

## Winner, Winner, Breakfast, Lunch and Dinner

New Technomic data mines the mind of your hot-food customer  
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By [Aimee Harvey](#), Managing Editor, Technomic



# Transparency = Freshness?

## How to Move More Hot Food

The top reason that would drive customers to purchase more hot foods isn't quality or variety but freshness. So how can you assure them your food is fresh?



## Retailer Gut Check

"We have seen a notable increase in sales of premium hot sandwiches this year. These sandwiches are slight upgrades over our standard offerings, and they command a higher price point," says Scheeler. At The Hub, the focus is on "burgers and chicken sandwiches with premium upgrades," including Chicken Parmesan and Chicken Cordon Bleu.



## The Takeaway

Elevate your foodservice program by calling out higher-quality ingredients when available and making these components more of a central part of your food story. And find ways to show your freshness standards for hot foods: Consider visible timers such as those implemented for coffee programs.



FRESHER-LOOKING  
HOT-FOOD ITEMS

48%

HIGHER-QUALITY  
INGREDIENTS

43%

IMPROVED VARIETY

41%

81%

C-store foodservice consumers who say their freshness perception of hot foods would improve if c-stores time-stamped packaging of items on display