

C-STORE CONNECTION

Newsletter by **DFW Alcohol Permits**

Healthy Foods - An Essential Part of C-Stores

From healthier snacks to more natural food options, convenience stores are adjusting offerings to attract more customers and boost sales.

For decades, the Americans' busy on-the-go lifestyles meant that c-stores could only offer them gas refills, snacks, out-of-code packaged meat, confectionery treats, cigarettes, and perhaps lottery tickets. But these days are long gone as more and more Americans are shifting towards a healthier lifestyle. This has perhaps worked in favor of the convenience store industry and could help boost sales in your C-store.

In the past, the industry fought tooth and nail against the widely accepted belief that it offered unhealthy, unsavory, and undesirable food. However, this is now changing with the industry breaking this widespread stereotype by offering healthy food options. **As a c-store owner, it's time to join the bandwagon and offer healthier alternatives to the traditional "c-store roller foods" or fall further behind the competition.**

Advantage of Healthier Food to C-Stores

While the costs of gas continue to rise, most



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profits only end up in the pockets of distributors if not in the pockets of some sheikhs in the Middle East. This means that c-store owners make very little if anything at all from fuel sales. This is essentially why c-stores

rely heavily on food and beverage sales to make a profit.

According to the National Association of Convenience Stores (NACS), 77% of convenience store owners believe that food is, without a doubt, one of the fastest-growing sources of revenue in the industry. The frequency of consumers buying a meal at a c-store has been over the roof in the last few years and this trend isn't going to change anytime soon.

The fact that food sales in c-stores are doubling should be an influential statistic to drive you into finding a niche in the food market. As such, the only way to move forward is by offering healthier food options. Consumers are aware of what they are eating now more than ever. They'll avoid your c-store altogether if they feel that you're not offering healthy food options. So, whether you'll have food prepared on-site or have it delivered from an off-site kitchen, this is something that you should seriously consider. Just make sure the food you offer is trendy, appealing, has quality ingredients, is convenient, and above all, is fresh and healthy.

Healthy Food is Trendy Food

Believe it or not, the standard fast-food consumer in America is waning. Differently, healthy food is growing in popularity as more and more Americans appreciate the value of eating healthy foods. You can, therefore, boost your sales by investing in a wide range of prepackaged healthier foods that cater to consumers who no longer want unhealthy fast food options.

When speaking of healthy food in convenience stores, you should consider incorporating options such as salad wraps, cut fruit, sandwiches, parfait mixes, burritos, salad bowls and many more. Think of fresh and sustainable

options that can be easily pre-produced and packaged every day. In essence, you should make it simpler but healthier for the customer.

Today's Consumers Prize Quality

It doesn't matter whether your c-store has the cheapest price commodities in the entire neighborhood. Consumers will not be impressed if you do not offer them healthy food options. Today's consumers are informed and prioritize the quality and efficiency of the offerings more than anything else.

So instead of offering unhealthy snacks at your c-store, consider including a variety of plant-based options. By doing this, you'll tap into more than 67% of consumers who are transitioning from crave-able crunchy snacks to veggie-forward snacks. You should also remember that today's parents increasingly want healthier food options for their children. You can, therefore, capitalize on this demand by offering healthier food options and hit a jackpot as far as sales are concerned.

Take Advantage of Grocery Store Problems

Recent studies show that traditional grocery food sales are either at a standstill or are declining. As a result, consumers are turning to c-stores for options. To take advantage of this problem at grocery stores, you should offer freshly made sandwiches, salad bars, as well as lots of plant-based proteins and vegan food. This will unquestionably boost sales in your c-store.

To this end, it's very clear that healthy food options will continue to boost c-store sales. Like in the past, c-stores will always remain a useful grab-and-go food destination, especially for busy Americans. With the demand for healthy food options on an upward trajectory, this is a huge potential that you should take advantage of and increase sales in your c-store. {End}

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Random Tip:

One of the ways to increase foot traffic to your store is to make your store a **UPS Access Point Location**. You can find out more by following the link below.

<https://www.ups.com/us/en/services/e-commerce/access-point-network/recruit.page>

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