

# CITY VERSUS "THE BURBS"

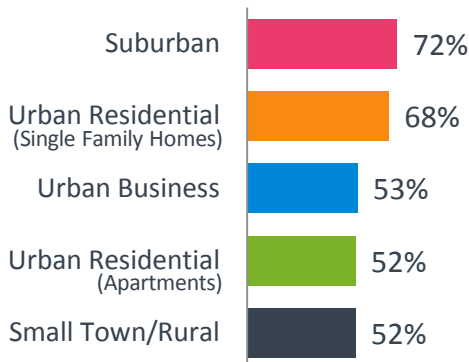
## C-STORE TRIP DESTINATION BY LOCATION



### Shoppers Not Tied to 1 Location

**3.0** Average C-Store Locations Visited Per Month

% Shopping C-Store Location Monthly for Food or Beverages



### Shoppers Use Different C-Store Locations for Different Needs

Purpose Served by C-Store Geographies



#### Suburban

*An all-day stop for quick, small item picks*

**Must Haves:**

Gas, Cigarettes, and Cold and Hot Beverages

**Must Deliver On:**

Speed of checkout, Easy access to store, Safety, Deals/Promotions



#### Rural

*The while-on-the-go relief and refueling stop*

**Must Haves:**

Gas, Cold Beverages, Cigarettes, Lottery Tickets, and Small Snacks

**Must Deliver On:**

Clean restrooms, Vices, and Quality, Affordable gas



#### Urban Residential (Single Family Homes)

*Quick stop when out and about for fun and basics*

**Must Haves:**

Gas, Cold Beverages, Cigarettes, Lottery Tickets, and Candy/Gum

**Must Deliver On:**

Speed of checkout, Parking, and Wide selection of lunch items/beverages



#### Urban Business

*Routine stop for easy meals/snacks during the workday*

**Must Haves:**

Cold Beverages, Small Snacks, Gas, and Breakfast Foods/Bev

**Must Deliver On:**

Quality hot foods/baked items, Custom-prepared foods, Coffee, and Lunch/breakfast options



#### Urban Residential (Apartments)

*Pit stop while on-the-go for essentials or entertainment*

**Must Haves:**

Gas, Cold Beverages, Alcohol, and Breakfast Staples

**Must Deliver On:**

Healthy options, Variety of beverages, Quality of baked goods/breakfast, and One-stop shop for video rentals

### CUSTOMIZE ASSORTMENT BASED ON LOCATION OF C-STORE



For Suburban & Urban Residential (Single Family Homes) C-Stores, focus on speedy service in an accessible environment.



For Rural C-Stores, drive shoppers inside the store with snack and beverage deals.



For Urban Business C-Stores, increase variety and customization of foodservice.



For Urban Residential (Apartments) C-Stores, prioritize healthier food and beverage offerings and services like video rentals.



Source: General Mills research: 3198 convenience store food/ beverage shoppers, ages 18-64, nationwide online survey, Nov 2014