



## Let customers customize and combine their Additional Programs items.

The collection of items that make up the Additional Programs section of this book include condiments, nachos, pizza and soups. These products complement other foodservice products and fulfill many popular deal combinations. Important names among Additional Programs include Vienna Bistro Soups & Chili, Kaiser Pickles, Gehl's nachos, Piccadilly Circus Pizza, Heinz and Chicago Avenue Pizza. As foodservice continues to drive gross margin contribution at 14.9% of total c-store sales, pairing these programs together or across other c-store categories provides the everyday shopper with endless possibilities and the operator with increased GM potential.

A growing trend in national c-stores is the addition of a soup and chili selection. Customers having success with soup offer chili everyday and establish a set soup menu with a rotation of flavors. Customers will appreciate the variety of flavors offered in a soup of the day concept and see your location as a destination. Don't forget to look at bundling soup as part of a meal deal. Soup with a sandwich and a drink increases your foodservice spending with the customer while showing them value. Selling chili or soup singularly or as part of a meal bundle can increase foodservice dollars for your store.

Pizza continues to be a staple in foodservice c-store programs. Last year, pizza purchases in c-stores accounted for 2.4% of the foodservice items ordered, and topped the listing of the fastest growing foodservice segments with an increase of +12% growth over the prior year. Pizza offerings can be slices such as the Chicago Avenue Pizza program or personal pan pizzas through a Piccadilly Pizza program. Both of these programs also offer full-size pizzas for carry out business. If you are in the pizza business, make sure to capitalize on the breakfast crowd by offering breakfast pizzas and market full pizza sales for P.M. traffic and frozen pizza for take home sales. All of these pizza offerings will allow you to expand your pizza dollar sales!

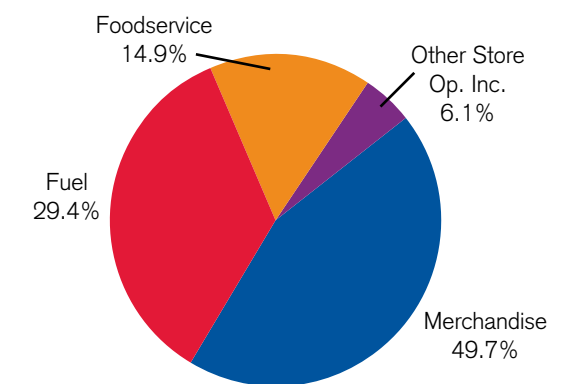
Also important is giving customers the chance to upgrade their food choice with sauces and condiments that complement roller grill and sandwich offerings. Gehl's chili & cheese nachos can be a meal or a snack, but also can be an important condiment offering for other foodservice items. Heinz condiments and Kaiser pickle products allow customers options for build-their-own customized meals. Don't underestimate your condiment section. 71% of consumers said the more condiment choices, the happier they are, and 64% stated when they have access to sauces and toppings their meal experience was better. These facts show that condiments can drive sales and repeat business.

Provide your customers expanded foodservice options and you can experience increased foodservice sales.

Sources: CSP Magazine NPD Group/Crest

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**Total GM Dollar Contribution**



Source: CSX