

SCHWAN'S FOOD SERVICE, INC.



**WIN**  
**WITH ASIAN IN C-STORES**



# ASIAN OFFERINGS ARE TRENDING AT C-STORES



EGG ROLLS

52%

52% OF CONSUMERS BELIEVE C-STORES ARE JUST AS CAPABLE OF OFFERING HIGH-QUALITY ASIAN FOOD AS RESTAURANTS.<sup>1</sup>



DUMPLINGS

55% OF CONSUMERS WANT GLOBALLY INSPIRED FOODS AND FLAVORS IN C-STORES<sup>1</sup> AND ORDER THEM AT LEAST ONCE A MONTH.<sup>2</sup>

55%



ASIAN SALADS



# SCHWAN'S CAN MAKE ASIAN EASY

**OUR PORTFOLIO OF ON-TREND, CUSTOMER-LOVED PRODUCTS CAN MAKE YOUR C-STORE A DESTINATION FOR ASIAN FLAVOR:**



## **DUMPLINGS**

Many filling varieties, from Pork and Vegetable to flavors like Teriyaki Chicken and Edamame.



## **EGG ROLLS**

Veggies and proteins wrapped, par-fried and frozen fresh.



## **FRIED RICE**

Save on prep—fresh veggies and rice are ready in the bag.



## **NOODLES**

Pre-cooked Yakisoba, WW Yakisoba, Udon, Lo Mein & Ramen.



## **SAUCES**

Sweet & Sour, Orange, Teriyaki, Szechwan and Kung Pao—just thaw and serve.



**CONSUMERS  
LOVE ASIAN FOOD  
AND THERE ARE SO  
MANY WAYS TO SERVE IT  
THROUGHOUT THE STORE:**

- **WARMER CASE**
- **ROLLER GRILL**
- **COOLER CASE GRAB-AND-GO**
- **MADE-TO-ORDER MEALS**





## WARMER CASE

**CUSTOMERS ARE  
LOOKING FOR PRODUCT  
AND FLAVOR VARIETY IN  
THE WARMER CASE.  
OFFERING LOVED ASIAN  
PRODUCTS IN THE WARMER  
CASE ADDS VARIETY AND  
DELIVERS ON GLOBAL FLAVOR  
CUSTOMER EXPECTATIONS.**

**68%**

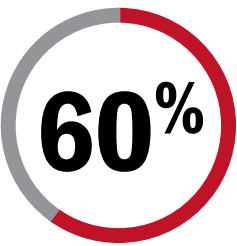
68% of c-store customers believe a wide variety of prepared foods is an important foodservice purchase driver.<sup>3</sup>





## MINI EGG ROLLS AND DUMPLINGS MAKE A PERFECT, CRAVEABLE ADDITION TO YOUR WARMER CASE.

OVERALL PURCHASE FREQUENCY FOR WARMER CASE GRAB-AND-GO ITEMS IN C-STORES HAS INCREASED VS PRE-PANDEMIC LEVELS.<sup>5</sup>



60% of c-store breakfast consumers wish c-stores would offer more unique flavors for breakfast.<sup>4</sup>

### BREAKFAST

Mini breakfast egg rolls are a delicious way to level up your breakfast grab-and-go assortment. These 1 oz, bite-sized rolls are an easy choice for on-the-go, no mess breakfast.



### HOT SNACKS

Offer product and flavor variety in your warmer case with mini buffalo chicken egg rolls and fried dumplings. Serve as a snack or add-on to your current warmer case sides.



### LUNCH/DINNER

Drive incremental sales by cross-merchandising 3 oz egg rolls in the warmer case, catering to customers beyond roller grill.





ROLLER GRILL

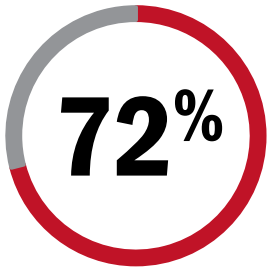
**DRIVE ROLLER GRILL  
SALES WITH 3 OZ MINH®  
EGG ROLL VARIETY.  
AVAILABLE IN PORK &  
VEGETABLE AND  
CHICKEN & VEGETABLE.**

**Variety and product quality** are the  
**top two** roller grill purchase drivers  
listed by c-store consumers.<sup>6</sup>





**EGG ROLLS ARE A PROVEN FAVORITE FOR C-STORE CUSTOMERS. GIVE THEM MORE OF WHAT THEY LOVE WITH ADDITIONAL FLAVORS.**



**72% of c-store consumers like or love egg rolls,<sup>7</sup> making it the most loved Asian appetizer.**

## QUALITY

Our traditional wrappers are made in-house daily and filled with freshly ground protein, crisp chopped carrots, celery, shredded cabbage, onions and Asian seasonings.

## VARIETY

Increase your sales by adding variety to your menu. Now MINH<sup>®</sup> 3 oz egg rolls are available in Pork or Chicken varieties.

## TOP IT OFF

Consider pairing egg rolls with MINH<sup>®</sup> Asian sauces for an elevated eating experience.





