

Foodservice Trends in Convenience Retail

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WTWH Media

CStoreDecisions

NAG CONVENIENCE
National Advisory Group for Convenience Retail



150,174



118,678

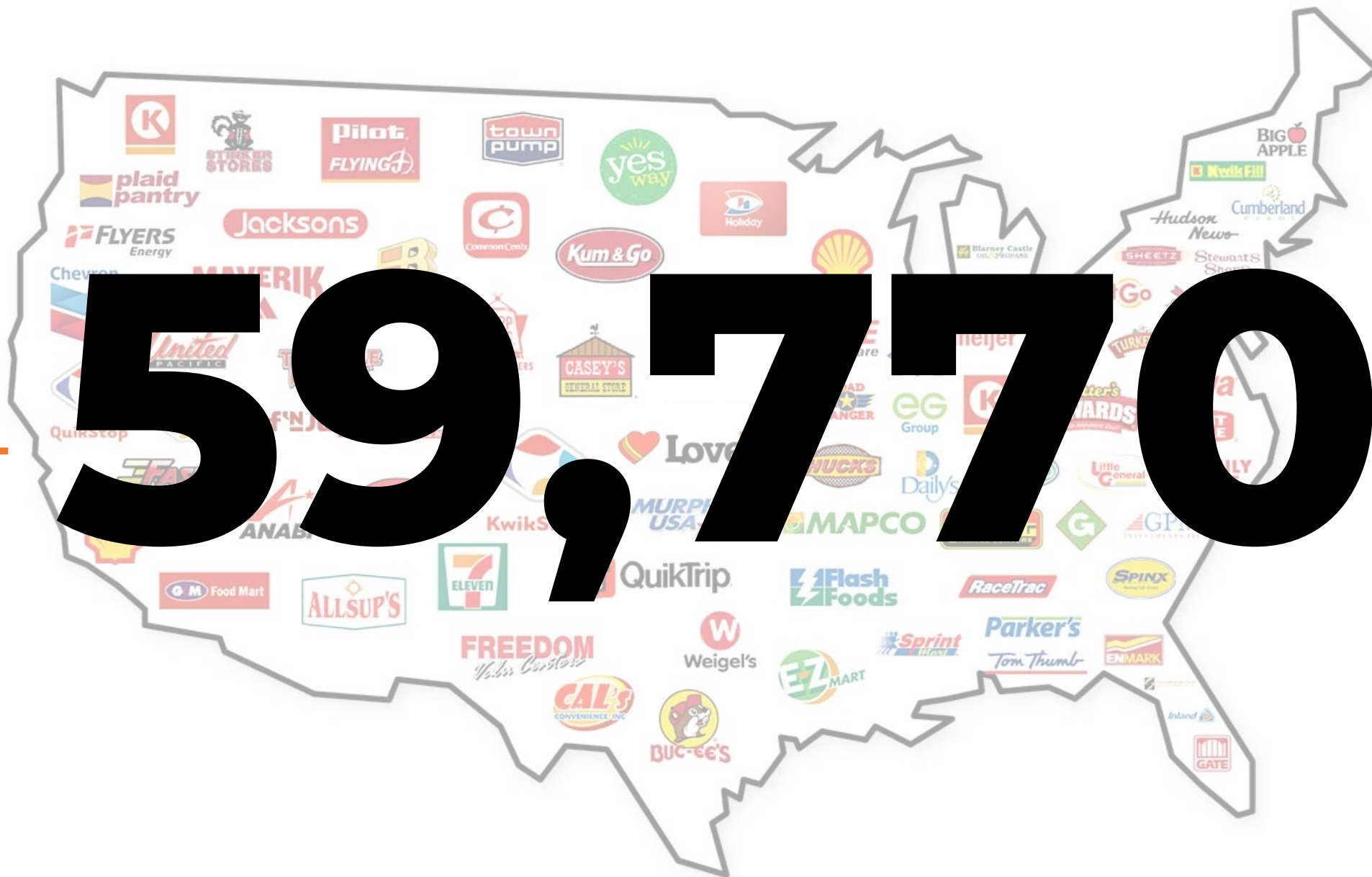
Source: 2023 NACS/NIQ Convenience Industry Store Count

