COVID-19 & THE STATE OF FOODSERVICE AT

Hosted by Home Market Foods via virtual meeting, March 24, 2020

Learn how the convenience retailing industry has been

impacted by the Coronavirus pandemic and how retailers

are taking steps to keep consumers and employees safe.

HOW C-STORES ARE RESPONDING

Ensuring food safety and New store hours that stores appear clean inside and out Welcoming newcomers looking for essential supplies Safeguarding employees

- & customers through protective wear Community outreach
- programs

ELIMINATING HIGH

TOUCHPOINT AREAS

Switching from self-serve

to full-service on beverage,

- pick-up and online ordering
- Massive hiring and/or compensation increases

Adding delivery, curb-side

- KEEPING CUSTOMERS INFORMED COMMUNICATING THROUGH WEBSITES, SOCIAL AND APPS



HOW FOODSERVICE HAS ADAPTED

bakery and roller grill items

Wrapping fresh bakery items • Eliminating in-store dining

Using alternative cooking

Moving roller grill to

back of house

and packaging methods

- - of consumers ARE EATING AT HOME
- **CONSUMERS ARE**

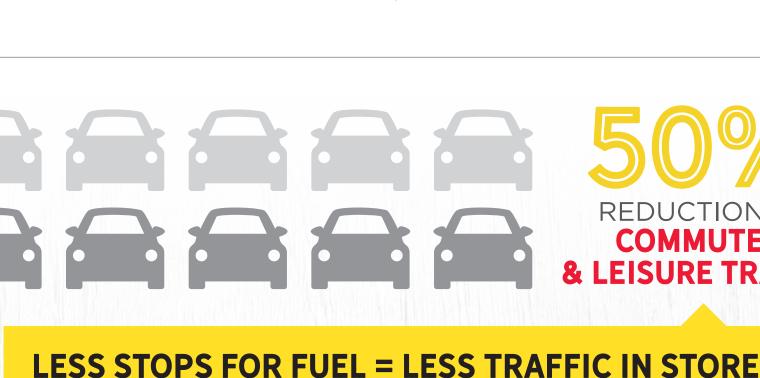
Replacing self-serve

packets

condiments with individual

• Eliminating beverage refillables

STAYING HOME







1 Technomic Coronavirus Impact Perspectives, March 24, 2020

ARE ON THE RISE







Evolving planogram to

most consumed items

NEW OPPORTUNITIES

Consumers turn to c-stores for high demand supplies

PACKAGED GOODS

CONSUMERS FAVOR

CLEAN

C-stores look for ways to

CONVERT FIRST-TIME

SHOPPERS INTO FREQUENT,

LONG-TERM CUSTOMERS

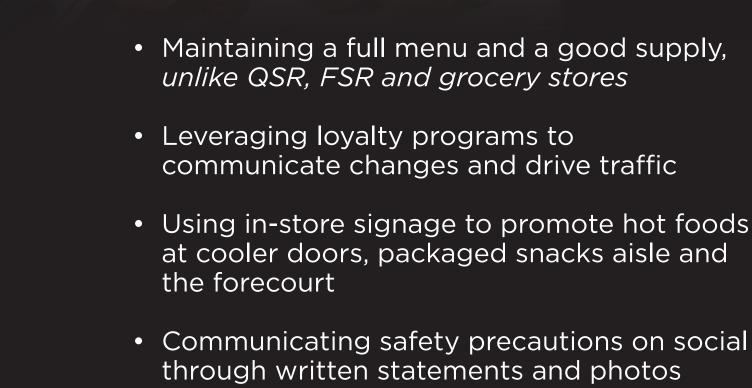
C-STORE'S SMALL FOOTPRINT over big box stores and supermarkets **LESS SPACE FOR**

GERMS

GROCERIES

ALCOHOL

CROWDS



66 We've put all our

roller-grill items

in the warmer.

'THANK

GOODNESS

YOU HAVE

WHAT OPERATORS ARE SAYING **66** I would ask that suppliers make sure what they have is available, Customers are saying, **KEEP UP WITH**

66 [Coming out of this],

I hope more consumers

will be receptive to us.

We've shown

WE'RE HERE

DEMAND







800.367.8325

FOR THEM"

frozen meatballs, chicken, appetizers and snacks for both retail and food service customers, Home Market Foods is focused on making it easy to enjoy high quality, great tasting foods.

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