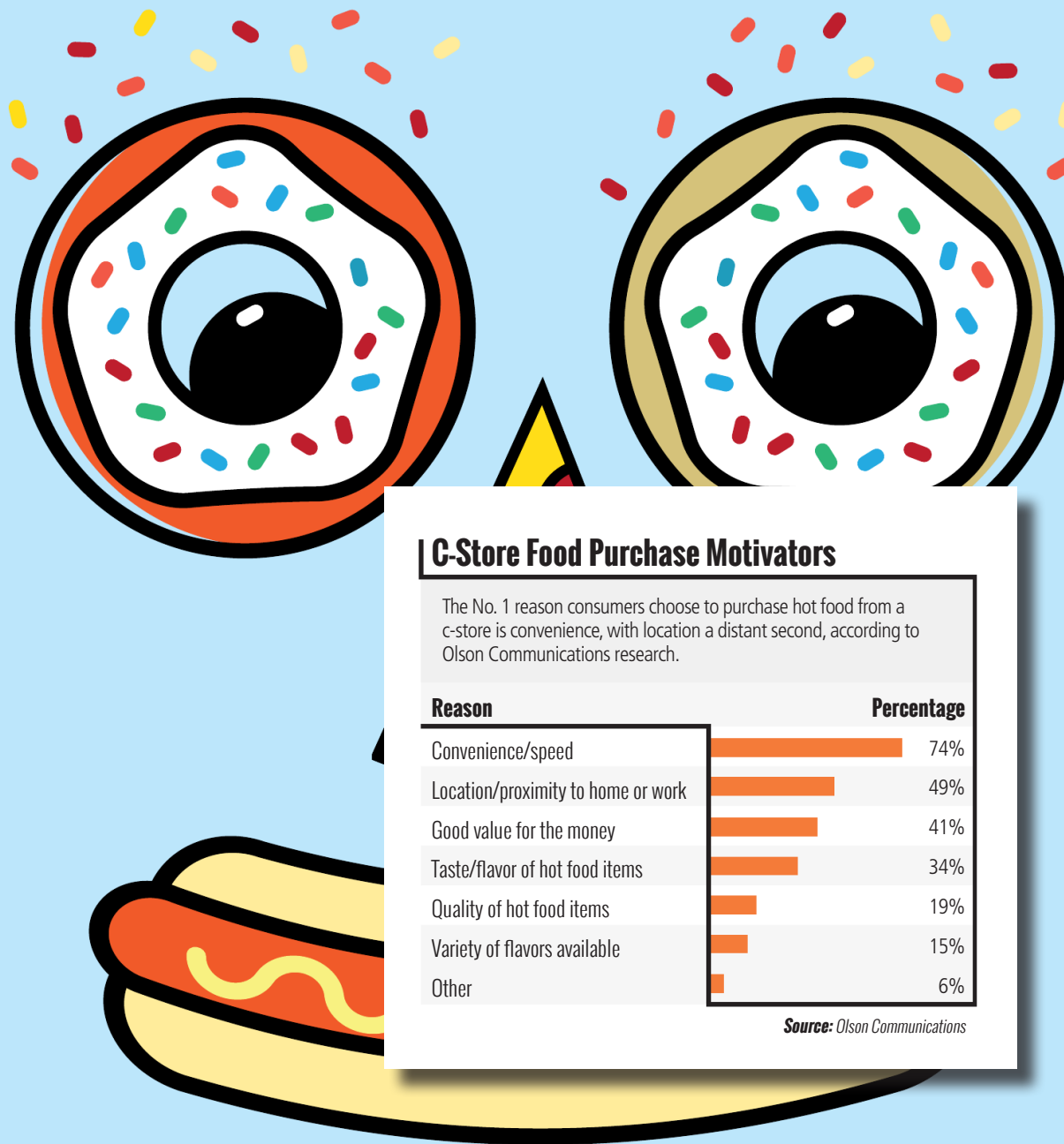




Serving the Total Convenience & Petroleum Retailing Industry



C-Store Food Purchase Motivators

The No. 1 reason consumers choose to purchase hot food from a c-store is convenience, with location a distant second, according to Olson Communications research.

Reason	Percentage
Convenience/speed	74%
Location/proximity to home or work	49%
Good value for the money	41%
Taste/flavor of hot food items	34%
Quality of hot food items	19%
Variety of flavors available	15%
Other	6%

Source: Olson Communications

2014 FOODSERVICE HANDBOOK

SPECIAL ISSUE