



# Weare McCain.

# Convenient Pick Me Up Most Aligns Closely with C-Store's Largest Opportunity

#### **Convenient Pick Me Up**

"Sometimes I need a moment to get away from my day. I crave a snack that can help relieve stress or cheer me up, but that I can eat while doing other things"



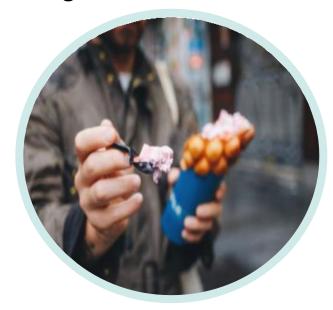


## Snacking Makes Up 65% of the Demand Space

#### **CPMU Consists of Three Core Subsegments**



Snack 'Eat' Moment ~\$8-9B1



Snack 'Me' Moment ~\$4-5B1



With Meal ~\$6-8B\*

65% of CPMU is PM Snacking



#### Consumers are Snacking More than Ever

52% or consumer least twice per day 52% of consumers say they snack at

20% of consumer report snacking 20% of consumer report snacking more frequently than before the COVID pandemic began

35% of consumers say they buy Snacks from C-Stores

Nearly half of consumers say they purchase a Snack and Beverage 46% purchase a snack and bevere together making snacking an opportunity to build check averages







## Summary

- The Convenient Pick Me Up demand spaces, and more specifically PM Snacking, is the largest opportunity for C-Stores.
- Consumers are looking for specific functional & emotional attributes when it comes to offerings in the Snack segment
- By identifying and menuing the right Snack offerings, you can capture an increased share of this import demand space.

