



C-STORE **BREAKFAST** INSIGHTS

33% **FREQUENTLY**
EAT BREAKFAST
AWAY FROM HOME¹



 **Your Breakfast Customer Is...**
STRESSED FOR TIME, AND **ON THE GO**

 Full breakfasts replaced by **SMALLER, HEALTHIER**
MEALS AND SNACKS 

The New Breakfast = Three Dayparts
FOOD AND BEVERAGES CONSUMED
ALL MORNING LONG

EARLY MID LATE
MORNING

+20%
of consumers have purchased
BREAKFAST FOODS
FROM A C-STORE
in the last **3** months²



On-the-go breakfast eaters are
ARE LIKELY TO FREQUENT
A C-STORE AT LEAST
1x per week³

TOP PURCHASE DRIVERS to Meet C-Store Breakfast Needs

-  **Offer Seasonal or LTO Items**
-  **Variety of Choices, Including: Wholesome, Indulgent & Nutritious Options**
-  **Bundling Options & Special Deals**
-  **Provide All-Day Grab-N-Go Options**
-  **Place Products in Convenient Locations, Including Beverage Areas**



Sources:
1. ReThink Breakfast, C-Store, May 2017.
2. Convenience Store Foodservice, US, March 2017.
3. ReThink Breakfast, C-Store, May 2017.