COOLER CASE  
GRAB-AND-GO

OFFER  
CUSTOMERS  
THE CONVENIENCE OF  
ASIAN GRAB-AND-GO  
MEALS AND SNACKS  
IN THE COOLER CASE.

66%

66% OF C-STORE CONSUMERS  
PURCHASE PRE-PREPARED COLD,  
GRAB-AND-GO ITEMS AT LEAST  
ONCE A MONTH.<sup>8</sup>





## BUSY CUSTOMERS STILL WANT TO SATISFY THEIR CRAVINGS FOR ASIAN FLAVOR.

44%

44% of c-store consumers would purchase dumplings in a cold, heat-at-home format.<sup>9</sup>

51%

51% of c-store consumers wish c-stores would offer more globally inspired foods for quick lunches.<sup>10</sup>

### SNACKS

Make offerings easy for customers to heat + eat in-store or at home.



### MEALS

Create craveable combo meals with mix and match offerings and sauces.



### SALADS

Elevate salads by adding an egg roll or a dumpling as an ingredient.



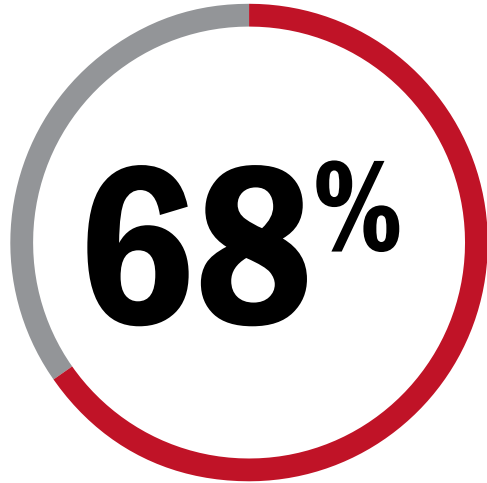


MADE-TO-ORDER  
MEALS

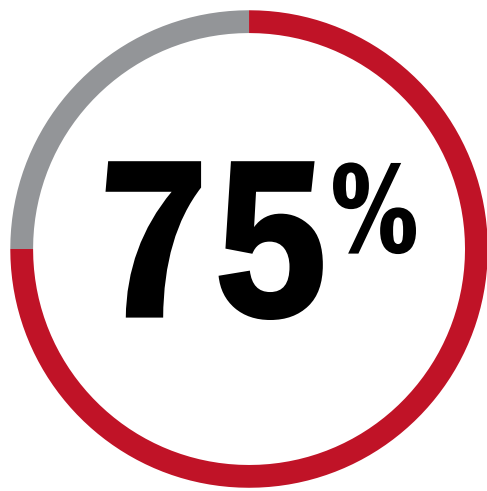
ASIAN MEALS  
ARE ENDLESSLY  
CUSTOMIZABLE,  
AND SURPRISINGLY  
SIMPLE TO ADD  
TO YOUR CURRENT  
MADE-TO-ORDER  
MEAL SETUP.







**68% OF C-STORE CUSTOMERS BELIEVE THE ABILITY TO CUSTOMIZE MEALS IS SOMEWHAT OR EXTREMELY IMPORTANT IN THEIR PURCHASING DECISION.<sup>11</sup>**



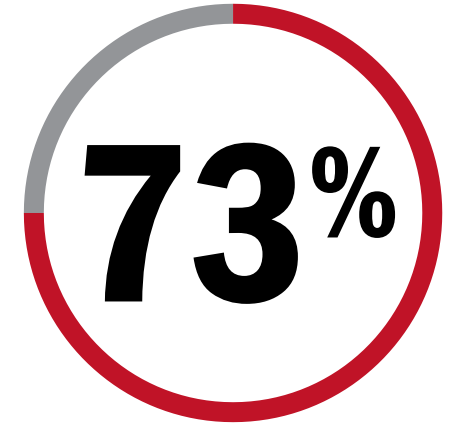
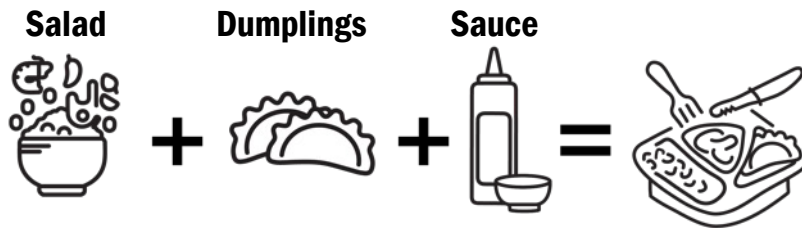
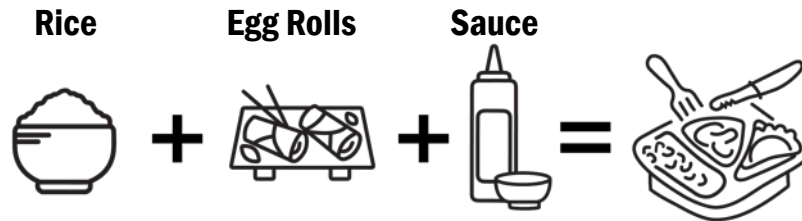
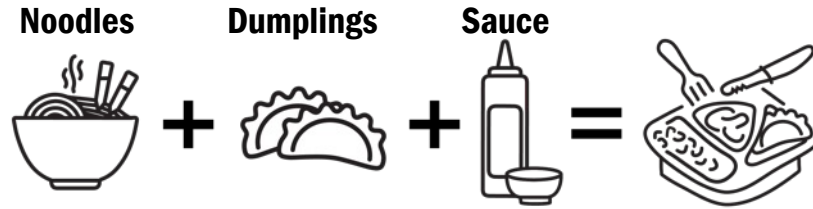
**ASIAN BOWLS ARE INCREASING IN POPULARITY IN C-STORES WITH C-STORE OPERATORS CITING A 75% INCREASE IN ASIAN NOODLE BOWL SALES.<sup>12</sup>**



