

THE CONVENIENCE STORE CHALLENGE CREATING A FOODSERVICE OPERATION WITHIN THE TRADITIONAL CONVENIENCE STORE MODEL

There is no secret that the convenience store foodservice deli is driving both higher sales and higher customer count, and responsible for creating both the growth challenges as well as the growing opportunities for the convenience store market segment.

From skilled labor, to product assortment to space consideration, supply chain management to include; inventory control and logistics management. There is a giant learning curve that operators and their supply chain partners are equally going through.

A first hand demographic model will be the start to having the right combination of foods mix to make foundation for staff, supplier profile, and inventory for a successful convenience store foodservice operation, of course the wrong mix and the “chain” of needs will become too costly to continue. Convenience store foodservice is fairly new and few vendors have the products and the expertise to sell, train, and manage inventory. No longer is the day when yesterday’s convenience store is all about; coffee, snack cakes, and cigarettes. Today its breakfast sandwiches, party platters, catering, grab ‘n go, fresh made and prepared fresh to go sandwiches. For sure the bar has been raised to a whole new level. Retail FoodService is real and it is a channel unto itself with many new participants and must be addressed as a new evolving market segment not just a group of corner stores.



Learn to more about Retail FoodService and its dynamic growth effects on convenience store foodservice from the “business of food” professionals of the Synergy Group where Retail FoodService is the foundation of our company