

Make more from Roller Grill by offering bundles or deals.

Roller Grill foodservice items provide an important drawing point for hungry c-store shoppers looking for a quick, hot meal or snack. Roller Grill purchases account for more than \$3 billion in foodservice sales. In 2009, hot dog Roller Grill sales increased 5.4% and “other “ Roller Grill item sales increased 16%. Roller Grill continues to be a destination for hungry shoppers in all day parts.

Roller Grill is the perfect area of foodservice to offer bundles and deals. Last year, c-stores showed a 9% increase in traffic for deal items vs non-deal. The most successful bundles offered to c-store consumers were Roller Grill and a beverage. The right mix of items has the potential to bring in as much as \$200 or more per week to the store. When looking at bundling, consider “like” items from the Roller Grill such as a “2 for” deal on hot dogs, corn dogs, Tornados, or Roller Bites. Also consider cross promotions such as a Roller Grill item and fountain drink or Roller Grill item and coffee. When bundling items, focus on the value, not on the price. Consumers like the feeling that they are getting a deal.

Provide customers the opportunity to upgrade their purchase while increasing your profits! Look at multiple areas of the store for bundling opportunities such as chips, nachos, soup and pastry. Use clear signage to convey the message and drive traffic with monthly promotions.

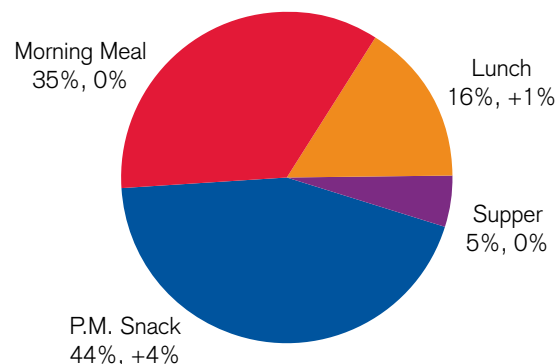
A great opportunity for c-stores are snack related purchases. C-stores grew P.M. snacks by 4% last year. Stores can capitalize on this snack time by making sure the Roller Grill is stocked all day. Consider running happy hour deals for a PM snack (such as a Roller Grill item) and a beverage.

Encourage customization of your Roller Grill items by offering a well-stocked condiment station. Condiments allow the customer to make their meal specific to their tastes and preferences. Condiments also allow customers to have a different experience each time they purchase products by changing their condiment choices.

Encouraging food customization, deal bundling, and popular products will help your c-store roll its way to new foodservice sales records.

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Distribution of Day-Part Traffic
C-stores Share of traffic, PCYA



Sources: Dirks 2008, AWMA 2008, The NPD Group/CREST; Category Management Handbook 2009.