

HOT POCKETS
MEATBALLS with MOZZARELLA
MEATBALLS & CHEESE WITH SAUCE IN A CRUST
ALBONDIGAS DE CARNE con QUESO MOZZARELLA



BURRITO
BREAKFAST
EGG, BACON, CHEESE & SALSA
NET WT 8 OZ (227g)

Jimmy Dean
Sausage, Egg & Cheese
CROSSBUNT



WIDE-AWAKES
BREAKFAST SANDWICHES
SAUSAGE, EGG & CHEESE BISCUIT
NET WT 6.5 OZ



WATERBURY SANDWICH COMPANY
EST. 1994
OVEN ROASTED TURKEY SUB
NET WT 6.9 OZ \$3.09
DISTRIBUTED BY BOST. BROWN
SPRINGFIELD, OH 45504 0414
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Sandwich customers seek variety and convenience in all dayparts.

Sandwiches, served hot or cold, represent a strong contribution to the foodservice segment. With a variety of selections for the breakfast, lunch, dinner or snack time consumer, innovation and attention to value will make the sandwich section an important c-store destination. Variety, as well as foodservice pairing and cross promotion, can make sandwich sales excel.

Breakfast continues to drive sandwich sales, with 4 of every 5 consumers purchasing a breakfast item. Offering these items in a variety of combinations and bread types make the breakfast c-store experience more positive for the purchaser. The newest trend is offering breakfast items throughout the day. Consider extending breakfast hours on a couple key sandwiches to capitalize on this trend.

The most favored of hot sandwiches are those that are ready made and displayed on a warmer or roller. Lunch sandwiches provide an equally convenient and portable snack for grab-and-go customers throughout all day parts. Products from brands like Hot Pocket, El Monterey, Wakefield, and Sara Lee provide a strong foundation for foodservice in the form of sandwiches, pockets, and burritos.

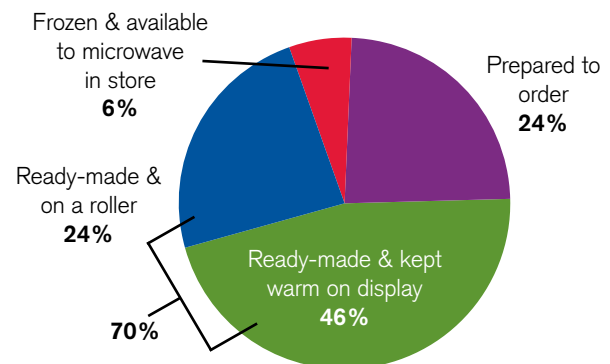
Like some of its fellow foodservice categories, the Sandwich group tastes better when bundled and customized. Consider breakfast and lunch meal deals. Also consider limited time offers on specialty sandwiches. Innovation of new tastes and flavors, as well as new item selections keep this section fresh and dynamic.

Offering a variety of items such as hot pockets, burritos, and burgers will please a broader range of customers. Recent studies revealed that approximately half of people polled had purchased a sandwich, sub, or wrap outside their home within the last week. Additionally, the top ten fastest-growing food items in c-stores include breakfast sandwiches and burgers. Handheld entrees are seeing increased dollar sales for their convenience. Make sure you have the items your customers want and your store will become their foodservice destination.

Making the most of the Sandwich section of your c-store entails offering as much variety as possible. With hot sandwiches offered around the clock, breakfast items in the morning and cold sandwiches on hand for grab-and-go customers, this category will see traffic and sales dollars all day.

– Breakfast continues to drive sandwich sales with 4 of every 5 consumers purchasing a breakfast item.

Preferences for Hot Breakfast Items at C-Stores



How long consumers are willing to wait for "prepared-to-order" breakfast food.

1-2 minutes	3%
2-3 minutes	18%
3-4 minutes	28%
5-6 minutes	51%

Base: 124 consumers who prefer prepared-to-order hot breakfast items at c-stores