## REALITIES OF THE AISLE 1111 <br> Conveniencessione

(2020) 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 highquality, 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 $\quad 45 \%$ Price/value Taste Freshness Convenience/on-the-go Sanitation Location n Speed of service Customer service Menu choices Portion size 11\% Selection of brands available $-10 \%$ Presentation - 10\% Availability of healthier options $■$ 7\% Drive-thru available $15 \%$

Foodservice Items Purchased in the Past Month
35\% Fountain/ dispensed drink


Hot beverage 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



Chicken


Hot dog


Breakfast sandwich


Fresh baked goods (i.e., doughnuts, cookies)


French fries


Hot snacks (other than French fries)


Other breakfast foods (i.e., muffins, bagels)

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


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

