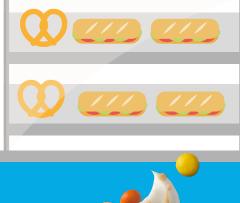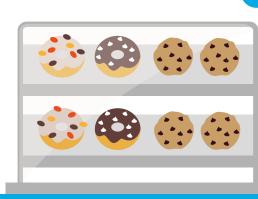# Foodservice is Always on Trend at C-stores

Meals are the Deal

Foodservice sales are soaring in C-stores as retailers enlarge and enhance their menus. The lines between C-stores and quick service restaurants (QSR) are blurring and that's courting more customers to pop into C-stores for meals.

THE RESULT: higher margins and larger transactions. The quality of foodservice programs is even a deciding factor in where to fill up gas tanks (and stomachs).

C-store foodservice sales grew
19.5%
versus overall fast food gains of 2.7%[1]

Foodservice delivers rich margins
50.8%
exceeding most C-store categories.

61%
of consumers say that the quality of a C-store's foodservice items is important when deciding where to get gas (or for a growing number of customers, charge up)[2]

Just App It

The implementation of mobile ordering, pick-up and third-party foodservice delivery apps provides new revenue streams and offsets the shifts in consumer spending in C-stores. C-stores are at the intersection of foot traffic — 65% of consumers visit C-stores a week[3] — and evolving shopping patterns. Technology such as mobile ordering, self-checkout and loyalty programs, are shaping the future of foodservice. Gear up for the demand.
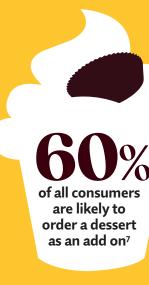
52%
of consumers order from a foodservice website for pickup or takeout at least once a month[4]

70%
of consumers frequent fast food restaurants at least once a month for delivery or pickup[5]

Third-party delivery orders zoomed[6] ## 130%

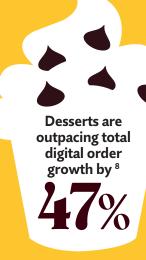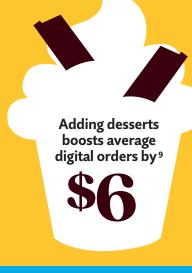## Top It Off

Go beyond the center of the plate with mouth-watering desserts to capture impulse sales. Confection and treats help to build larger and more profitable baskets.

60%
of all consumers are likely to order a dessert as an add on[7]

Desserts are outpacing total digital order growth by[8]
47%

Adding desserts boosts average digital orders by[9]
$6

Demand for Brands

Shoppers are willing to pay up to
$1.50
more for branded desserts.[10]

76%
of C-store consumers say it is important for convenience operators to offer name-brand ingredients in baked goods.[11]

Desserts made with Hershey's are the branded menu choices that are more likely to be labeled as desirable than their unbranded counterparts.[12]

67%
of millennials say they would reorder a Hershey's Brownie for delivery or pick up at least once a week[13]

Hershey branded desserts are ordered
2x
more than the next closest brand.[14]

Purchase intent for cookies increases
90%
when adding Hershey's Reese's versus 33% without and

purchase intent rises
59%
with Hershey's compared to 33% without[15]

Bundle To Boost Baskets

The easiest avenue to encourage shoppers to purchase an entrée, beverage and confection or a dessert item is by putting it all together. Convenience, quality and value are a strong play for convenience stores.

Cookies
are the most popular add-on dessert item, along with cakes and brownies[16]

Almost
80%
of consumers would order a chocolate chip cookie or brownie if offered in a combo[17]

Don't forget bars: Bundles with bars deliver
15% to 35%
incremental growth, according to retail data[18]

Ensure your customers order more desserts:

Visit Hershey Foodservice to gain insights, view recipes from our chefs and contact a sales rep.

CLICK HERE

HERSHEY

1. Convenience Store News, 2. Datassential Next-Gen C-Stores 2022, 3. Datassential Next-Gen C-Stores 2022, 4. Hershey Proprietary Research on Dessert Delivery and Takeout, Technomic, Inc. 2021, 5. Hershey Proprietary Research on Dessert Delivery and Takeout, Technomic, Inc., 2021, 6. Hershey Proprietary Research on Dessert Delivery and Takeout, Technomic, Inc., 2021, 7. Hershey Proprietary Research on Dessert Delivery and Takeout, Technomic, Inc., 2021, 8. Hershey Proprietary Research on Dessert Delivery and Takeout, Edison Trends, 2021, 9. Hershey Proprietary Research on Dessert Delivery and Takeout, Edison Trends, 2021, 10. Technomic Consumer Insights 2022, 11. Hershey Proprietary Research on Dessert Delivery and Takeout, Technomic, Inc., 2021, 12. Hershey Proprietary Research on Dessert Delivery and Takeout, Technomic, Inc., 2021, 13. Hershey Proprietary Research on Dessert Delivery and Takeout, Technomic, Inc., 2021, 14. Hershey Proprietary Research on Dessert Delivery and Takeout, Technomic, Inc., 2021, 15. Datassential Brand Power Lift, July 2022, 16. Hershey Proprietary Research on Dessert Delivery and Takeout, Technomic, Inc., 2021, 17. Hershey Proprietary Research on Dessert Delivery and Takeout, Technomic, Inc., 2021, 18. Hershey Proprietary Research on Dessert Delivery and Takeout, Technomic, Inc., 2021