90,404

Source: 2023 NACS/NIQ Convenience Industry Store Count

2 +

59,770

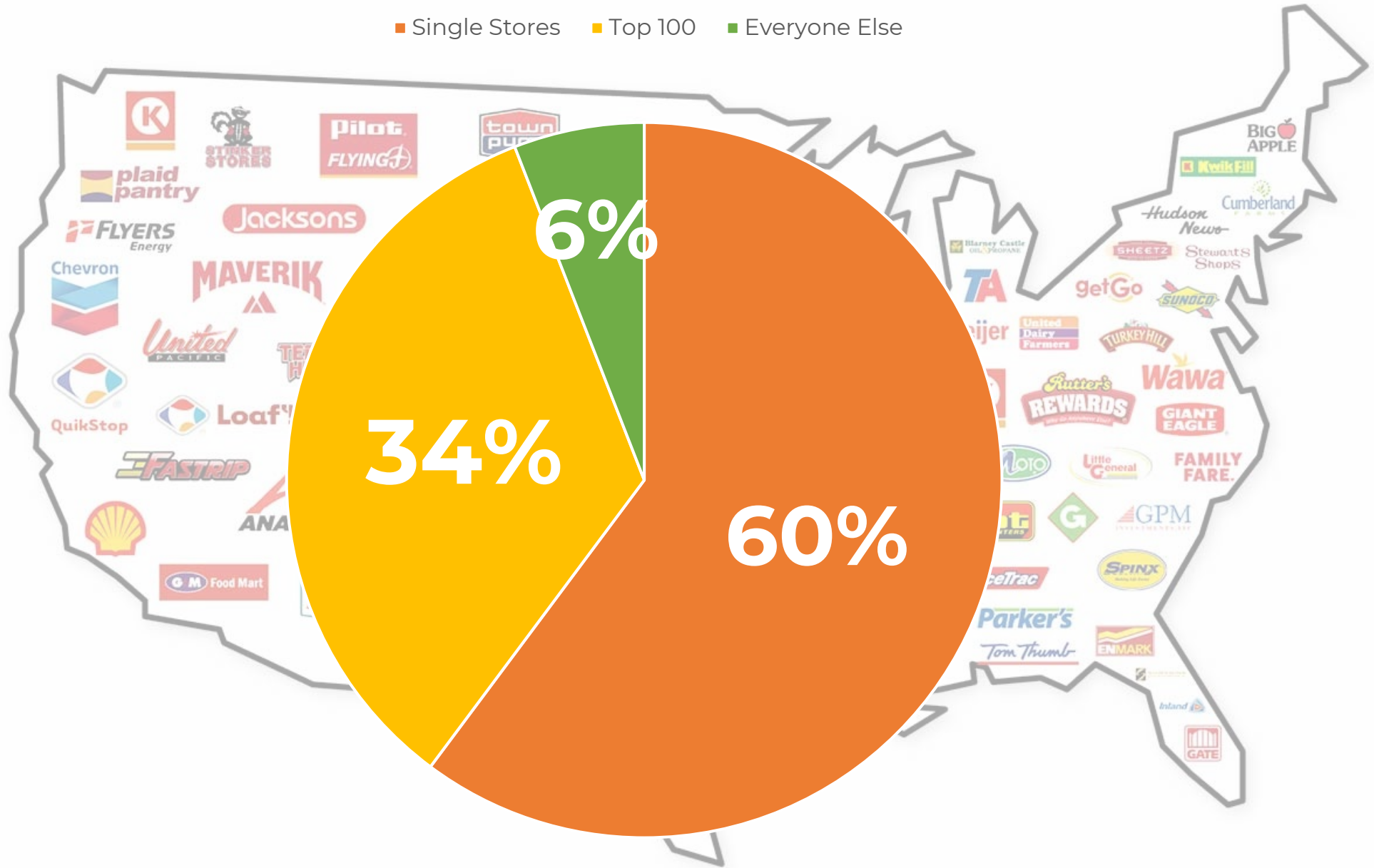




50,911

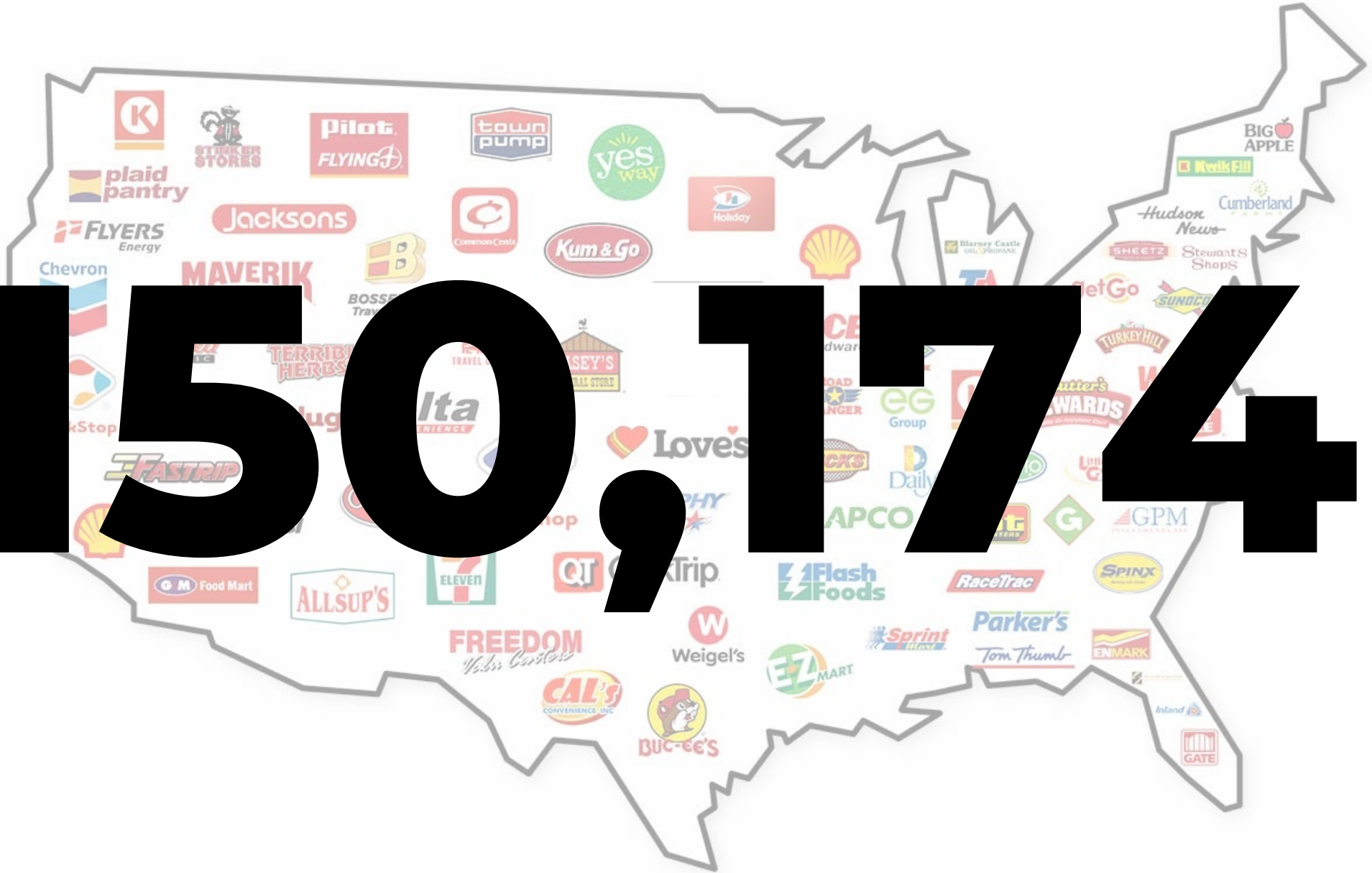


Single Stores Top 100 Everyone Else





150,174



\$302.9 Billion

Inside sales

25% Overall Foodservice

~16.5% Prepared Foods

150,174

1,501,740

15,017,400

150,174,000

160,000,000

Transactions

**Every.
Day.**

Grow Baskets

Grow Margin





WTH CLEAN
Gasoline
REGULAR
UNLEADED

MID-GRADE
UNLEADED

MINIMUM OCTANE RATING
(R + M) / 2 METHOD

87
P R E S S

MINIMUM OCTANE RATING
(R + M) / 2 METHOD


89
P R E S S



