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Benefits of Offering Prepackaged Foods at Convenience Stores





In January 2024, 62% of consumers purchased foodservice items at c-stores



Better Quality & More Variety For Consumers

According to Technomic’s Q1 2024 C-Store Consumer Market Brief, 39% of consumers said that they are satisfied with the quality of prepared food and beverages at c-stores; 34% said they like the taste; and 31% said they like the selection.

E.A. Sween offers a variety of on-the-go food options for retailers, including sandwiches and wraps that can satisfy busy, hungry consumers any time of day. Their products are assembled by hand with custom formulated breads and high-quality meat, and individually wrapped with freshness-preserving Modified Atmosphere Packaging that ensures food has a shelf life of 21-30 days.

Less Waste, More Profits

Shelf-ready food that lasts longer is another benefit for c-stores—shelves stay stocked longer, and there’s less food waste. And, the right packaging, such as Modified Atmosphere Packaging (M.A.P.), makes a difference.

Premade grab-and-go sandwiches and wraps that are packaged well can retain taste and quality, and ensure that consumers are purchasing a product that stays fresh longer. M.A.P. can extend the shelf life of premade food for up to 30 days using technology that preserves product quality, and keeps food attractive and edible longer. For c-store retailers, lower spoilage and minimizing shrink means higher profits and meeting consumer demand.

Some of E.A. Sween’s sandwich and wrap grab-and-go offerings include:

- Classic Wedge Sandwiches
- Mega Wedge
- Premium Subs
- Wraps

For more information, [click here](#).

Introduction

Preparing fresh food can be time consuming in busy stores, where on-the-go consumers are looking for quick meals or snacks to purchase and eat while en route to their next destination.

That is why prepared foods are a popular choice among many convenience store consumers who typically enter the store every time or nearly every time when they are fueling or charging their vehicles. According to Technomic’s Q1 2024 C-Store Consumer Market Brief, in January, 62% of consumers purchased foodservice items at c-stores. Prepackaged foods can be a good alternative for consumers who want that made-to-order quality and taste in a grab-and-go meal, and are a great option for c-store retailers who want to offer foods that consumers crave without adding extra labor to their staff’s workload.

Offering prepackaged foods at c-stores can bring many benefits, including easing labor challenges, limiting food waste and ensuring consumers can find something they enjoy eating.

Labor Savings

According to Technomic’s November 2023 C-Store Market Annual Report, c-store retailers continue to deal with labor

challenges—the biggest being managing and executing foodservice program tasks. According to the report, 88% of c-store retailers have staffing/labor concerns such as the ability to hire enough store-level workers, and 86% struggle with retaining current store-level employees.

It is essential for c-store retailers to have foodservice programs in place that don’t overwhelm employees, and that are easy to execute. According to Technomic’s November 2023 C-Store Market Annual Report, 45% of c-store retailers are challenged with managing labor usage effectively, with 28% saying that foodservice roles are understaffed and 26% saying they have store-level staff who cover the foodservice area and execute foodservice tasks, but also cover and execute tasks in other areas of the store.

With a prepackaged foodservice program, employees don’t have to prepare fresh food. Premade sandwiches and wraps are delivered to stores ready for the grab-and-go section, and they don’t require additional in-store labor or preparation. Using shelf-ready items decreases labor requirements, as stores don’t need as many employees or hours to prepare and maintain food, so more time can be spent on other c-store responsibilities.

