



The Top Five Snacks Driving C-store Sales



In 2019, c-store foodservice sales were up 4.4%¹. And while sales slowed during the pandemic, consumers felt that C-store foodservice options were more convenient and safer than those available at restaurants and grocery stores.² It's also important to note that post COVID, 75% of consumers indicated that they anticipate getting back to their usual foodservice behaviors at c-stores.² The key to returning to those pre-COVID sales is having a plan in place, and knowing what consumers want.

As a result of the pandemic, people are nostalgic for normal daily pleasures, which may be why consumers' desire for their favorite comfort foods is at an all-time high. According to a recent study, 79% of consumers are looking to purchase familiar favorites.³ 71% say they're satisfied with their last prepared food purchases from a c-store—up five points from 2019⁴. Increased customer satisfaction means increased sales.



Ready to increase your prepared food purchases? Offering the five most purchased prepared foods can help you enjoy a bigger stomach share—especially when paired with delicious ready-made products from *McCain*[®]. Let's take a quick look at these top purchased foods and their profit-driving pairings.

1. PIZZA + MOZZARELLA STICKS

Pizza leads the pack with 38%⁴ of c-store customers grabbing a hot slice. No surprise here, right? Now imagine pairing it with cheesy *Golden Crisp*[®] Breaded Mozzarella sticks with their unique crispy coating. Magnifique!

2. HOT DOG + CHEESY JALAPENOS

At 29%, we've got the All-American hot dog⁴. For a fun pairing, *Golden Crisp*[®] Breaded Cheddar Cheese Stuffed Jalapenos are sure to be a crowd favorite. These mild pepper halves filled with creamy cheese and covered with a crisp potato flake breading pop with flavor.

3. DELI SANDWICHES – CRISPY FRIES

Deli Sandwiches are purchased 27% of the time⁴ and pair perfectly with *McCain*[®] *Sure Crisp*[™] Regular Crinkle Fries. The clear coating keeps fries crispy on the go, which makes them irresistible, with or without ketchup.



batter flavor are crunch-licious.

5. HOT SNACKS = MAC & CHEESE WEDGES + OTHER POPULAR MCCAIN SNACKS

Hot snacks are grabbed 23% of the time⁴, and *McCain*[®] heats up demand with its grab-and-go take on a comfort food classic. *Golden Crisp*[®] Mac & Cheese Wedges are just one of the many McCain prepared foods that are great on their own or as part of a snack bundle.

Whether paired or alone, *McCain*[®] products are good around the clock. In their search for comfort, consumers are grabbing snacks during all dayparts⁵. Mid-evening snacking and snacking around 2 am continue to be key dayparts for c-stores⁵. Among snackers, 68% of them crave indulgent items³, like *McCain*[®] *Golden Crisp*[®] Breaded Cheddar Cheese Stuffed Jalapenos and *Golden Crisp*[®] Mac & Cheese Wedges.

McCain[®] is the snacking expert! From craveable flavors to sized-right portions that fit in small hand-held containers, *McCain*[®] is your go-to-source for hot snacks that are easy to grab, go and enjoy. And since 67% of consumers prefer their c-store hot food to be grab and go/ready-made options⁴, *McCain*[®] continues its climb to the top of the snack chain.





combos or bundles. Simply put, McCain® offers popular comfort food pairings that keep the familiar fresh, which is a great way to heat up consumer demand.

Learn more about how McCain® can help deliver hot profits.

¹Source: 2019 NACS State of the Industry

²2020 Technomic

³Datassential Coronavirus Report 17 – May 8, 2020

⁴McCain Proprietary Research 2018

⁵CSP August 2020; 2020 Snacking Occasion Consumer Trend Report by CSP

⁶CS News Foodservice Study 2019: Opportunities & Optimism Mix With Obstacles

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