

# Making C-Stores a Destination for Fresh Food

Structural Concepts has put convenience stores in a prime spot to capture more share of the foodservice market by providing solutions aligned with the needs and interests of both operators and shoppers, ensuring consistency in the fresh food product, and delivering an enhanced experience.

On average, per NACS' Speed Metrics Survey, c-store customers spend only three minutes and 33 seconds from the time they leave their cars until the time they get back in their cars with their purchase. Structural Concepts enhances convenience and speed of service to those time-starved shoppers with a deep portfolio of self-service merchandisers and displays designed to allow for

speedy selections and transactions.

Refrigerated self-service wall cases, end caps, and islands easily create impulse-buy sites, provide daypart merchandising flexibility, and the ability to cross merchandise, while blending into high trafficked areas to generate incrementality by stimulating purchase decisions.

Utilizing space-saving innovative display options, combination models optimize floor space with multiple display areas in a single piece of equipment providing the flexibility to sell a variety of fresh foods within different methods for serving the customer. Taking full advantage of unused space and helping operators realize untapped profit

potential, Structural Concepts offers countertop displays as well as undercounter merchandisers whereas the shape of these cases makes them ideal for integrating into counters so that all customers see is fresh food and beverages making these modular units the perfect grab-and-go solution.

With prepared foods making up 68.4% of foodservice sales in c-stores where the top categories include 42% sandwiches/wraps (42%) and meals/ready-to-eat (29%), Structural Concepts has elevated the customer experience with a vertical combination grab and go refrigerated and heated display providing both hot and cold temperatures in the same case.

[structuralconcepts.com](http://structuralconcepts.com)

## Position Your C-Store to Capture More Foodservice Sales

Structural Concepts delivers innovative display options that not only blend in with store formats but also offer cost-effective configurable turnkey solutions when fresh food merchandising strategies change over time.



**Structural Concepts™**

DELIVERING FRESH. ALWAYS.™



To learn more about how Structural Concepts is Delivering Fresh. Always. to ensure the long-term success of C-Stores, please click on the link below.

[structuralconcepts.com/markets/c-store](http://structuralconcepts.com/markets/c-store)