A close-up photograph of a gas pump nozzle and its digital display. The display is yellow with black text. It shows '87' in large digits, with 'P R E S S' below it. Above the number, it says 'MINIMUM OCTANE RATING (R + M) / 2 METHOD'. The pump body is orange and red, with 'REGULAR' and 'MID-GRADE UNLEADED' visible.

74%

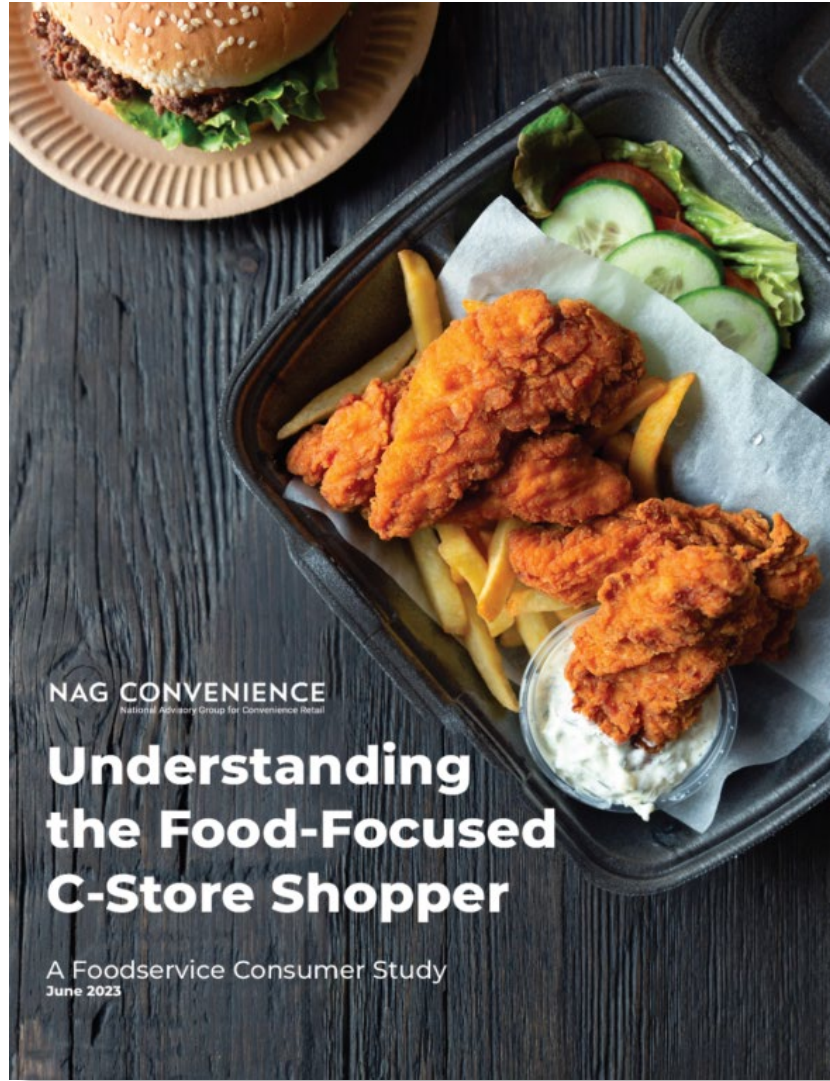
sales / store / month

A photograph of a store aisle filled with various bags of snacks and candy. The shelves are stocked with products like Cheez-It, Doritos, and others. The image is slightly blurred.

4%

A photograph of a store aisle filled with various bags of snacks and candy. The shelves are stocked with products like Cheez-It, Doritos, and others. The image is slightly blurred.

