Designing Beverage Programs That Drive Foodservice Sales

Practical execution strategies for non-alcoholic drinks

WHY EXECUTION MATTERS

62%
of consumers bought a prepared hot, cold, or frozen drink on their last c-store visit
Datassential, via C-Store Dive

30 min
maximum hold time for coffee in open glass pots; 90 minutes in closed insulated carafes
Coffee Enterprises

40+
fountain flavors in QuikTrip's new system, each available from every dispensing position
CSP; C-Store Dive

$5
breakfast deal pairing a small coffee with two tacos at 7-Eleven's Laredo Taco Company
C-Store Dive (2026)

FIVE LEVERS FOR A BEVERAGE PROGRAM THAT SELLS FOOD

Placement
Coffee by bakery, fountain in view of hot food

Bundles
Pair drinks with real meal occasions

Equipment
Scheduled cleaning and maintenance

Training
Freshness timers and shift checklists

Peak demand
Stocked, fresh, and fast at the rush

A coffee equipment upkeep schedule

Recommended by Coffee Enterprises' Spencer Turer

Every shift	Clean brewing and serving equipment to like-new condition
Monthly	Confirm water quantity and brewing temperature
Twice a year	Confirm grind with the roaster or equipment supplier
Annually	Check water quality

Log every outage to spot the machines that fail most often.

Bundles that work

- Match a real occasion: coffee with breakfast, fountain with lunch
- Keep the price simple and easy to read
- Measure food attachment, not just drink volume

Promotion pitfalls

- Circle K's Sip & Save drove trips, but heavy promotion weighed on margins; it ended in 2024
- Permanent discounts on the most profitable drinks
- Promotions without a clear goal or limit

MANAGING THE RUSH

Stagger brewing
Fresh coffee without aging carafes

Restock first
Cups, lids, and condiments before the peak

Assign an owner
One person checks the station often

Order ahead
Pickup for made-to-order drinks and food

Sources: Datassential C-Store Keynote (January 2026) and 7-Eleven value menus, via C-Store Dive (2026); Circle K Sip & Save, via C-Store Dive (2024); Spencer Turer, Coffee Enterprises, in Convenience Store News; QuikTrip Bevolution, via CSP and C-Store Dive. Prepared by It's All Goods.