



KPI Stats

Top-Line Competitive Brand Assessments

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Consumer Demographic Profile

Visit Alternatives

Important Metrics vs. Competitors

Craveable Items

Overall Visit Satisfaction

October 2022

Thornton's Guest Eater Archetype Skew

Bargain Hunter

These consumers are driven by low prices as they're often restricted by income. When treating themselves, discounts, specials and menu prices are the primary consideration

43.8%

of frequent guests are female compared to 41.5% across the c-store segment

23.9%

of frequent guests are baby boomers compared to 17.5% across the c-store segment

65.3%

of frequent guests are white (non-Hispanic/Latino) compared to 61.9% across the c-store segment

12.6%

of frequent guests have a household income of \$35,000-\$49,999 compared to 10.8% across the c-store segment

Base: 701 once a month+ c-store consumer
Source: Technomic Ignite Consumer, Q3 2021-Q2 2022

ABOUT CONSUMER TRACKING

140,000 consumer foodservice visits each year for 200 brands

Ratings

Identify operator strengths and weaknesses based on attribute ratings

Competition

Monitor other market players and find lost business based on the consumer consideration set

Brand Mentions

Engage with influencers via social listening and tap into brand buzz

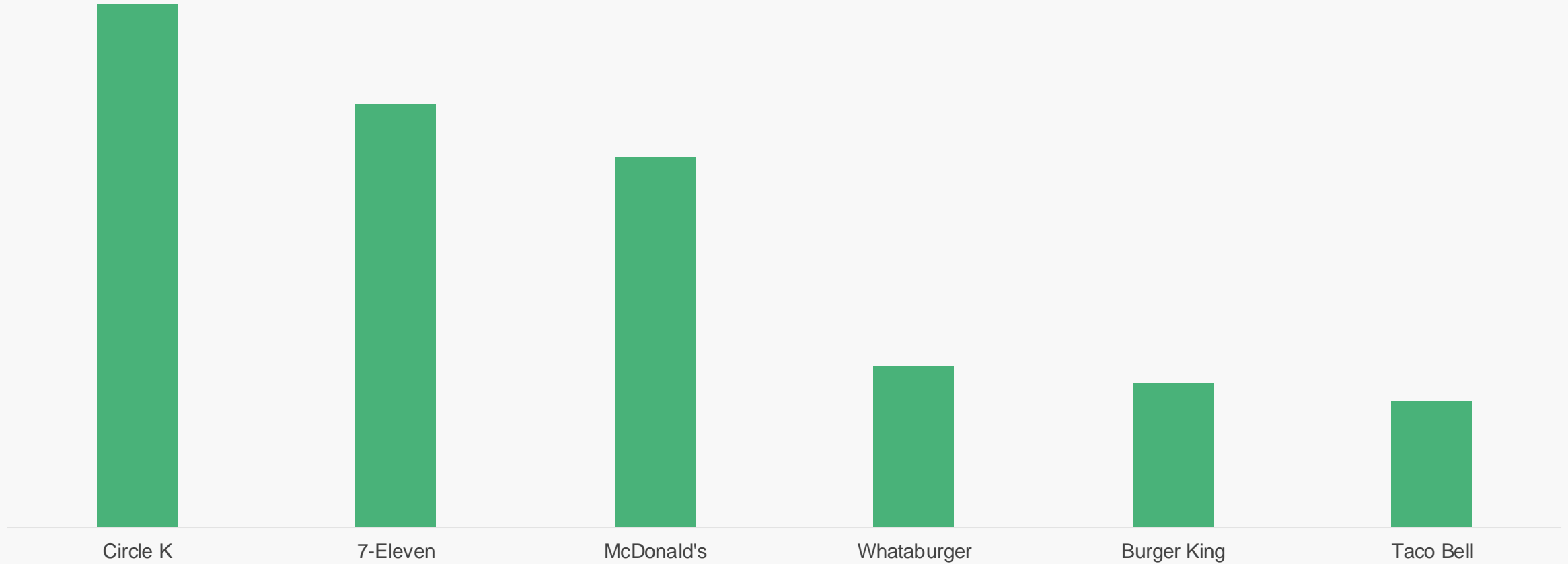
Visit Occasions

Understand consumers' characteristics and what drives their visits

Menu Items

See what items are purchased most

PERCENT OF CONSUMERS WHO CONSIDERED VISITING _____

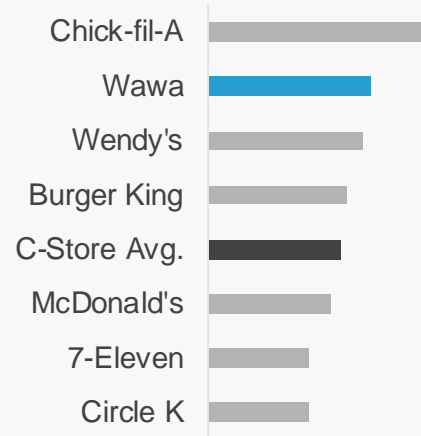


Base: 700 recent Stripes guests
Source: Technomic Ignite Consumer, Q3 2021-Q2 2022

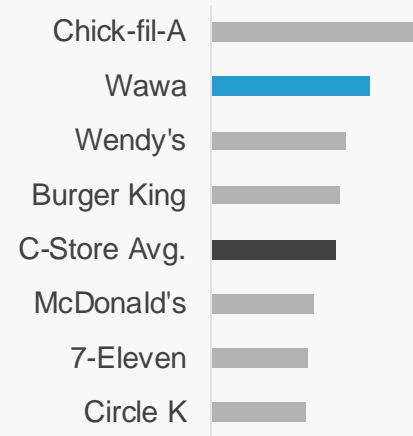
Top six visit factors when selecting a c-store for a meal

- Food taste and flavor
- Food quality
- Convenient location
- Order accuracy
- Service is friendly
- Kitchen/food prep area cleanliness (if visible)

