

LEVERAGE

Great Grab-and-Go Items for All-Day Snack Food Sales

Consumers are turning to the convenience store for quick, craveable snacks on the go. Tuning in to consumers' snacking preferences and keeping labor low behind the scenes are key to maximizing profits.

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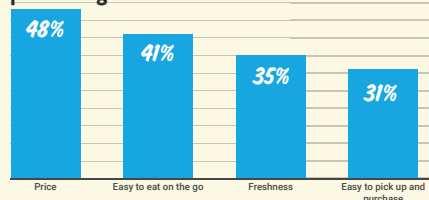
SNACKING BY THE NUMBERS

73% OF CONSUMERS purchase snacks from c-store foodservice at least monthly.¹

MORE CONSUMERS (36%) say they purchase snacks from c-stores than other retail foodservice operators, such as supermarkets and mass merchandisers.¹

35% OF CONSUMERS who have increased foodservice snack purchases at c-stores say it's because they got used to snacking more during the pandemic.²

Consumers' most important attributes when purchasing c-store foodservice snacks:²



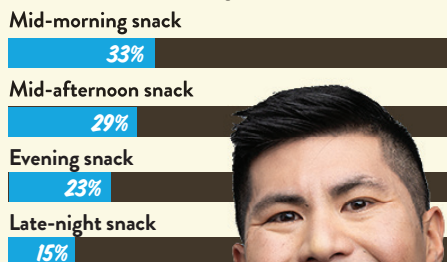
According to retailers:

35% OF OPERATORS expect foodservice sales to increase more at snack times than during other dayparts.³

92% OF RETAILERS say they're maintaining or increasing the number of snack offerings on their menus.³

C-STORE CONSUMERS ARE SNACKING ALL DAY.

What percentage of foodservice snacking sales come from the following?³



WHY FOCUS ON GRAB AND GO?



of consumers expect to maintain or increase purchases of grab-and-go items in the near future.¹



When snacking away from home, 55% of consumers eat snacks while en route from one place to another; portable items have big appeal.⁴

Most operators say hot case/warmer grab-and-go items bring in **MORE SNACK SALES** than made-to-order items.³

SAVE LABOR

82%

of c-stores are struggling to hire enough workers at store level.³



SUPERPRETZEL® Cheese Filled Soft Pretzels are individually wrapped to heat and serve—making them as quick and portable as they are delicious. Check out four craveable flavors: Cheddar Cheese, Sweet Cream Cheese, Jalapeno & Cheese and Buffalo Cheddar made with Frank's RedHOT®.

¹Frank's RedHOT® is a registered trademark of the French's Food Company, LLC, licensed to J&J Snack Foods

¹Technomic's Dec. 2021 U.S. Retail Foodservice Consumer Trend Report

²Technomic's Nov. 2021 C-Store Consumer Marketbrief

³Technomic's April 2022 C-Store Operator Update

⁴Technomic's 2022 Snacking Occasion Consumer Trend Report