

Adding Value to C-Store Foodservice with G Kitchen

How does G Kitchen add value for foodservice in the C-Store space?

C-Store Foodservice Opportunity

G Kitchen sees opportunity in C-Store foodservice through higher-quality offerings, unique alternatives to oversaturated products and LTOs, products that execute across a variety of equipment layouts, and flexible distribution options through DOT or other broadliners.

The Challenge

1. Skilled Culinary Labor

C-store operators face challenges around skilled culinary labor, making simplified preparation and consistent execution important.

2. Differentiation and Retail Price Points

Operators need distinctive products that help differentiate their foodservice programs in a competitive space - both within C-Stores and against QSRs - while still working within retail price points.

3. Limited Space, Heating and Storage

Limited kitchen space, heating options and perishable inventory storage can restrict the types of products operators are able to execute.

G Kitchen's Solution

G Kitchen helps operators address these challenges with products, supplier access and support designed around the realities of C-Store foodservice:

- Heat-and-eat products that eliminate the guesswork during preparation.
- Cook-from-frozen offerings that bypass refrigerator storage or slack-and-cook needs.
- As a boutique brokerage, G Kitchen represents a multitude of vendors with diverse product catalogues, providing operator partners with unique, higher-quality culinary options that may not be available through generic C-Store distribution networks.
- Custom development through most vendor partners to value engineer specific C-Store offerings.
- Cost negotiation support to help ensure profitability.
- Marketing and promotional support for new product launches.

The Results

185%

YoY Unit Growth

in cheesesteak sandwich sales after a regional C-Store operator switched to higher-quality cheesesteak meat through G Kitchen

- Higher-quality products can help drive sales among customers increasingly turning to C-Stores for a quick meal.
- A heavy promotional strategy at launch resulted in strong sales and increased foot traffic.
- The success has led the operator to explore other areas of the menu where the product can be incorporated, reinforcing its commitment to higher-quality offerings.

Key Takeaways

1. Curated Solutions Matter

G Kitchen's tailored approach ensures that solutions meet each operator's unique kitchen capabilities and customer demands.

2. Building Strong Partnerships

G Kitchen's focus on collaboration and innovation enables long-term success for operators by continuously adapting to new challenges and opportunities.

3. A One-Stop Shop for Foodservice Growth

There are key similarities between retail foodservice (deli) and C-Store foodservice needs that uniquely position G Kitchen. Access to a variety of cuisines and suppliers positions G Kitchen as a one-stop shop for foodservice growth.

G Kitchen brings together product variety, supplier access, custom development, cost support and launch support to help C-Store operators strengthen their foodservice programs.