# MADE-TO-ORDER MEALS



## EASY COMBINATIONS FOR MADE-TO-ORDER MEALS



**73% OF C-STORE CUSTOMERS SAY THAT MTO MEALS SIGNAL FRESHNESS OF FOOD.<sup>13</sup>**

**THE SCHWAN'S ASIAN PORTFOLIO GIVES YOU AND YOUR CUSTOMERS PLENTY OF OPTIONS FOR CUSTOMIZABLE, HOT OR COLD SOLUTIONS.**



# OUR FULL ASIAN PORTFOLIO



## DUMPLINGS

- 69156 MINH® Pork Potsticker
- 60582 CHEF ONE® Chicken Teriyaki Potsticker
- 60583 CHEF ONE® Chicken Lemongrass Potsticker
- 60594 CHEF ONE® Shrimp Dumpling
- 60591 CHEF ONE® Pork & Napa Cabbage Dumpling
- 60589 CHEF ONE® Vegetable Potsticker
- 60585 CHEF ONE® Whole Wheat Chicken & Vegetable Dumpling

## ROLLS

- 69100 MINH® Pork & Vegetable Egg Roll
- 69039 MINH® Vegetable Egg Roll
- 69049 MINH® Chicken Egg Roll
- 76007 MINH® Vegetable Spring Roll
- 66905 CHEF ONE® Vegetable Spring Roll
- 66904 CHEF ONE® Mini Vegetable Spring Roll
- 66906 CHEF ONE® Mini Coconut Shrimp Spring Roll
- 69585 CHEF ONE® Mini Breakfast Egg Roll
- 69310 CHEF ONE® Mini Buffalo Chicken Egg Roll

## FRIED RICE

- 59372 MINH® Vegetable Fried Rice
- 69074 MINH® Whole Grain Vegetable Fried Rice

## NOODLES

- 66932 TWIN MARQUIS® Yakisoba Noodles
- 66931 TWIN MARQUIS® Whole Wheat Yakisoba Noodles
- 66939 TWIN MARQUIS® Lo Mein Noodles
- 66930 TWIN MARQUIS® Udon Noodles
- 66940 TWIN MARQUIS® Ramen Noodles

## SAUCES

- 69144 MINH® Less Sodium Teriyaki Sauce
- 69143 MINH® Less Sodium Orange Sauce
- 69145 MINH® Less Sodium Szechwan
- 69142 MINH® Less Sodium Sweet & Sour Sauce

WE PROVIDE SOLUTIONS BASED ON YOUR SPECIFIC BOH CAPABILITIES.



# LET US HELP YOU MERCHANDISE YOUR NEW ASIAN OFFERINGS



## DOWNLOADS INCLUDE:

- Clings
- Posters
- Pole Covers
- Warmer Case Signs
- Roller Grill Signs
- Roller Grill Flavor Tags
- Danglers
- Menu Board Graphics
- Social Posts

VISIT [SCHWAN'S FOODSERVICE.COM/CSTORE-POP](https://www.schwansfoodservice.com/cstore-pop) TO DOWNLOAD MATERIALS





1 Technomic: C-Store Consumer MarketBrief, Technomic, 2021  
2 Consumer Trend Reports: Global Food & Beverage, Technomic, 2020  
3 2022 Technomic, Inc. C-Store Foodservice Study  
4 C-Store Consumer MarketBrief, Q1 2022, Technomic, 2022 (18-35 year old consumers)  
5 "C-Store Consumer MarketBrief, Q2 2022" Technomic, 2022  
6 "C-Store Keynote" Datassential, 2023  
7 "Egg Rolls" Flavor Tracker by Datassential, 2023  
8 2022 Technomic, Inc. C-Store Foodservice Study  
9 VoxPopMe "C-Store Potsticker" 2022  
10 "C-Store Consumer MarketBrief, Q2 2022" Technomic, 2022  
11 2022 Technomic, Inc. C-Store Foodservice Study  
12 2022 Technomic, Inc. C-Store Foodservice Study  
13 2022 Technomic, Inc. C-Store Foodservice Study