

Convenience Store News

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Building a winning foodservice program takes time and commitment, but don't stop there. You must develop creative marketing and promotions that grab the attention of customers and let them know about your great offerings and specials. Strong marketing and promotion programs entice customers to try new menu items and repeat their purchases frequently.

All foodservice marketing and promotion plans should include winning combo offerings, according to the Convenience Store News How To Crew. The elements of a winning combo are a strong value offering that satisfies a need; selection of a lead item that is already popular by itself and has brand power; and strong point-of-purchase signage to visually stimulate consumer interest. Without question, bundling complimentary products will drive transaction size.

"A combo that just combines two items isn't always successful unless it entices the customer," one How To Crew expert said. "A customer who always buys coffee may not buy doughnuts. But if they know they can add on two more doughnuts at a big discount, they may."

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Successful combos must include strong visuals on all in-store and exterior signage so that customers can easily see and understand what they are going to get, according to Ed Burcher, a former retailer turned consultant who is a member of the CSNews How To Crew. "From the tests I have done, it is about reminding them that the products are available and secondly, that there is a deal when purchased together. So, visuals and price start the process of attracting the guest. For them to become repeat purchasers, however, the food has to be of good quality and taste good."

Call to Action: Foodservice 101

- Since you will have fewer food promotions at the early stages, make the ones you have stand out.
- Make a strong commitment to quality food because that's what attracts customers, whether the offerings are on promotion or not.