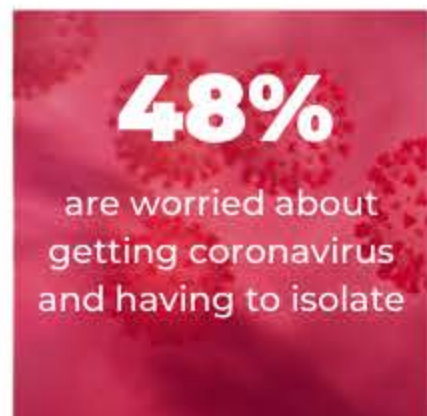


3

WAYS FOR CONVENIENCE STORES TO SUPPORT SHOPPER NEEDS DURING CORONAVIRUS QUARANTINE

1. STAPLE GOODS SUBSCRIPTION DELIVERY SERVICE

Online grocery capacity is already full, causing worry for isolators. Convenience stores can provide reassurance, by offering a subscription delivery service to deliver staple goods at regular intervals.

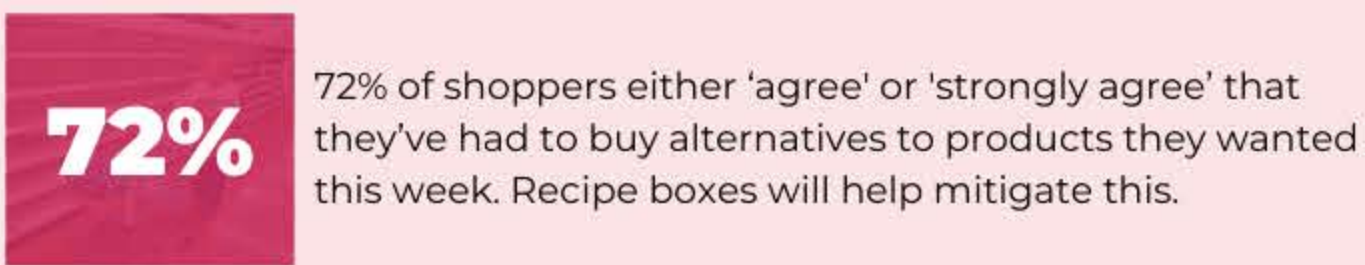


Top four categories purchased in convenience last week that retailers should focus on:



2. RECIPE BOXES THAT GUARANTEE INGREDIENT AVAILABILITY

Convenience stores can offer an inspiring recipe box solution, by packing available products in a box alongside a recipe card. Consumers can cook new recipes and ingredient availability is guaranteed.



3. STABLE PRICES AND RELEVANT PROMOTIONS TO ATTRACT LOCAL COMMUNITY AND PRICE-LED SHOPPERS

Convenience stores must keep prices stable to retain customers and build loyalty. As supermarkets reduce promotions, c-stores could differentiate by offering relevant deals. Communication is key to reassure customers.



Shopper priorities in convenience (importance ranking out of 10)

