

Making C-Stores a Destination for Fresh Food

Structural Concepts has put c-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.

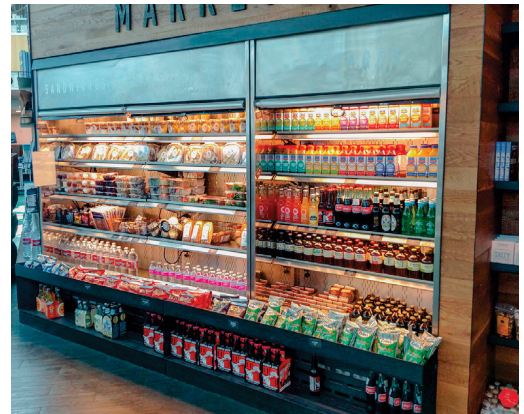
Refrigerated self-service wall cases, end caps, and islands easily create impulse-buy sites, provide daypart merchandising flexibility, and the ability to cross merchandise, while blending into high trafficked areas to generate incrementality by stimulating purchase decisions.

On average, per NACS Speed Metrics Survey, c-store customers spend only 0:03:33 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 accommodate the modern consumer's fast-paced lifestyle and desire to make speedy selections and transactions.

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 also 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 sandwiches/wraps (42%) and meals/ready-to-eat (29%), Structural Concepts has elevated the customer experience with a vertical combination grab & go refrigerated and heated display providing both hot and cold temperatures in the same case to meet the needs of those shoppers who have a high interest in healthier and prepared foods.



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