Integrating Better-for-You Items Without Slowing Service

Practical execution strategies for c-stores

WHY IT MATTERS

45%
of consumers frequently check nutrition information when buying prepared foods
Technomic

63%
are more likely to visit a c-store if they know healthy options are available
Technomic

12%
of Americans say they are taking a GLP-1 medication
Gallup, via NACS (2026)

20g+
protein in many 7-Eleven fresh sandwiches after recipe updates
C-Store Dive (2026)

FIVE WAYS TO ADD BETTER-FOR-YOU WITHOUT ADDING COMPLEXITY

Highlight What You Have
Call out protein and ingredients on items you already sell

Reuse Ingredients
Build new options from proteins, eggs, and wraps already on hand

Portion & Package
Snack boxes, half sizes, and clear lids keep items out of the queue

Merchandise for Speed
One clear section, smart adjacencies, taste-first signage

Train for Consistency
Build specs, holding times, and simple restock checklists

Serving GLP-1 users

Customers on GLP-1 medications eat less and feel full sooner. What they look for:

Smaller portions
half-size wraps, snack boxes, single-serve sides

High protein
eggs, grilled chicken, yogurt, protein drinks

Quick breakfasts
simple morning items paired with coffee

Small indulgences
treats in smaller sizes, not eliminated

Other health-focused shoppers

- Protein seekers
- Plant-forward and dairy-free
- Lower-sugar beverage buyers
- Allergen-conscious customers

What slows service

- New ingredients and extra prep steps
- Made-to-order items during the rush
- Healthy items customers can’t find

THE EXECUTION TEST

Same equipment?
No new stations or tools required

Same ingredients?
Shared components, minimal new SKUs

Rush-ready?
Grab-and-go or built before peak

Easy to find?
Visible, labeled, and consistently stocked

Sources: Technomic, Health in C-Stores analysis (2025); NACS Daily, March 13, 2026 (Gallup and Circana data); C-Store Dive, April 29, 2026.