22%



- 2,002 Respondents
 - Purchased foodservice items within the last 60 days
-
- 66% satisfied or extremely satisfied
 - Many shop every day, or multiple times per week
 - Primary Foodservice Purchase: Dispensed Beverages (hot/cold/frozen)



60%

**“Fuel price
determines which
c-store I shop at
for food.”**

- Price you can't control
- Margins you can't survive on
- Fuel mix you can't sell (E15)
- Fuel trucks you can't find drivers for
- EV's on the rise
- Drivers on the decline



59%

“I would not buy food from a c-store if I no longer needed fuel.”

- Price you can't control
- Margins you can't survive on
- Fuel mix you can't sell (E15)
- Fuel trucks you can't find drivers for
- EV's on the rise
- Drivers on the decline

**LOYALTY &
PAYMENTS**

**OFF
PREMISE**

**DAY
PARTS**

**PRIVATE
LABEL**

Grow Baskets

Grow Margin

Grow Baskets

Grow Margin

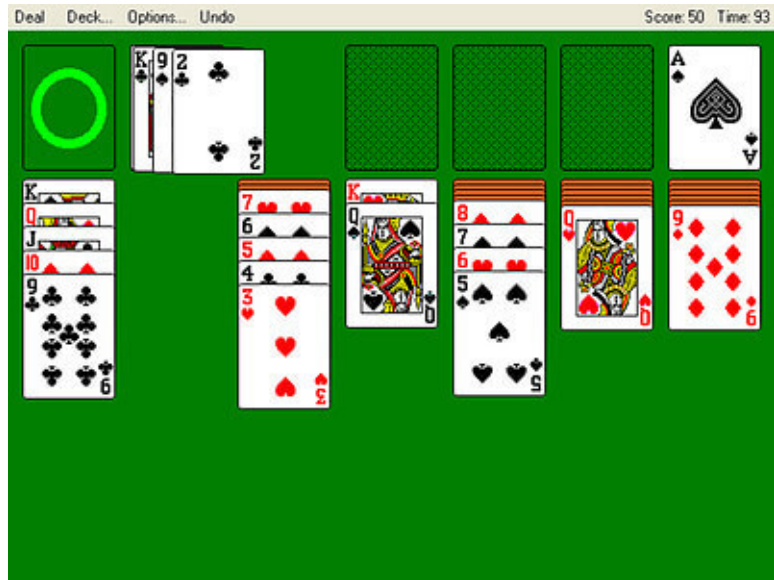
**LOYALTY &
PAYMENTS**

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LABEL





59%

**“I join loyalty
programs
whenever
possible.”**

58%

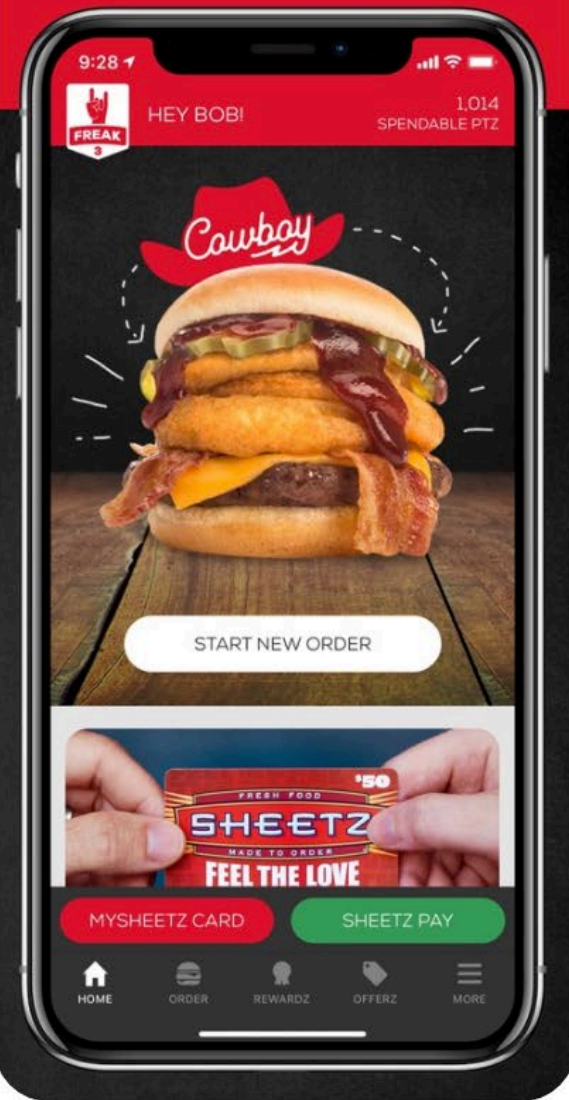
**“I use my mobile
app if/when
available.”**