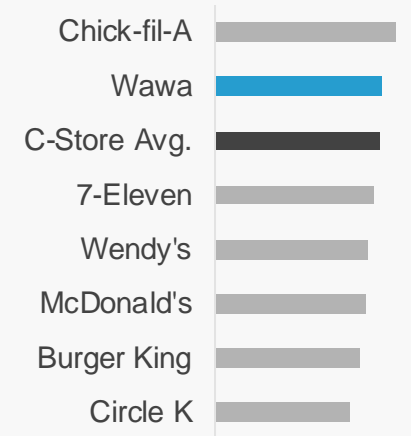
FOOD TASTE AND FLAVOR



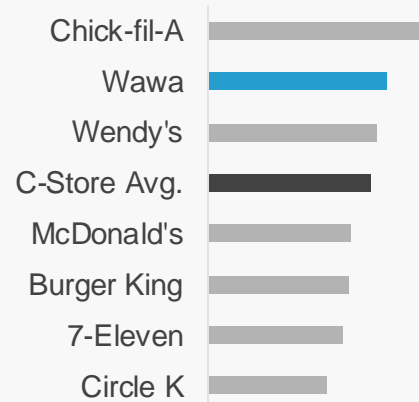
FOOD QUALITY



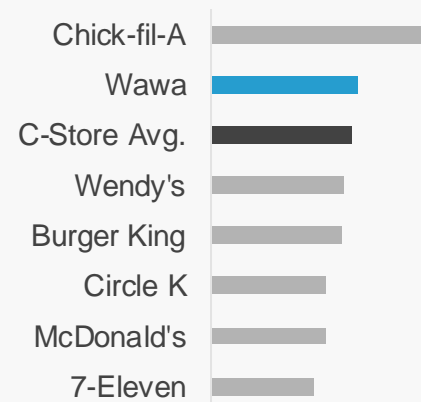
CONVENIENT LOCATION



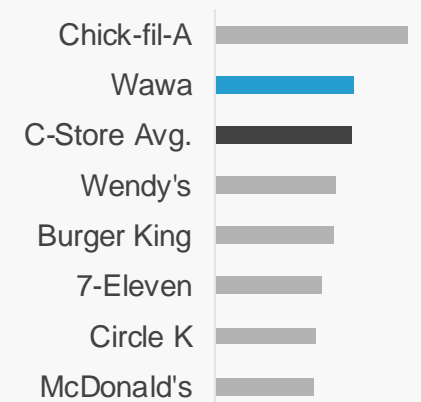
ORDER ACCURACY



PLEASANT, FRIENDLY SERVICE

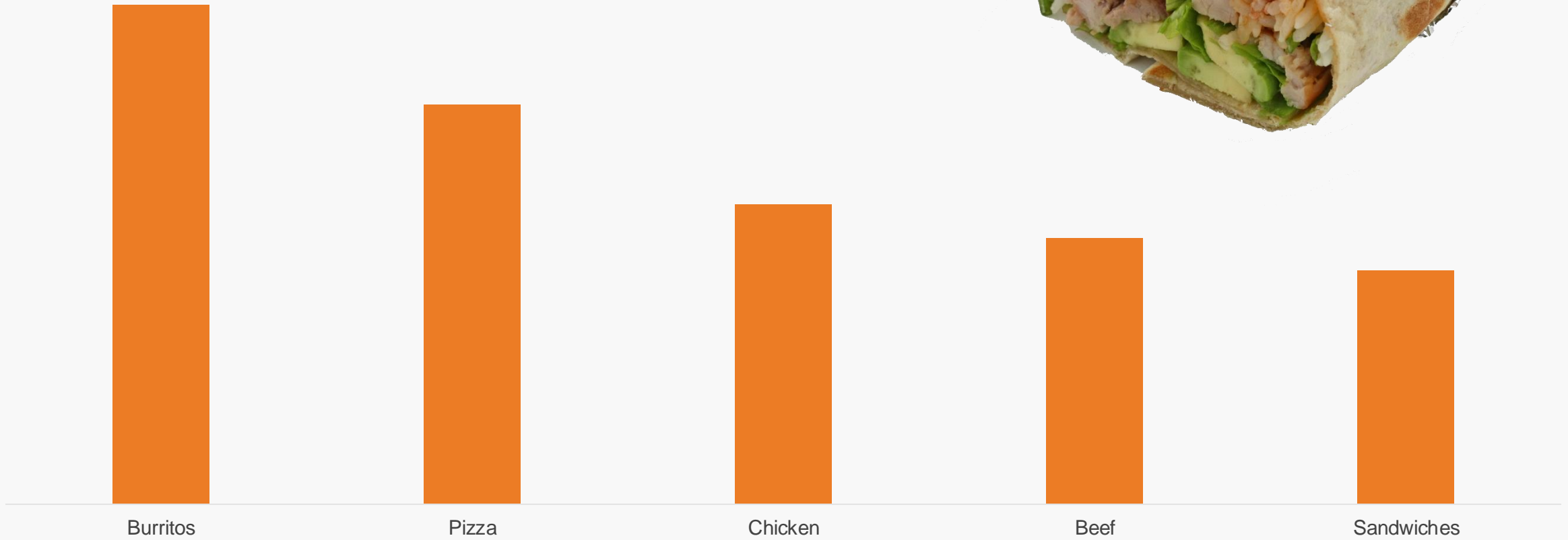


KITCHEN/FOOD PREP AREA CLEANLINESS



Base: 700 recent guests per brand
 Q: Based on your recent visit, how would you rate the chain on the following?
 Source: Technomic Ignite Consumer, Q3 2021-Q2 2022
 Note: Showing percentage selecting "very good" (top box rating)

