The Role of Technology in Convenience Store Foodservice

Where digital tools truly add value

WHERE THINGS STAND

75%
of convenience store shoppers belong to a loyalty program
NACS Convenience Voices (2025)

2 to 1
shoppers with a preference still choose in-store over online ordering (32% vs. 18%)
NACS (2026)

35%
more spent per check by c-store customers ordering through first-party online channels
Paytronix (2025)

17%
of c-store retailers are very satisfied with their current technology
CSP C-Store Technology Outlook

WHERE TECHNOLOGY TOUCHES FOODSERVICE

Loyalty
Rewards food habits and repeat visits

Mobile App
Order ahead and skip the line

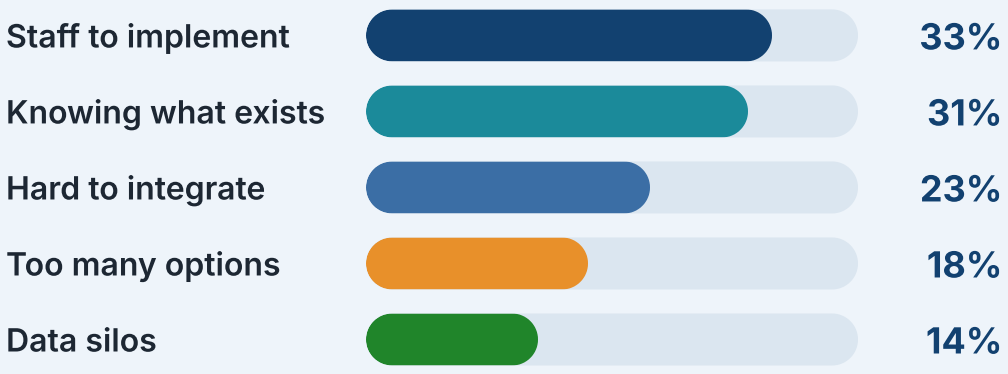
Kiosk
Self-order made-to-order food

Delivery
Brings store food to the customer

Kitchen Systems
Route orders to the right station

What holds retailers back

Share of retailers citing each obstacle



Source: CSP C-Store Technology Outlook survey

Technology that adds value

- Solves a defined problem
- Connects to POS and kitchen
- Holds up at peak hours

Technology that adds complexity

- Bought to look modern
- Separate systems, re-keyed orders
- Measured by downloads alone

BEFORE YOU ADD A TOOL

Define the problem
A slow line, a weak daypart, or a missed upsell

Connect systems
Loyalty, ordering, and kitchen working as one

Train the team
Staff who can explain it and fix problems

Test at peak
Make sure it works at 7 a.m., not just 3 p.m.

Sources: NACS, “Why Shell Invested in an Evolved App” (June 2026, citing NACS Convenience Voices 2025); NACS Magazine, “Consumers Weigh In: In-Store, Online or Drive-Thru?” (May 2026); Paytronix 2025 Loyalty Report via NACS Daily (April 2025); CSP, C-Store Technology Outlook survey. Prepared by It’s All Goods.