\$17.24

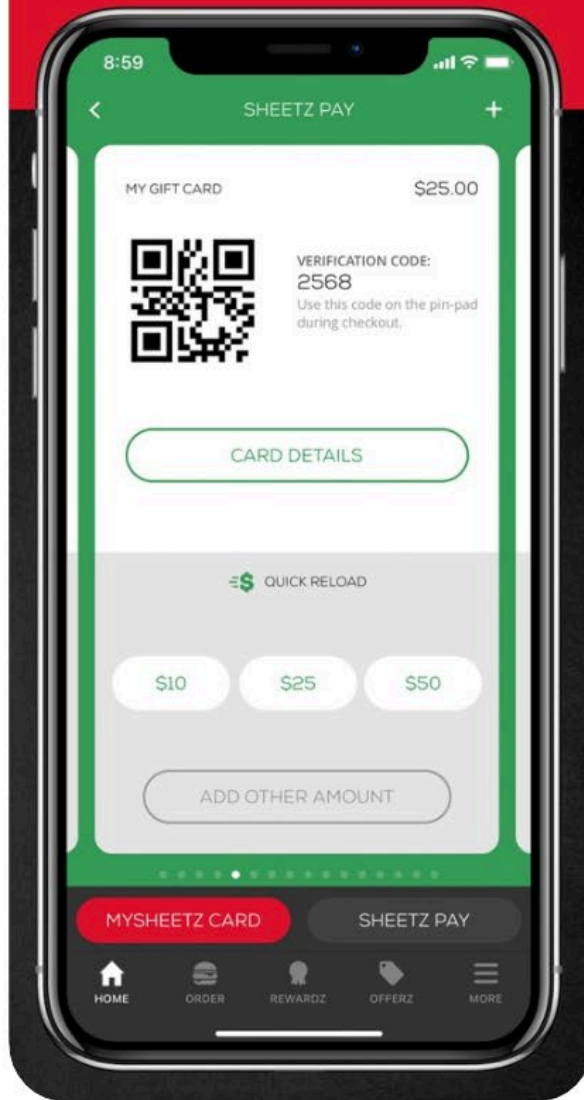
**Average spend
in-store on most
recent visit.**

(vs. \$7.50 national average)

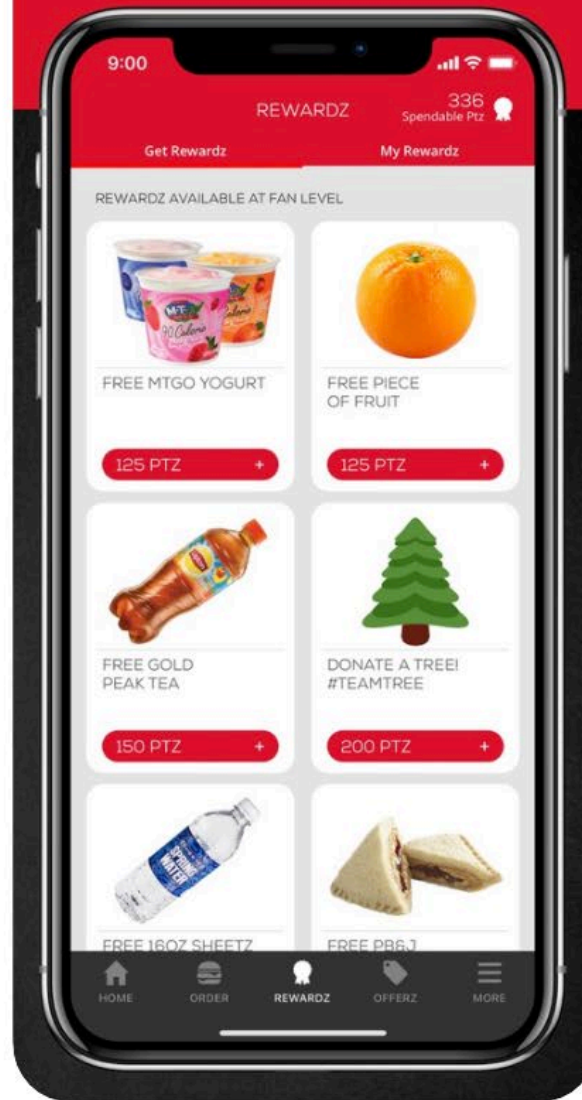
ORDER



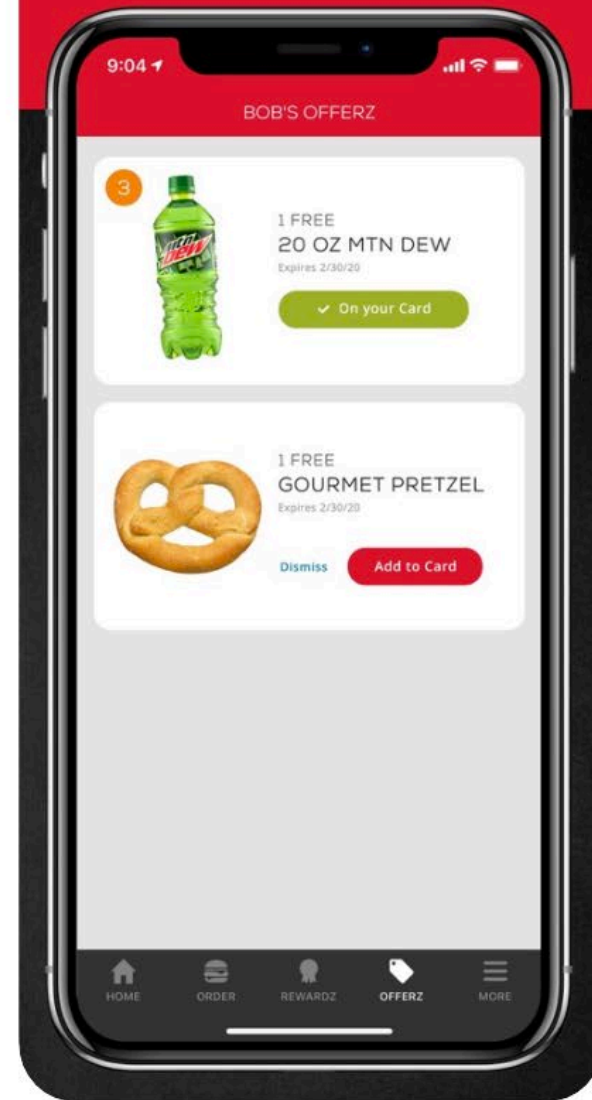
PAY



GET REWARDED



SAVE



70%

App users likely or extremely likely to order add-ons

Beverages, snacks, candy, tobacco, alcohol, etc.

