

As Summer Heats Up, Cool Treats Take Off

Stewart's Shops' ice cream limited-time offers highlight what flavors hit the mark

AS TEMPERATURES RISE, it's no surprise that frozen treats are taking their place as some of the top menu scorers, but it's time to break out of the basics with upgraded flavor experiences. For this month, using Datassential's SCORES database, we dive into a couple of the latest ice cream limited-time offers (LTOs) from Stewart's Shops to understand what flavors hit the mark.

Upgraded Flavors Make a Statement

Stewart's Shops nearly had a clean sweep across all six metrics measured with its Bourbon Truffle Maker ice cream LTO. This brown butter ice cream with a sea salt caramel swirl and chocolatey bourbon-flavored caramel truffles hits all the high notes — from Uniqueness (score of 98) to Branded and Unbranded Purchase Intent (scores of 97 and 92, respectively). While it may not have a consistently broad appeal, for the consumers that it does appeal to, they are completely into it, particularly men (score of 96) and Gen X (score of 100).

Sometimes, Uniqueness Doesn't Drive Desire

Stewart's Shops' Mocha Caramel Crunch ice cream LTO doesn't win on Uniqueness (score of 56), but this doesn't hurt either its Branded or Unbranded Purchase Intent (scores of 94 and 90, respectively). At its core, the Mocha Caramel Crunch ice cream hits on some classic flavors that resonate with consumers — caramel ice cream with a mocha swirl, praline almonds, and milk chocolate cone pieces. While there is relatively broad appeal, this LTO makes its mark especially with women (score of 95) and virtually every generation except Gen Z.

Create a Premium Moment

Injecting a moment of indulgence or premium flair can be as simple as taking a familiar favorite and adding a unique inclusion or flavor to create a novel and approachable experience. Borrow from adjacent categories for inspiration to drive upgraded experiences, and embrace safe experimentation. **CSN**

This data was sourced from Datassential SCORES, a database of consumer ratings for every new menu item at major chain restaurants and convenience stores. Learn more at www.datassential.com.



OPERATOR: Stewart's Shops
ITEM TYPE: Limited-Time Offer

DATE: March 2020
PRICE: \$2.49

DESCRIPTION: A treat your tastebuds will love! Try this brown butter flavored ice cream with a sea salt caramel swirl and chocolatey bourbon flavored caramel truffles.

92

unbranded PI

57%
definitely or probably
would buy

97

branded PI

72%
definitely or probably
would buy

98

uniqueness

58%
extremely or
very unique

31

frequency

16%
would order the item
all the time

95

draw

52%
would visit somewhere
just for this item

94

value

66%
excellent or good value
for the dollar



OPERATOR: Stewart's Shops
ITEM TYPE: Limited-Time Offer

DATE: March 2020
PRICE: \$2.49

DESCRIPTION: Caramel flavored ice cream with a mocha swirl, praline almonds, and milk chocolate cone pieces.

90

unbranded PI

56%
definitely or probably
would buy

94

branded PI

68%
definitely or probably
would buy

56

uniqueness

39%
extremely or
very unique

72

frequency

20%
would order the item
all the time

92

draw

50%
would visit somewhere
just for this item

97

value

72%
excellent or good value
for the dollar