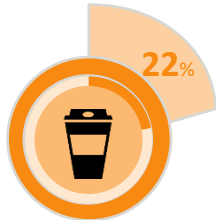


WINNING KEY CONSUMER SEGMENTS IN CONVENIENCE STORES



Convenience Store Consumer Segments (based on shopping habits, preferences and demographics)



BREAKFAST BARONS

Breakfast Barons want hot breakfast foods, baked goods, granola bars and coffee to fuel them through their work day.

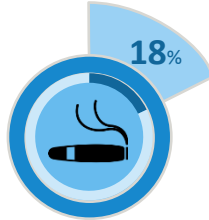
KEY OCCASION

Weekday Breakfast



WHERE to find

Employed in middle income jobs, **Breakfast Barons** shop at C-stores in urban business districts on the way to work.



VICE SQUADERS

Vice Squaders seek refills of cigarettes, liquor and lottery tickets, and are highly satisfied with the customer service they get at their routine C-store.

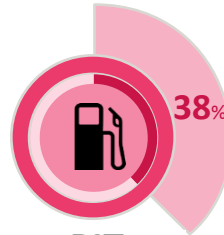
KEY OCCASION

Late Nights



WHERE to find

Older and with lower incomes, **Vice Squaders** shop at C-stores in rural and residential areas.



PIT STOPPERS

Pit Stoppers enter C-store for the restroom or ATM and often grab a fountain beverage or other cool drink on their quick in and out visit.

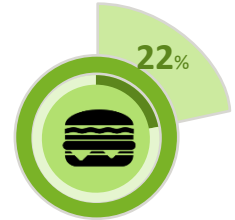
KEY OCCASION

Weekends and Afternoons



WHERE to find

Pit Stoppers like to visit C-stores in residential areas while on-the-go, particularly on weekends and in the afternoon.



MEALS & MORE

Meals & More seek convenient and hot meal alternatives to fast food at lunch and dinner– but they'll also cave to cravings for candy bars and salty snacks.

KEY OCCASION

Lunch and Dinner



WHERE to find

Young and hungry, **Meals and More** like to visit C-stores closest to where they live.

How to Win Each Segment



BREAKFAST BARONS

Win over **Breakfast Barons** by exceeding their expectations for the weekday breakfast. Focus on *variety* and *quality* options to delight them.



VICE SQUADERS

Satisfy **Vice Squaders'** cravings with a well-rounded selection of their "go to" products, while also grabbing their attention with deals on cold soda.



PIT STOPPERS

Draw **Pit Stoppers** in starting at the pump and capture their interest along their short path from the restroom to the checkout with deals on fountain beverages, gum and video rentals.



MEALS & MORE

Entice **Meals and More** visits by offering a *variety* of *fresh, hot* meal options and substantial snacks, as well as basic personal and household items for when they are in a pinch.

