



## **SERVE FAST FOOD FASTER AT C-STORES**

Fast food chains have launched bold new menu items and made huge changes over the past couple years. What can c-stores learn from restaurants' challenges and successes?

Fill your hot cases with new items inspired by fast food trends, and use your store's advantages over chain restaurants to increase your foodservice sales!

## How are c-stores more efficient than fast food drive-thrus?

1. Drive-thrus are 25 seconds slower than last year,<sup>1</sup> with an average of 5-6 minute stops.<sup>2</sup> C-stores, however, have an average of 3-4 minute stops.<sup>3</sup>

2. Only 85% of drive-thru orders are accurate,<sup>1</sup> while c-store customers know what they paid for will be in the bag.

3. C-store customers can get a meal plus some quick groceries they need from the same stop.

Advertise your speed, accuracy, and convenience to remind frustrated fast-food customers that they can get quick, tasty food from your c-store.



## Ideas C-Stores Have Adapted from Quick Serve Restaurants

According to CSP's 2021 Outlook Survey<sup>4</sup>, c-stores are planning to add new serving options next year, including:

**CURB-SIDE PICKUP.** 55% of c-stores plan to offer curbside pickup in 2022.

**DRIVE-THRUS.** 42% of c-stores are planning to offer drive thru service.

**MOBILE ORDERING.** 39% plan to utilize mobile ordering.

**DELIVERY.** 22% plan to serve through delivery.

## Fast Food Favorites for Your C-Store



### Chicken Sandwich

Thanks to the Chicken Sandwich Wars, consumers see chicken sandwich ads everywhere. When they're craving a [chicken sandwich](#), make sure you have one fresh and ready!



### Bacon Cheeseburger

A fast food *classic*. Have fun with toppings or let your customers build their own. Our [Flame-Grilled Chicken Burgers](#) are fully cooked, gluten free, and absolutely delicious.



### Boneless Wings

Chain restaurants sell these snackable chicken pieces under many names: [boneless wings](#), popcorn, nuggets, and more. No matter what you call them, they're always a hit.


***Interested in these ideas or products?***

**CONTACT US**

[www.brakebush.com](http://www.brakebush.com)



Source 1: 2021 SeeLevel HX Annual Drive-Thru Study  
 Source 2: 2021 QSR magazine Drive-Thru Study  
 Source 3: NACS Speed Metrics Research (2021)  
 Source 4: CSP's 2021 Outlook Survey, Business Conditions

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