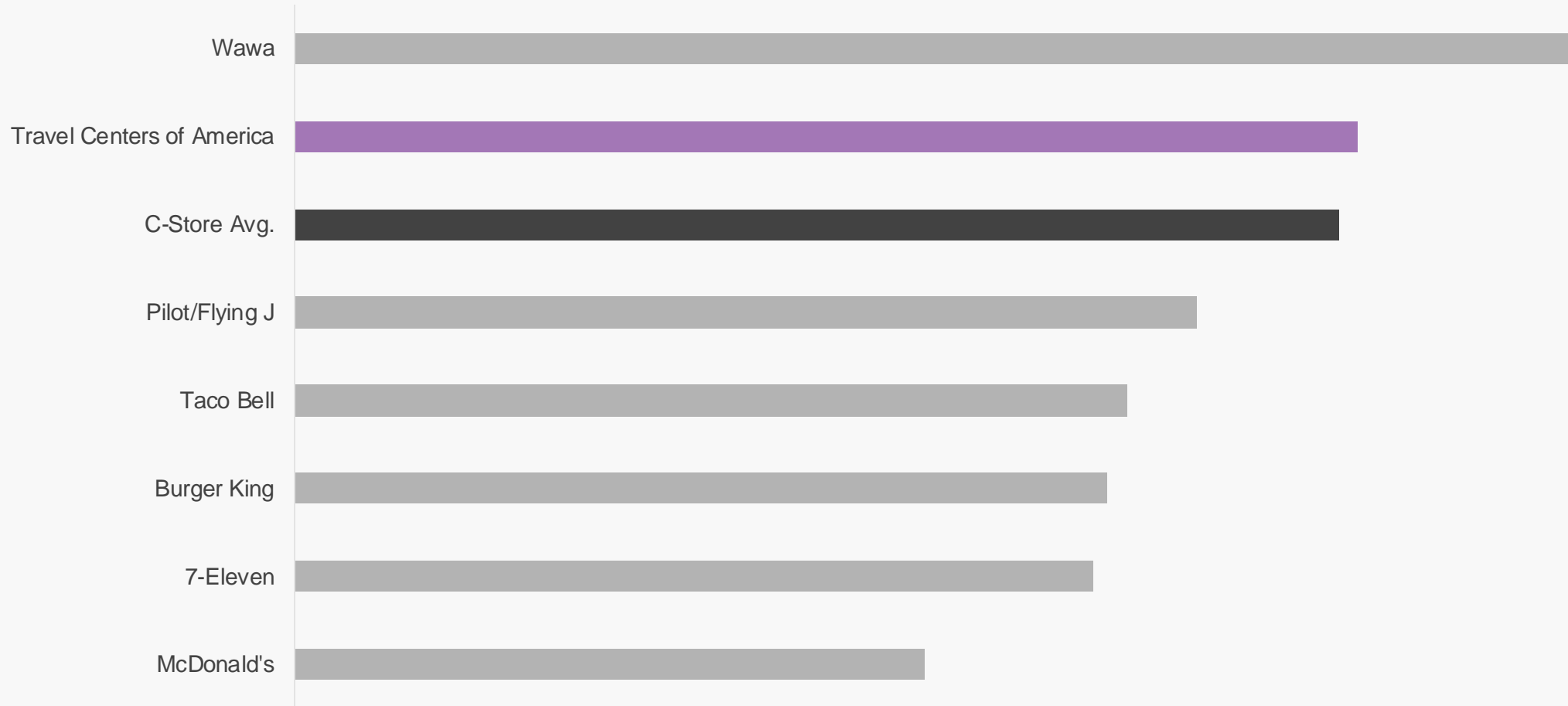
MOST CRAVEABLE ITEMS



Base: 147 recent Yesway guests
Source: Technomic Ignite Consumer, Q3 2021-Q2 2022

TRAVEL CENTERS OF AMERICA | COMPETITIVE BRAND PERFORMANCE

OVERALL VISIT SATISFACTION



Base: 700 recent guests per brand

Q: Based on your recent visit, how would you rate the chain on the following?

Source: Technomic Ignite Consumer, Q3 2021-Q2 2022

Note: Showing percentage selecting "very good" (top box rating)



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