

FOODSERVICE FUTURE IN C-STORES

FOOD

- Will continue to come back and have strong growth
- Consumers will come back to self-service (74% respondents)
- Day-parts are blurring; snacking and breakfast are key components
- Foodservice options will drive growth
 - Comfort Foods – Pizza, Chicken
 - More options

NON-FOOD

- Food Safety / Sanitation will continue to be VERY important
- Curbside Pickup / 3rd party delivery / drive thru's (14%)
- Mobile Ordering Apps (38%) / Loyalty Programs

RESULTS OF SURVEY OF WAM DISTRIBUTORS

1. What are the traits of your best foodservice retailers?

- CONSISTENCY OF PROGRAM (36%)
- STAFF WELL TRAINED, EXPERIENCED, SHOW UP (36%)
- PROMOTE THEY HAVE FOODSERVICE (27%)
- GOOD QUALITY
- KEEP IT SIMPLE
- NEW ITEMS
- WILLING TO INVEST

2. What are the top challenges that foodservice retailers are facing today?

- LABOR SHORTAGES (100%)
- PRODUCT SHORTAGES (90%)
- QUALITY/DEPENDABILITY OF EMPLOYEE'S
- SPACE TO EXPAND FS
- INFLATION
- CONSISTENCY

RESULTS OF SURVEY OF WAM DISTRIBUTORS(cont.)

3. What are your top selling program that retailers want/have?

- PIZZA PROGRAM (72%)
- CHICKEN PROGRAM (45%)
- BREAKFAST PROGRAMS
- MEXICAN CUISINE
- COFFEE PROGRAM
- ICE CREAM BUNKER

4. What is the most used pieces of equipment at your best retailers?

- HOT CASE/ WARMER (81%)
- FRYER (55%)
- CONVECTION OVEN
- CONVEYOR OVEN
- SPEED OVEN

LEVELS OF RETAILER FOODSERVICE

Where Is Your Customer & How Do We Move Our Retailers One Level Up?

- **LEVEL 1 = BASIC FOODSERVICE ABILITY;**

- HAS SMALL COOLER/FREEZER FOR STORAGE
- CAN COOK/ HEAT WITH MICROWAVE
- HOLD PRODUCTS IN SANDWICH WARMER
- COOLER AVILABLE TO MERCHANDISE SANDWICHES
- HAS POWER FOR SLUSH MACHINE



- **LEVEL 2 = MORE ROBUST PROGRAM ELEMENTS;**

- LARGER 2-DOOR COOLER/FREEZER FOR STORAGE
- CAN COOK/ HEAT IN PIZZA OVEN/ CONVECTION OVEN / ROLLER GRILL
- HOLD PRODUCTS IN PIZZA WARMER OR HOT CASE
- ASSEMBLY OF SOME FOOD PRODUCTS – CHEFMATE SAUSAGE GRAVY & BISCUIT
- CHICKEN WINGS INTO DISPLAY BOX
- MAINTAIN ROLLER GRILL



- **LEVEL 3 = HIGHEST LEVEL OF FOODSERVICE ABILITY;**

- SEPARATE COOLER / FREEZER FOR STORAGE/PREP
- USING FRYER EQUIPMENT
- 3 COMPARTMENT SINK
- CAN ASSEMBLE FOODS LIKE; DELI SANDWICHES, HOME-MEAL REPLACEMENTS, DINNER PLATES
- BAKE FRESH BREADS





LEVELS OF RETAILER FOODSERVICE

MFG	LEVEL I - Aver Wkly FS Sales - \$500+	LEVEL II - Aver Wkly FS Sales - \$1000-1,500	LEVEL III - Aver Wkly FS Sales - \$1,500-\$2,000	KEY ITEMS	PROGRAM / BENEFITS	POS AVAILABLE	RETAILER REBATE PROGRAM AVAILABLE
AUNTIE EM'S	X	X	X	Donut and Donut Holes	Thaw & serve donut program	Poster, banner, door cling	YES
BEST MAID	X	X	X	Cookies and Crispy Bars	Thaw & serve program	Multiple rack options	YES
DELI EXPRESS	X	X	X	Sandwiches & Burrito's	Thaw & serve program, free cooler program	Posters, shelf talkers & wobblers, etc... lot available	YES
FOSTER FARMS		X	X	Corn Dogs, burritos and Go Stix	Fully cooked corn dogs and burritos, heat & serve	Shelf talkers and small signs	YES
FRAZIL		X	X	Frozen Slush	Slush drink that does not contain high fructose sugar / free equipment(must qualify)	Multiple POS options	NO
KRAFTHEINZ FOODSERVICE	X	X	X	Condiments(portion control, bulk, tabletop), dip cups, soups,Oscar Mayer hot dogs	Products to compliment foodservice program. Great quality	Rack and equipment options	YES
MCCAIN FOODS		X	X	Potato's / Appetizers	All products are fully cooked, large variety	Posters and signs	NO
NESTLE PRO	X	X	X	Coffeemate, Hot Pockets, Chefmate and Stouffers	Product options available in all categories; covers multiple areas	Racks	YES
OMNI FOODS		X	X	Pizza program's: Bellarico & deVinci Pizzeria	Freezer to oven pizza program, Minimal Labor	Poster, banner, door cling, special pricing sign	NO
RENAISSANCE MAN FOODS		X	X	Chicken: bone-in wings, boneless wings, tenders	Fully cooked product; heat and serve	Poster, door cling	YES
RONNOCO	X	X	X	Coffee and coffee condiments(creamers, sugar), Lemonade and iced tea	Coffee Program / free equipment and free service	POS available need to check what retailer wants	NO
SMITHFIELD FOODS		X	X	Meats; bacon(RTC & FC), pizza toppings, sliced meats, BBQ and retail items	Most items are ready to serve,	POS available need to check what retailer wants	YES