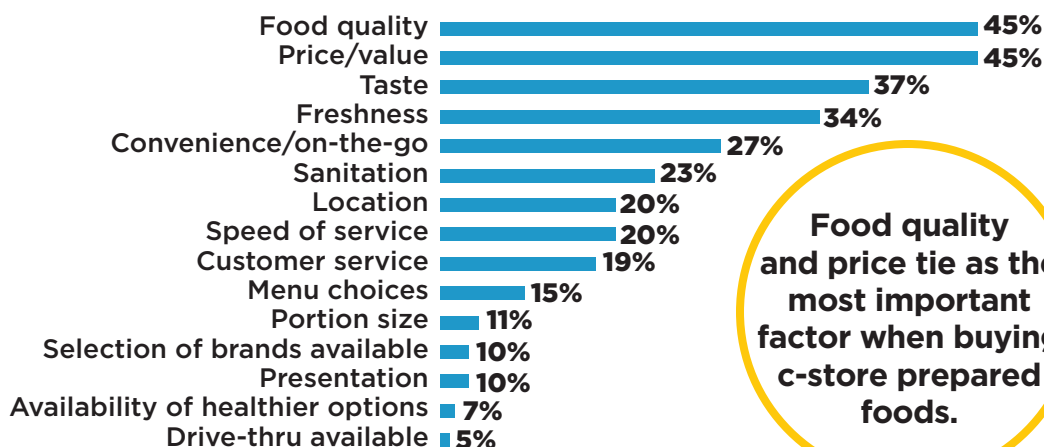
# Fare Expectations

## C-store foodservice shoppers don't want to have to sacrifice quality for price

As more convenience stores elevate their foodservice offerings, consumers are setting their expectations higher. They want high-quality, good-tasting and fresh foodservice options — but at a value, according to the *2020 Convenience Store News Realities of the Aisle Study*, which surveyed 1,500-plus consumers who shop a c-store at least once a month. Other key foodservice-category findings from the study include:



### Most Important Factors When Purchasing Prepared Foods at C-stores



Food quality and price tie as the most important factor when buying c-store prepared foods.

Base: 1,213 U.S. shoppers aged 18+ who purchased prepared food from a c-store in the past month

### Top 10 Most-Purchased Types of Prepared Food



Base: 1,509 U.S. shoppers aged 18+ who shop convenience stores at least once a month

### Foodservice Items Purchased in the Past Month

**35%**  
Fountain/  
dispensed drink

**32%**  
Hot  
beverage

**30%**  
Grab-and-go  
prepared food

**26%**  
Made-to-order  
prepared food

**25%**  
Frozen drink

**17%**  
Branded fast  
food

Beverages slightly eek out prepared foods as the most-purchased foodservice items.

**71%**

of shoppers say they were satisfied with their last prepared food purchase from a convenience store — an increase of five points from 2019. **Only 4% were not satisfied.**