# Merchandising Foodservice for Maximum Impact

Practical techniques that drive trial

## WHY MERCHANDISING MATTERS NOW

**38%**

of c-store impulse purchases are now prepared food, up 9 points in three years

Datassential, via NACS (2026)

**3:33**

average visit, in minutes and seconds, from leaving the car to returning to it

NACS Speed Metrics Study

**13.3M**

Circle K meal deal bundles sold in a single quarter

C-Store Dive (March 2026)

**2×**

limited-time offer launches, January 2025 to January 2026

Datassential, via NACS (2026)

## FIVE MERCHANDISING TECHNIQUES

### Line of Sight

Food visible from the door and along the path

### Quick Signage

What it is, what it costs, why now

### Bundles

Pair items customers already buy together

### Clear Promotions

Few offers, set dates, matching prices

### Consistency

Same look, names, and offers every visit

## Pairings customers already make

Natural bundles need little explanation

**Breakfast sandwich + coffee**
Morning commute, near the coffee bar

**Hot dog or taquito + chips + fountain drink**
Roller grill value meal at lunch

**Pizza slice + soda**
Afternoon and evening

**Protein snack + energy drink**
Afternoon pick-me-up near the register

## Signs that work

- Clear photo and short item name
- Visible price in large type
- One reason to buy now

## Signs that get ignored

- Dense copy and small print
- Expired or overlapping offers
- Photos that don’t match the food

## PROMOTION CHECKLIST

**Limit active offers**
Fewer promotions, clearer choices

**Set start and end dates**
Remove signs the day an offer ends

**Match the register**
Check pricing before launch

**Brief the team**
Staff can explain and suggest offers

Sources: NACS Magazine, “Maximize Your Foodservice Offer” (July 2026) and “What Experience Do Customers Want?” (August 2026); C-Store Dive, Couche-Tard results (March 19, 2026). Prepared by It’s All Goods.