



Comfort customers with tasty Bakery treats.

With items like bakery snacks, cookies, doughnuts, and pastries, the Bakery section of the c-store is currently riding a projected 14% consumption increase through 2018. The Bakery portion of the c-store foodservice program accounted for a near 2% in-store gross profit jump per store in the short time frame from January 2009 to August 2009! Products like those offered in the Bakery foodservice section are anticipated to grow in popularity for morning, afternoon, and evening snacking in upcoming sales quarters.

Bakery items, sweet, fluffy, flavorful, and crisp, are often the go-to for snackers at all times of day for their comforting attributes. Bakery foods are appealing because they can be enjoyed on the go. Plus, cookies, pastries, bakery snacks, and doughnuts may be eaten throughout the day to bridge between sporadic eating opportunities, to replace meals, or as a sweet finale to a dish. Continued positive trends hinge on the introduction of new snacks and flavors and the ever-shifting American eating pattern.

Within this foodservice group, snack cakes, pastries, and desserts lead gross margin dollars with nearly \$5,300 per store. Muffins and doughnuts follow with more than \$1,800 gross margins per store. Cookies account for more than \$1,100 in c-store gross margin and other segments bring in more than \$450 to each c-store. Monitoring the popularity of certain brands, as well as individual items, is key to making the Bakery section as successful as possible.

The foodservice Bakery section of the c-store should be a delicious combination of national and private label brands that appeal to all the taste buds of the c-store shopper. The most popular brands in this section are Prairie City, Otis Spunkmeyer, Country Fresh Ovens, and Dolly Madison. Creating opportunities to pair these treats with other foods or beverages allows the customer to put together a snack or meal combination specific to his or her tastes. Emphasize visibility because these tasty treats sell themselves once introduced to purchasers who enjoy their comfort qualities.

Include these and other brands to build the most efficient Bakery foodservice section for any c-store. With a display set up near the coffee bar for breakfast buyers and another positioned at the register for splurges and impulse buys, Bakery sales will rise to their full potential.

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% of Consumers Who Purchased Specific Foods on Last C-Store Breakfast Occasion

Made-to-order breakfast sandwiches (51% of total)

Fresh baked goods (27% of total)

- Doughnuts - 58%
- Pastries - 40%
- Muffins - 31%
- Cookies - 23%
- Brownies - 9%
- Others - 4%

Hot dishes (14% of total)

Pre-made/frozen items (13% of total)

Fruit & yogurt (12% of total)

Sources: NACS State of the Industry Report of 2008 Data; CSX database, csxllc.com; C-Store Sales, 52 weeks ending Dec 28, 2008; Convenience Store Market Brief, Winter 2010.