

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



**FOOT
TRAFFIC!**

SALES!

PROFITS!

**WHY ARE
CUSTOMERS
LOYAL
TO THE BEST STORES?
#13 OPTIMIZED SNACKS!
PART 2**

**Almost Half
of Consumers
Are Snacking at
Least Twice a
Day**

**40% of
Consumers Prefer
to Snack
Throughout the Day
Rather Than Eat the
Traditional Three
Meals**

**They Are
Likely to Purchase
Those Snacks for
Immediate
Consumption Instead
of Bringing Them
from Home**

**More Than
Three-Quarters
Indulge in Snack
Foods For Lunch;
55% Reach for a
Snack in Lieu of
Dinner**

**Consumers Are
Increasingly
Grazing Throughout
the Day**

**Snacking Occassions
in C-Stores
Are as Big as the Breakfast Daypart
in Terms of
Sales, Customers & Profits**

**C-Stores
Are at the Heart
of This Trend!!!**

STOP!!!

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Thanks to Convenience Store News, Guide to Snacking

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