

# Invigorating items for every occasion

Customizable Offerings to Keep Customers Energized



Customers consistently rank hot brewed coffee at C-Stores above other foodservice segments. With the influx of Millennials and Generation Z who are seeking alternative milks, new flavors, and candy toppings,<sup>1</sup> C-Stores have an opportunity to draw an even larger crowd with customizable beverage solutions. Visitors value the expediency that C-Stores offer with regard to hot brewed coffee selection,<sup>1</sup> and appreciate innovation around coffee flavors, creamers, and creamer formats.<sup>2</sup>

## Coffee & Creamers

Brewed hot coffee continues to be a popular beverage choice across the board, with nearly 50% of people having at least one cup of coffee per day. Tap water is the only drink that is more popular.<sup>3</sup> C-Store visitors want the ability to customize a beverage, and they typically choose to customize with dairy and sweeteners. Whereas 72% of foodservice customers in the U.S. cream their coffee on most of their visits, 86% of 7-Eleven's frequent customers cream their coffee on most occasions.<sup>4</sup> Although traditional creamer flavors still reign, C-Stores customers look for out-of-the-box options as well,<sup>2</sup> which operators can provide as limited time offers (LTOs). Seasonal flavors garner high interest from consumers, with 35% saying they are interested in seasonal offerings.<sup>5</sup>

### Flavored creamers appeal to guests

- Half & Half
- Hazelnut
- Original
- French vanilla
- Pumpkin spice
- Peppermint mocha
- Irish crème
- Salted Chocolate Caramel

C-Store customers prefer certain beverage condiment packages over others; although, currently less favorable creamer formats are growing in popularity. Over 40% of C-Store customers who use beverage condiments

want individual serving packets, and 22% like to use automatic dispenser machines. Two formats that are growing are original full-sized containers and carafes, especially as the number of beverage condiment selections increase. Brand names on the original packaging can assist customers in identifying their favorite products.<sup>1</sup> Full-sized containers and carafes could minimize labor costs as well as help prevent waste and theft.

#### **Ask an expert: Renee Fahoomé**

##### **Nestlé Professional, national account manager**

"Convenience Stores can set up separate creaming stations for more of a coffee house appeal – something Millennials seek. With multiple creaming solutions and better flow through the store, a creamer station reduces line size and increases efficiency for all involved."

#### **Cold brew**

Cold brew is a smooth, less bitter, and less acidic beverage option gaining traction across foodservice segments.

Around 65% of consumers indicate their last cold brew coffee beverage was flavored, and 80% of other consumers would be interested in trying flavored cold brew coffee.<sup>2</sup> By offering flavored creamers as part of a creamer station, C-Store operators can attract an even wider coffee audience.

#### **Smoothies**

Another beverage with the potential to energize operators' menus are smoothies. Since smoothies have a high interest with consumers but are not on many C-Store menus,<sup>1</sup> operators can draw in crowds by showcasing this healthful beverage option front and center.

Many consumers are willing to pay more for items with better-for-you descriptors,<sup>6</sup> so point out when smoothies are made using fruits and vegetables

#### **Food combos "Refuel"**

Both smoothies and coffee pair well with C-Store menu items. Customers want foods and beverages that can be purchased as part of a combo meal, and they are more likely to order a healthier combo if it is in a lower price range.<sup>6</sup>

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"Customers have to get gas, so that helps C-Stores pull people into the store. If I go in and grab my coffee or breakfast foods at a QSR or coffee shop, I'm waiting in line. But if I have somewhere I can customize my food and beverage by going in the store while I'm pumping my gas, that creates a draw. It's a one-stop shop."

Operators can maintain flavor and still offer better-for-you combos. Breakfast especially is growing in popularity at a rapid pace.<sup>1</sup> Hot-brewed coffee pairs well with breakfast sandwiches. Since protein-packed egg whites have grown 30% on QSR menus,<sup>7</sup> C-Stores can tap into those customers by providing egg white breakfast sandwiches as part of an energizing combo meal with a coffee or smoothie.

Operators can also pair smoothies with protein-rich, energy-boosting snacks such as packages of sunflower seeds for on-the-go consumers looking for healthier options<sup>8</sup> or hummus, which gets its protein power from chickpeas.<sup>9</sup>

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