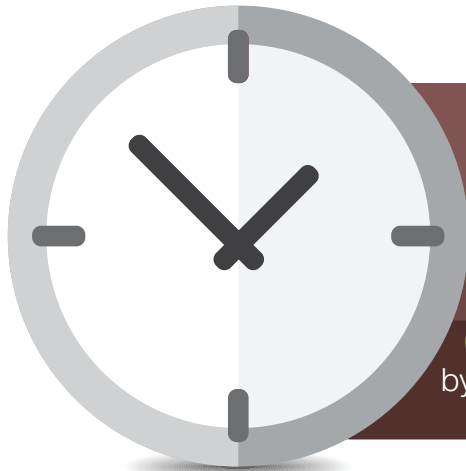


Time-Starved Consumers are Looking For:

On-The-Go Solutions

Consumers are craving convenience due to:

- Extended working hours
- Long commute times
- Family responsibilities
- Active social lives



88% of consumers only have **15 minutes** to consume their meals.

Men and Millennials are most impacted by time scarcity.

61% of consumers are influenced by time and money constraints when choosing food.

More Snacks!



64%

of consumers are snacking 3 times a day.



Foodservice

has become the primary c-store purchase category with single and smaller portion bakery products are one of the hottest growth areas.

We want sweets!

Despite healthier food trends... Customers still value indulgent options to satisfy their sweet tooth.



How will you stand out?

There are more convenience stores in the U.S than drugstores, supermarkets and dollar stores combined.

- ✔ Offer limited time products: **50%** of consumers say limited time products are enticing.
- ✔ Promotions: **73%** of consumers say the best promotions have discounted fuel with an in-store purchase.
- ✔ Increase social media and online reviews: **61%** of millennials use it once a month to make buying decisions.

