



# DRIVE TRAFFIC BACK TO C-STORES

Press the gas and ramp up your foodservice programs

If your operation pulled back on foodservice offerings due to pandemic safety concerns, it may be time to reconsider. Hot, prepared foods remain a major draw for c-store customers who continue to depend on their local store for convenience, value and safety. Learn more about what consumers have been craving during the pandemic and how to best address their safety needs.

## PANDEMIC SAFE HAVEN

Why Consumers Choose C-stores<sup>1</sup>

**41%**  
SAID TO REDUCE  
COVID EXPOSURE

"Since I stop for gas, I get foodservice items too, so I don't have to go anywhere else."

**32%**  
SAID SAFER THAN  
RESTAURANTS

"C-store foodservice is safer than restaurant foodservice."

## WHO'S BUYING?

Tween, Teen & Senior Traffic Counts are Up<sup>4</sup>



AGE 6-12  
**+18%**



AGE 13-17  
**+114%**



AGE 65+  
**+6%**



Appeal to a wide array of demographics with an all-around favorite, like *McCain® Redstone Canyon®* Regular 8-Cut Wedges.

## COVID CRAVINGS

What Consumers Want Now<sup>3</sup>

OLD STANDBYS

**79%**  
FAMILIAR  
FAVORITES

**21%**  
SOMETHING  
TOTALLY NEW



Offer comfort and indulgence with a classic favorite: *Golden Crisp®* Battered Mozzarella Cheese Sticks.

INDULGENCE

**68%**  
INDULGENT  
DISH

**32%**  
HEALTHY  
DISH

## WHEN THEY WANT IT

Fastest Growing C-Store Dayparts Right Now<sup>2</sup>

**+3.7%** Lunch

**+8.25%** Dinner

**+4.1%** PM Snacks



TIP! Drive evening traffic with heartier options like *Golden Crisp®* Mac & Cheese Wedges.

## IT'S ALL ABOUT SAFETY

Service Models Consumers Feel Safe With<sup>3</sup>



**68%**  
CURBSIDE  
PICK-UP  
**80%**  
DRIVE-THRU  
**75%**  
DELIVERY

## HELP CUSTOMERS OVERCOME OBSTACLES

Barriers to Ordering Delivery<sup>5</sup>



NOT  
THINKING  
ABOUT  
C-STORES  
AS AN  
OPTION



NOT  
KNOWING  
HOW TO  
ORDER  
DELIVERY

TIP! Promote your to-go programs using FREE downloadable social media assets from McCain.

DOWNLOAD NOW



To learn more about McCain's grab-and-go products and support, visit [www.McCainFoodservice.com/Channel/C-store/Grab-and-Go](http://www.McCainFoodservice.com/Channel/C-store/Grab-and-Go)