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63%

**Consumed their
food purchase at
home.**

Top 4 Offering 'Wish'

- **Fresh Prepared Food (35%)**
- **Healthy / Better for You (33%)**
- **Made to Order (31%)**
- **Drive Thru (30%)**

66%

**Wish more c-stores
had drive-thru.**


Top 4 Delivery 'Wish'

- **Made to Order Food (34%)**
- **Hot Prepared Food (34%)**
- **Packaged Food/Snack (33%)**
- **Pantry / non-food Grocery (28%)**



**WE ARE
TEXAS**



The background image shows a TXB Market storefront with a sign that says "TEXAS BORN." and "1402". Below the sign is a display of food items, including salads and fruit, each labeled with the TXB logo. The text "WE ARE TEXAS BORN." is also visible on the storefront. A large white diagonal line runs across the image from the top left to the bottom right.

“...our packaging and portability now allows our guests to comfortably eat in their car, home, job site or office.”

Brandon Frampton
TXB Vice President of Foodservice Operations
CStore Decisions Interview





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LOYALTY &
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55%

**Shop c-store
before 12noon.**

47% of specialty-coffee app users go
to c-store for breakfast.

55%

Would visit an on-site QSR for lunch.

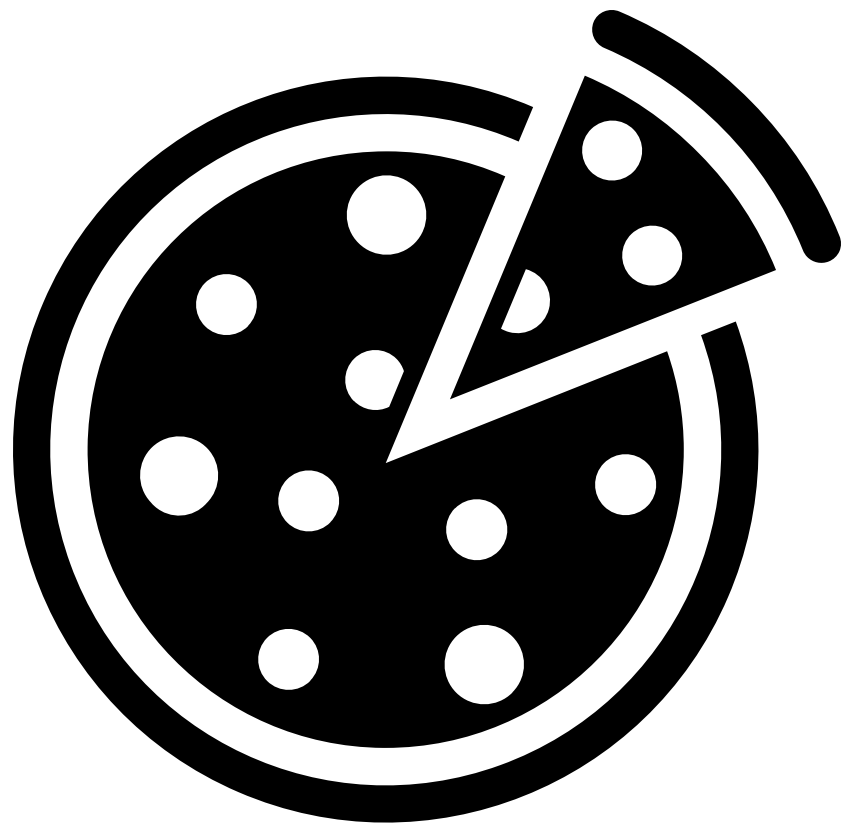
39% said PM Snack

41% said Breakfast

27%

**Reported ordering lunch
from a c-store.**

Higher than any other day part.



