



# IDEAS & INSPIRATION for Convenience Store Foodservice

## A Hot Case Full of Eat and Run Options

Snack consumption increased by 8% in the past year, with most people saying that snacking helps them get through the day. Many consumers started eating frequent small snacks, rather than full meals.<sup>1</sup> With that trend expected to continue, c-stores have more opportunities to sell foodservice items to people seeking quick, craveable foods.

People use snacking as a personal reward. Satisfy their craving for snacks that are comforting, fun to eat, and indulgent by using the products and tips below.

## Bite-Sized Recipes for All-Day Snacking



### Buffalo Chicken Wonton Cups

[Diced chicken \(5223\)](#) wonton cups with three cheeses, buffalo sauce, and garlic powder. These snacks are easily prepared in a muffin pan, and they're sure to attract customers looking for fun, bold flavors.

[Get the Recipe](#)



### BBQ Chicken Stuffed Cornbread

Cornbread muffins filled with [pulled and shredded chicken \(5257\)](#), BBQ sauce, and candied jalapenos. Sell these muffins for a savory breakfast or an afternoon snack. Turn up the heat by using spicy BBQ sauce.

[Get the Recipe](#)

## Snack Selling Tips

1. Have snacks with varied flavor profiles available to appeal to different cravings.
2. Only serve high quality foodservice snacks. 86% of consumers consider product quality when deciding which c-store to shop from.<sup>3</sup>
3. Promote snacks with in-store signage, loyalty programs, and buy-one-get-one deals. If you can get your customers to try new items one time, they'll keep coming back for more.

Source 1: Mondelez State of Snacking 2020; Source 2: Technomic's Flavor Consumer Trend Report; Source 3: Technomic's Q4 2020 Marketbrief