

**PROFESSOR
PROFIT SAYS
C-STORE BEST
PRACTICES
IMPROVE:**

**FOOT
TRAFFIC!**

SALES!

PROFITS!



**WHY ARE
CUSTOMERS
LOYAL
TO THE BEST STORES?
#9 SUPERIOR FOOD
SERVICE!**

Remember that
Millenials (Aged
18-34) Are the
Fastest-Gorwing Age
Group and Are Increasing
Their Usage of C-Store
Foodservice.

STOP!!!
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**If Hot Food You Choose to Prepare,
Of Several Points You Should be Aware.
Good Taste is a Key,
As is Visibility,
And Cleanliness Deserves Much of Your Care.**

The Best Stores:

- > Know That Cleanliness Is Paramount in Foodservice.
 - > Clean Roller Grill Glass & Trays as Needed.
 - > Sanitize Tongs & Change Water Bucket at Least Six Times Per Day.
 - > Clean Chili-Cheese Daily.
 - > Clean Roller Grill Daily.
- Clean Other Food-Prep Areas & Equipment as Needed.

The Best Stores:

- > Offer Appetizing Treats to Increase Sales of Impulse Indulgence Items (Like Candy and Other Sweet & Salty Snacks).
- > Post Messages Like "You Deserve It" and "Ready in Seconds" to Appeal to That Immediate Gratification Mindset.
- > Promote Afternoon Specials When These Items Are Most Popular.
- > Cross-Promote with Other Indulgent Food, Beverage & Non-Food Items to Increase Overall Sales.

The Best Stores:

- > Know That Many Customers, Especially Women, Are Looking for Better-for-You Items.
- > Promote These Items by Leading With How Good They Taste, Then How Good They Are for You.
- > Don't Go Extreme. They Promote Products With Reduced Fat, Calories or Sugar, As Well As Products With More Protein, Fiber & Whole Grains.
- > Promote The Good-for-You Items That Every Store Has. Create Good-for-You Bundles With Fruit, Water, Snack Bars & Yogurt.

The Best Stores:

- > Offer Fresh, Good Quality Food at the Best Price.
- > Consider All Day-Parts as Food Selling Opportunities. When the Warmer is Full of Breakfast Sandwiches, Keep Best-Selling Lunch Sandwiches in the Grab-and Go Cooler.
- > Evaluate Foodservice Layout to Ensure Branded Food Offerings Are Visible from the Entrance. Branded Products, Particularly Hot Foods Help Customers Feel Confident About a Foodservice Operaton.
- > Position Prepared Foods Bundled with Popular Afternoon Beverages & Appetizing Treats.
- > No Matter if Foodservice is a Full-Scale Hot, Made to Order, or Ready-to-Eat Offering, Retailers Must Be Perceived by the Customer as Completely Engaged in Foodservice to Optimize Either the Hot Beverage or Foodservice Program.

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Celebrating Over 100 Years