Casey's

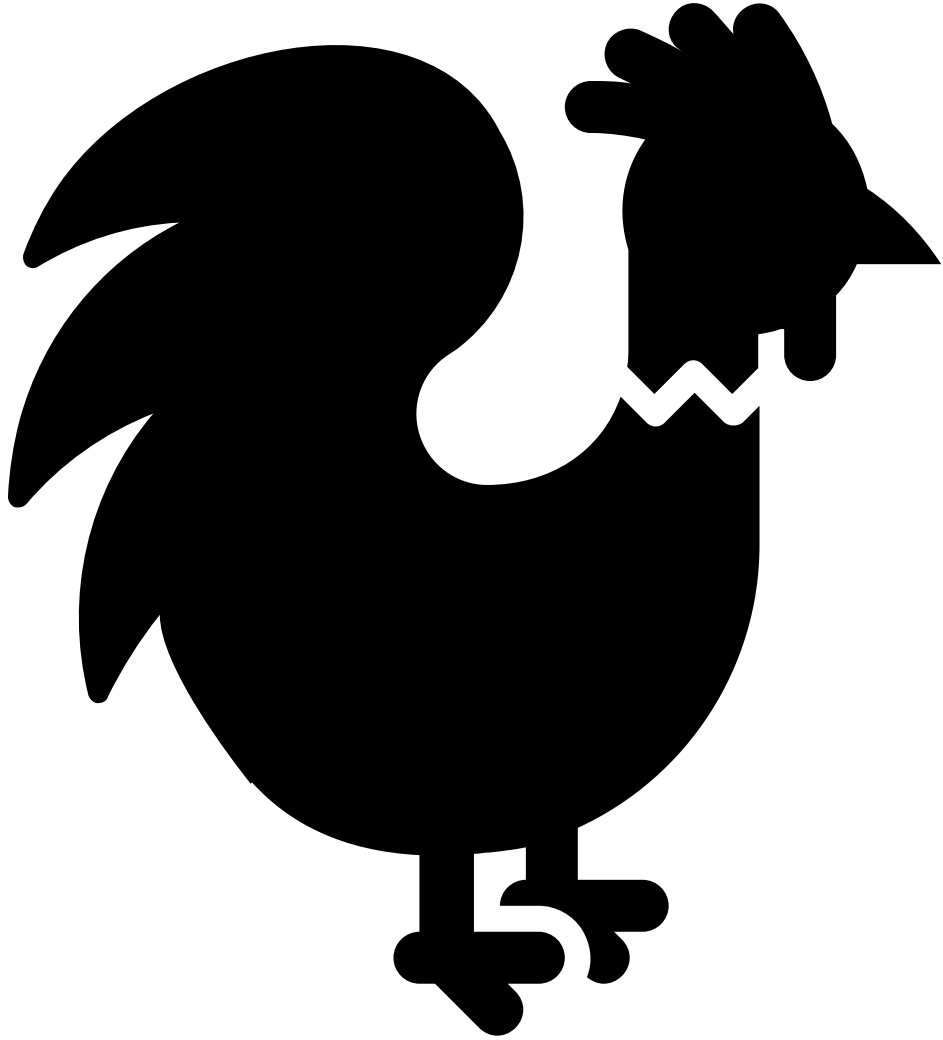


EGGS & BACON THE *Casey's* WAY

(on a pizza)

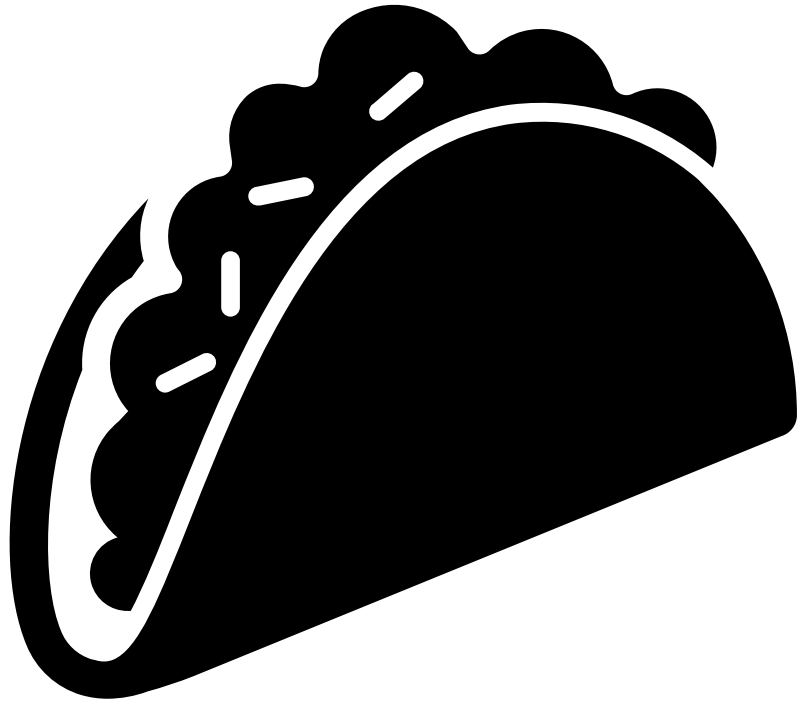
[Order now](#)













Breakfast Tacos

Fresh-made tacos with generous portions of bacon, sausage, chorizo, or potato and egg wrapped in a warm flour tortilla. Top off your taco with salsa verde or salsa roja, or some fresh-cut pico de gallo.

12



BACON EGG



SAUSAGE EGG



CHORIZO EGG

Lunch & Dinner Tacos

Generous portions of beef, pork or chicken, wrapped in a fresh-made warm flour tortilla. Top off with salsa verde, salsa roja or fresh-cut pico de gallo.

12



BEEF FAJITA



BEEF FAJITA CHEESE



CHICKEN FAJITA



CHICKEN TENDER

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Grow Margin

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**PRIVATE
LABEL**

62%

Agree c-store private label options are comparable in quality to branded items.









32%

Buy bottled water multiple times per week.

Of which, 14% every day.



CEFCO

CEFCO

Casey's

Natural
SPRING WATER

ALLSUP'S

PURIFIED WATER 710 ml (24 FL OZ)

yes
way



purified
water with minerals
added for taste

33.8 FL OZ (1 L) 1.05 QT

es
way

water
PLUS

0
CALORIES
PER BOTTLE

water
for taste

WARNING: CHOKING HAZARD





GIVING BACK NEVER TASTED SO GOOD

A portion of proceeds from every bottle sold
goes back to the community.



