

# MAKING THE MOST OUT OF SUMMER SNACKING IN C-STORES



## Summer Seasonality, noun

[suhm-er see-zuh-nal-i-tee]

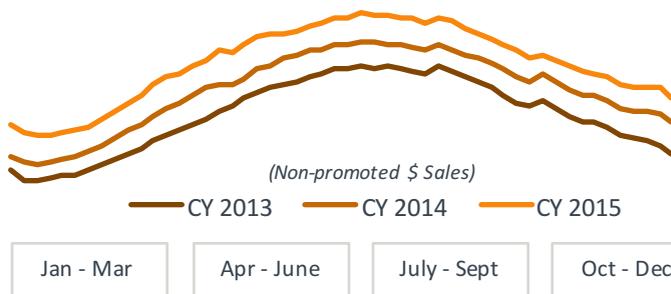
1. The state or quality of being dependent on the summer season
2. A time of year when convenience stores' dollar sales spike higher than other food channels, *especially* in Warehouse Salty, Grain Bars, Yogurt products
3. A time when more people are on the road making trips into convenience stores and purchasing snack foods!

## Shopping Channel Seasonality Index

(May – Aug non-promoted dollar sales indexed to remaining year)<sup>1</sup>



## Total Food & Beverage Dollars in C-stores Consistently Peak in Summer Months



“The sharp decline in gasoline prices that started in mid-2014 has been accompanied by a rise in miles traveled.”  
Gas savings have resulting in an average of +\$700 in shopper’s pockets that many are spending in-store.<sup>2</sup>



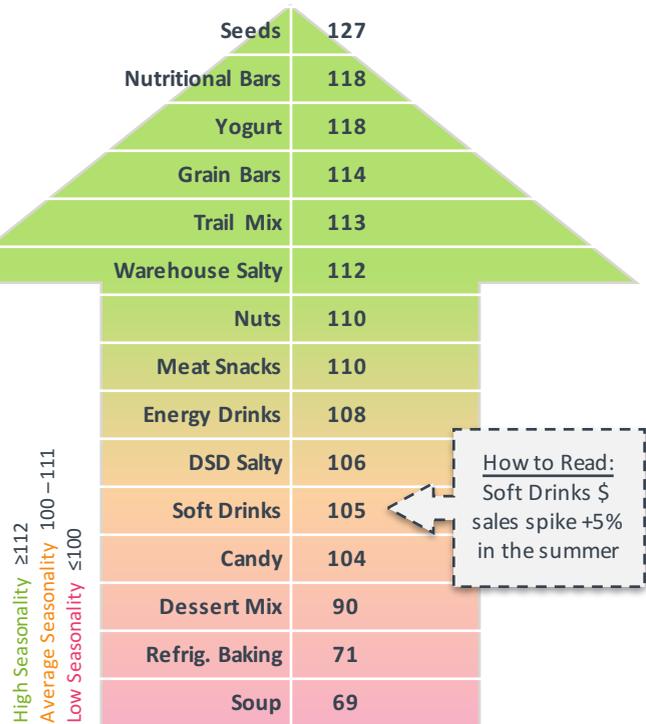
## Shopper C-Store Trips Peak in Summer



# of trips in from April-Sept increase +9%  
**AND** is growing +2% over the past 5 years!

## \$ Sales in Summer Vary by Category

(May – Aug non-promoted dollar sales indexed to remaining year)<sup>1</sup>



### INSIGHTS:

- Convenience stores experience a +17% bump in non-promoted volume during summer months
- Snacking categories, especially Warehouse Salty and Grain Bars drive summer sales

### IMPLICATIONS:

- Time promotions & in-store activity for the summer when more consumers are on the road and coming into C-stores
- Cross-promote “hot” summer snack categories with average categories to drive basket size