

Adding Local Flavor to Convenience Store Menus

CONSUMERS IN DIFFERENT REGIONS WANT DIFFERENT FOODS—CALIFORNIANS LOVE AVOCADO AND SOUTHERNERS LOVE BARBECUE, FOR INSTANCE. HERE ARE A FEW TIPS FOR CRAFTING A DELICIOUS, CRAVEABLE LINEUP FOR YOUR LOCAL MARKET.

NORTHEASTERNERS

I find these flavors appealing or extremely appealing:

Tangy
46%

Ethnic
46%

Offer tangy toppings such as barbecue sauce, and to appeal to those looking for **global favorites**, consider toppings such as sauerkraut, pickled vegetables, jalapeños and other ethnic eats.

REGIONAL FAVORITES:

- Smoked sausage
- Natural casing or kosher hot dogs
- Boston baked beans



WESTERNERS

Flavors they like:

Bold, Bitter, Savory

Offer unique condiments to appeal to Westerners: **Wasabi mayo**, **Sriracha ketchup**, Dijon mustard and sweet chili sauce.

REGIONAL SPECIALTIES:

- Bacon-wrapped hot dogs
- Sonoran dogs topped with beans, tomatoes and cheese

SOUTHERNERS

67%
love **savory**
flavors

56%
love **smoky**
flavors

Draw inspiration from **local barbecue flavors** and offer a lineup of regional BBQ sauces for roller grill items.

REGIONAL SPECIALTIES:

- Chili dogs
- Alabama white sauce
- Fruit salsas
- North Carolina mustard sauce

MIDWESTERNERS

60%
prefer **savory**
flavors and foods

51%
prefer **sweet**
flavors and foods

Offer **familiar comfort foods** to Midwesterners and standard condiments such as ketchup, mustard, relish and mayo.

REGIONAL FAVORITES:

- Cheeseburgers
- “Chicago-style” hot dogs
- Philly cheesesteak
- Polish sausage

PRESENTED BY:



Tyson

CONVENIENCE
TEAM