

THE C-STORE REVOLUTION

EMERGING TRENDS & TRANSFORMATIONS

Convenience stores, or c-stores, are no longer the pit stops we once knew. They are undergoing a transformation driven by evolving consumer preferences and innovative strategies to retain and appeal to new consumers. Let's explore the changing world of c-stores and the trends shaping their future.

1. Customer loyalty takes the throne.

Customer loyalty is the crown jewel of convenience stores. With a multitude of processes, touchpoints and incentives designed to lure customers in and keep them coming back, it's a well-deserved focus. Wondering why?



STUDIES REVEAL THAT LOYAL CUSTOMERS AREN'T JUST ANOTHER STATISTIC; THEY SPEND A WHOPPING 67% MORE THAN NEW CUSTOMERS.

A few compelling examples of c-stores committed to customer loyalty:

Jackson's Food Company Stores. They offer consumers the chance to win tickets to college football games in a brilliant move that not only keeps customers engaged but also reinforces the idea that a visit to the c-store is more than just a transaction; it's an experience.

HOPS Shops. Lets face it; gas stations are not known for having bathrooms you want to visit - it's a road trip necessity that many dread. HOP Shops turned this belief on its head by creating a viral experience that customers cannot wait to visit - a disco-themed bathroom. Check it out [here](#).

2. Food as the Ultimate Differentiator.

Gone are the days when c-store food was limited to a few packaged snacks and questionable hot dogs. Food has emerged as a powerful differentiator, driving customers to these stores in droves. The transformation is evident, with stores like Kwik Trip now offering fresh chicken and ALLSUPS Convenience Stores delivering their renowned burritos right to customers' doorsteps.



C-stores are redefining what it means to enjoy a meal on the go. It's no longer "gas station" food; it's a wholesome, accessible meal for the family. This shift is more than a trend; it's a testament to the adaptability and innovation within the convenience store industry.

3. The C-Store Glow-Up.

Walk into a modern c-store today, and you might find yourself wondering if you've entered a small retailer. These stores have undergone a complete transformation, now offering everything from toiletries to fresh produce and meat alongside grab-and-go snacks. The lines between traditional convenience stores and small retailers are blurring, making c-stores a one-stop shopping destination for all your needs.



Moreover, cashier-less and other innovative store formats are on the horizon, further solidifying the c-store's position as a staple in the shopping landscape.

4. Fresh food requires fresh technology.

With the shift towards fresh food and a heightened focus on customer loyalty, quality has never been more important. C-stores are actively investing in

technologies, processes and personnel to mitigate as much of this risk as possible, which makes sense considering the top risk factors for food-borne illness are personal hygiene, temperature control, and supplier selection. After all, in the realm of risk management, the old adage holds true: control what you can control.



C-STORES SHOULD SEEK OUT TECHNOLOGIES THAT ARE EASY-TO-USE, EASY-TO-SCALE AND EASY TO INTEGRATE WITH THEIR EXISTING TECHNOLOGY STACK.

While finding one solution to rule them all may not be on the horizon quite yet, utilizing tech that plays nice with others allows teams to streamline and simplify—something that cannot be underestimated in times of staffing shortages and budget restraints.

The Parsyl Difference

Managing quality and safety of perishable goods at scale can be challenging. That's why you need a partner like Parsyl. We help ensure products are of the highest quality to protect your brand reputation and increase customer loyalty.

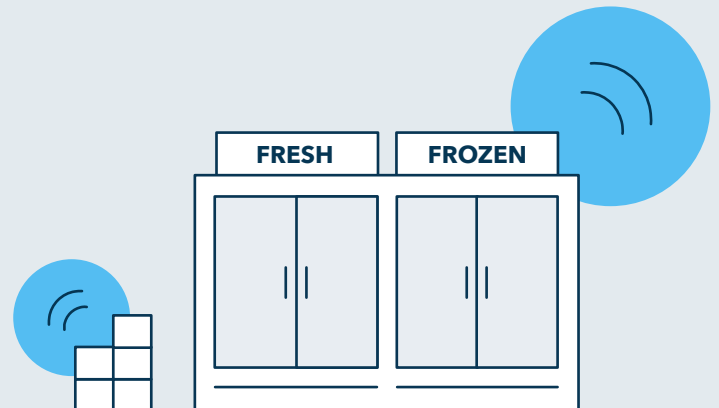
- ✓ **Intervene to improve product quality and reduce waste.** Automatic notifications and custom insights let you know when to intervene on problematic assets before products are lost.
- ✓ **Standardize your infrastructures with Parsyl.** Unify your operations for temperature-sensitive goods under one system with Parsyl.
- ✓ **Integrate easily with other technologies.** Parsyl's easy-to-use API makes integrating with other technologies a breeze.
- ✓ **Combat staffing shortages with automation and scalable tech.** Future-proof your operations with automated temperature data transfers and tech that's easy-to-use, easy-to-scale.
- ✓ **Technology you and your suppliers are happy to use.** Suppliers get better insurance rates when they use Parsyl and you get better supplier relations, quality assured products and increased savings.

The Year Ahead

As we look to the future, the c-store industry will see continued innovation and growth. The trends we've explored here are not just passing fads; they represent the evolution of an industry that's keen to meet the changing needs and expectations of its customers. As we move into 2024, keep an eye on your local c-store—it's likely to offer much more than you ever expected.

INTERESTED IN TRYING OUT PARSYL FOR FREE? LET'S GET STARTED!

Protect your brand and increase customer loyalty by ensuring your temperature-sensitive products are of the highest quality. Try us out for free to experience how Parsyl helps overcome the operational challenges of managing quality and safety for perishable goods at scale.



Learn more at Parsyl.com