OUR BUNS WENT HAWAIIIAN

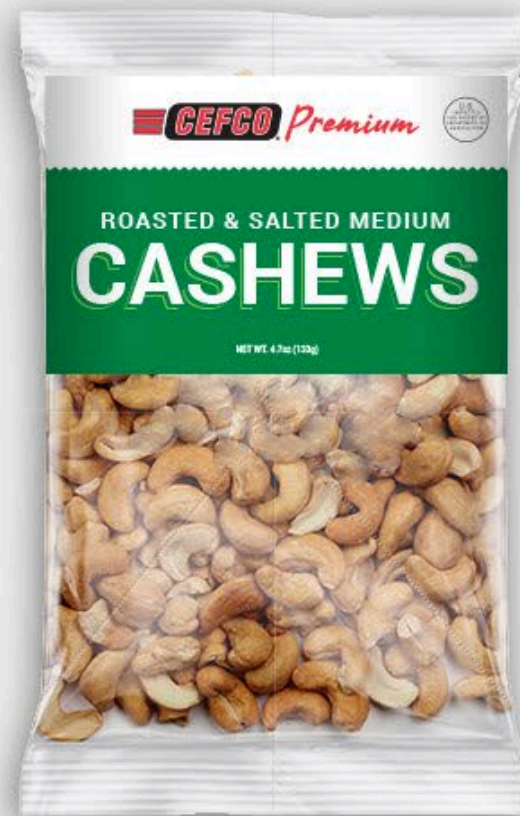
NOW SERVING



ADD A
Y'ALL WATER
FOR \$1

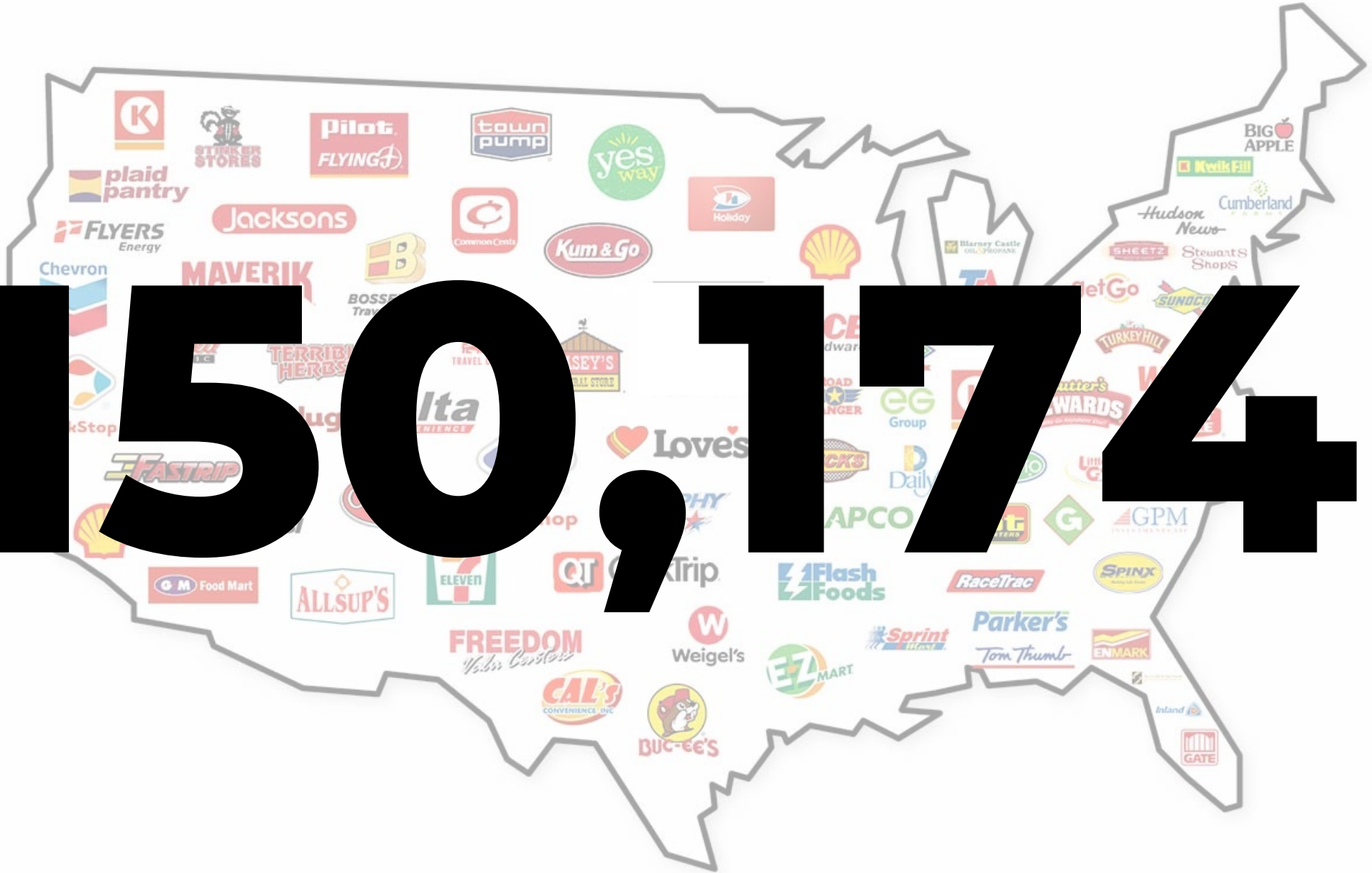
AVAILABLE AFTER 10AM







150,174



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Grow Margin

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