

COVID-19 & THE STATE OF FOODSERVICE AT C-STORES

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 that stores appear clean inside and out
- Safeguarding employees & customers through protective wear
- Community outreach programs
- New store hours
- Welcoming newcomers looking for essential supplies
- Adding delivery, curb-side pick-up and online ordering
- Massive hiring and/or compensation increases



Plus KEEPING CUSTOMERS INFORMED
COMMUNICATING THROUGH
WEBSITES, SOCIAL AND APPS

HOW FOODSERVICE HAS ADAPTED

ELIMINATING HIGH TOUCHPOINT AREAS

Switching from self-serve to full-service on beverage, bakery and roller grill items



Plus

- Using alternative cooking and packaging methods
- Moving roller grill to back of house
- Wrapping fresh bakery items
- Replacing self-serve condiments with individual packets
- Eliminating beverage refillables
- Eliminating in-store dining

CONSUMERS ARE STAYING HOME



of consumers
ARE EATING AT HOME¹



of consumers
ARE AVOIDING CROWDS¹



50%
REDUCTION IN
COMMUTER
& LEISURE TRAVEL¹

LESS STOPS FOR FUEL = LESS TRAFFIC IN STORE

1 Technomic Coronavirus Impact Perspectives, March 24, 2020

DELIVERY & DRIVE THRU ARE ON THE RISE



of consumers
ARE ORDERING
MORE DELIVERY¹



of consumers
ARE ORDERING MORE
FROM DRIVE THRU¹

ONLY 20% OF C-STORES OFFER DRIVE-THRU OR DELIVERY¹

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C-STORE CHALLENGES



KEEPING
CUSTOMERS
& EMPLOYEES
SAFE

- Ability to order more or less of certain items
- Refining LTO planning/scheduling
- Evolving planogram to most consumed items

NEW OPPORTUNITIES

Consumers turn to c-stores for high demand supplies



GROCERIES



PACKAGED GOODS



ALCOHOL

CONSUMERS FAVOR C-STORE'S SMALL FOOTPRINT

over big box stores and supermarkets



**LESS SPACE FOR
GERMS**



**EASIER TO
CLEAN**



**FEWER
CROWDS**

C-stores look for ways to

CONVERT FIRST-TIME SHOPPERS INTO FREQUENT, LONG-TERM CUSTOMERS

- Maintaining a full menu and a good supply, unlike QSR, FSR and grocery stores
- Leveraging loyalty programs to communicate changes and drive traffic
- Using in-store signage to promote hot foods at cooler doors, packaged snacks and the forecourt
- Communicating safety precautions on social through written statements and photos

WHAT OPERATORS ARE SAYING

“ We've put all our roller-grill items in the warmer.
Customers are saying,
'THANK GOODNESS YOU HAVE FOOD!'”

“ I would ask that suppliers make sure what they have is available,
to
KEEP UP WITH DEMAND”

“ [Coming out of this], I hope more consumers will be receptive to us.
We've shown
WE'RE HERE FOR THEM”

LOOKING FOR SUPPORT FOR YOUR C-STORE BUSINESS?

Contact us at info@HMFfoodservice.com.

ABOUT HOME MARKET FOODS

For over 50 years, Home Market Foods has provided premium food products demanded by American consumers. As a specialty provider of fresh and 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.

