Foodservice is Always on Trend at C-stores

**Meals are the Deal**
Foodservice sales at C-stores are soaring as retailers enlarge menus and enhance their offerings. The lines between C-stores and quick service restaurants (QSR) are blurring and that’s courting more customers to pop into C-stores for meals.

**The Implementation of Mobile Ordering, Pick-up and Third-party Delivery**
Mobile ordering, pick-up and third-party delivery orders are the easiest avenue to encourage shoppers to purchase an entrée, beverage and confection or a dessert item. Convenience, quality and value are a strong play for convenience stores.

**Desserts Made with Hershey’s**
Desserts made with Hershey’s are the branded menu choices that are more likely to be labeled as desirable than their unbranded counterparts.

**Top It Off**
Adding desserts to your C-store foodservice programs is even a larger transaction. The quality of branded desserts increases purchase intent by 90% when adding Hershey’s to the mix. Without Hershey’s, purchase intent rises only 2x.

**The Result: Demand for Brands**
67% of C-store consumers say it is important for convenience operators to offer name-brand ingredients in baked goods. Of those, 60% report they are more likely to purchase if the item is offered as an add-on.

**Bundle To Boost Baskets**
Cookies, donuts, bars and brownies are the most popular add-on desserts to capture impulse sales. The easiest avenue to encourage shoppers to purchase an entrée, beverage and confection or a dessert item is by putting it all together. Convenience, quality and value are a strong play for convenience stores.

**Ensure your customers order more desserts:**
Visit Hershey Foodservice to gain insights, view recipes from our chefs and contact a sales rep.