



# HOW TO BE Kid-Friendly



## Kids are big business for convenience store foodservice.



Average transaction is more than twice as high when kids are present.



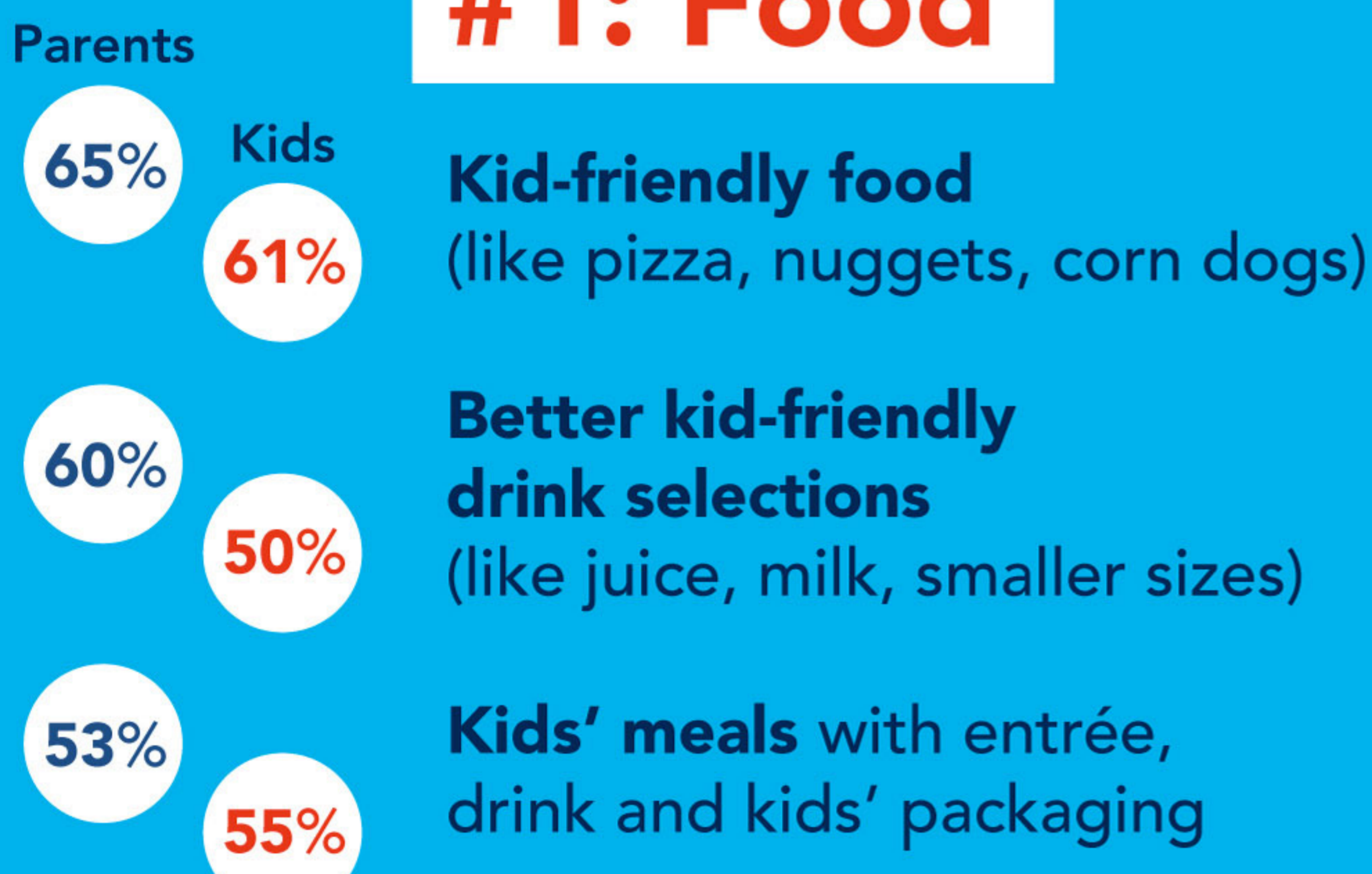
Over one fifth of convenience store foodservice traffic is from families with kids under 13.

That's why making kids and families feel like welcomed guests is good for the bottom line.

Source: Circana, Inc./CREST®, 12 month ending Dec 2023. Data is for foodservice transactions only (does not include fuel or beverage-only transactions).

## How can convenience stores get more families into their stores?

### #1: Food



### #2: Fun



Although **FUN** was the #2 item requested by parents, it is more of a differentiator and therefore more likely to be the #1 driver of incremental visits to the store with kids.

(Source: C3/Jenny Project Convenience Store Driver Study, n=400 AI respondents, July 2024)

### Parents also mentioned:

- Increased safety and security
- Even better bathrooms and family bathrooms
- Seating areas/small dining spaces
- Dedicated kids' section with toys, games and kid products

- Pricing promotions/family discounts
- Healthy food options
- Friendly employees
- Keeping age-restricted products (alcohol, tobacco, energy drinks) out of children's view

## Fun Builds Your Brand

**92%** of parents agree: It would make that brand seem **more fun**

**87%** of parents agree: My kids would ask to go there more often



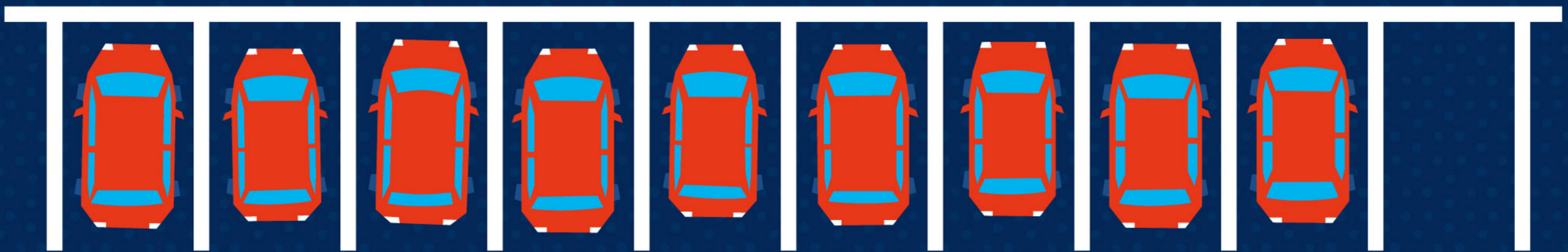
**88%** of parents agree: It would make my family choose that store more often over other convenience stores

**84%** of parents agree: It would make that brand seem like a **better value** for my family

## Win With Families

9 out of 10 parents say that their child influences the brands they choose

(Source: YouthBeat Research 2021)



The fastest way to a family's heart is through the kids. When you make them feel welcome, you win over the whole family—and that's just winning, period.

Want to learn more about kid-friendliness? We should talk.

Source (unless otherwise noted): C3 Kid-friendly Convenience Store Study, June 2024, n=400 parents of kids 3-14.

