



Foodservice & E-Commerce: The Growth Engine for Convenience



Matt Van Gilder

VP, Omnichannel

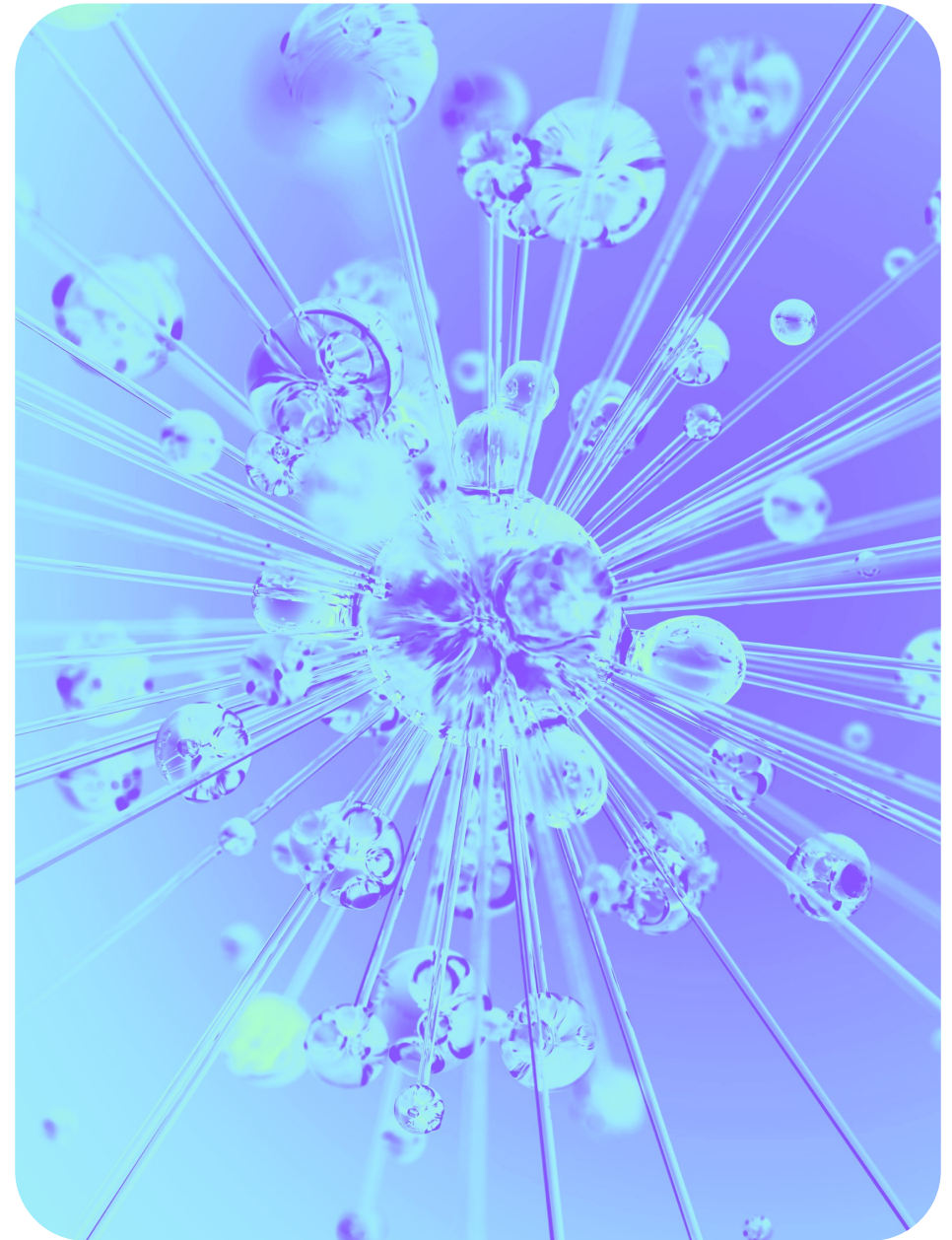
mvg@nexchapter.com

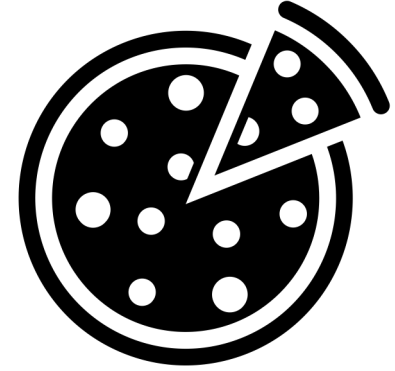


Mike Templeton

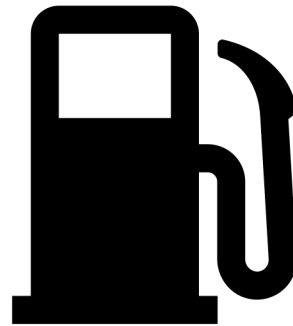
Partner & VP

mike@nexchapter.com





Foodservice and e-commerce are no longer separate growth strategies



Matt & Mike

Built and led e-commerce and digital customer experience in grocery



Led e-commerce, loyalty, and digital transformation in convenience retail



Partnering with retailers to accelerate their digital growth strategies.



In The Beginning: **They Came for Fuel**



Fuel was the trip driver



Retail strategy centered on cents-per-gallon fuel margin



Food purchase was incremental

Today: **They Come for Food**



Both fuel AND food are trip drivers



Frequency of visits increased due to foodservice



27% of total food purchases are digital¹

What's Next: **Digital Drives Demand**



Digital becomes the front door to the store



Digital signals shape what gets promoted and when



More than 50% of food orders are digital

¹NACS, April 2024. https://www.convenience.org/Media/Daily/2024/April/2/5-Paytronix-Report-Online-Ordering-Bigger_Tech

The Forces Reshaping the Landscape

ADOPTION



Eighty-five percent of U.S. shoppers have tried MTO food at a convenience store.¹

PERFORMANCE



Foodservice today is nearly **28% of sales and about 39% of gross margin...** and continues to grow as a contributor.

GROWTH



Operators in the **top 25% of digital volume saw online orders jump to 62%** of all their orders last year.

The next phase of c-store growth will not come from choosing foodservice or e-commerce – it will come from building and executing them together.

¹CSN, August 2025. <https://csnews.com/six-trends-driving-future-convenience-retailing>

²NACS, April 2024. https://www.convenience.org/Media/Daily/2024/April/2/5-Paytronix-Report-Online-Ordering-Bigger_Tech

³NACS, April 2025. <https://www.convenience.org/Media/Press-Releases/2025-Press-Releases/C-Store-Foodservice-Delivered-Exceptional-Growth-i>

Foodservice is the Battleground

Casey's



Wawa



TXB



Domino's



SUBWAY



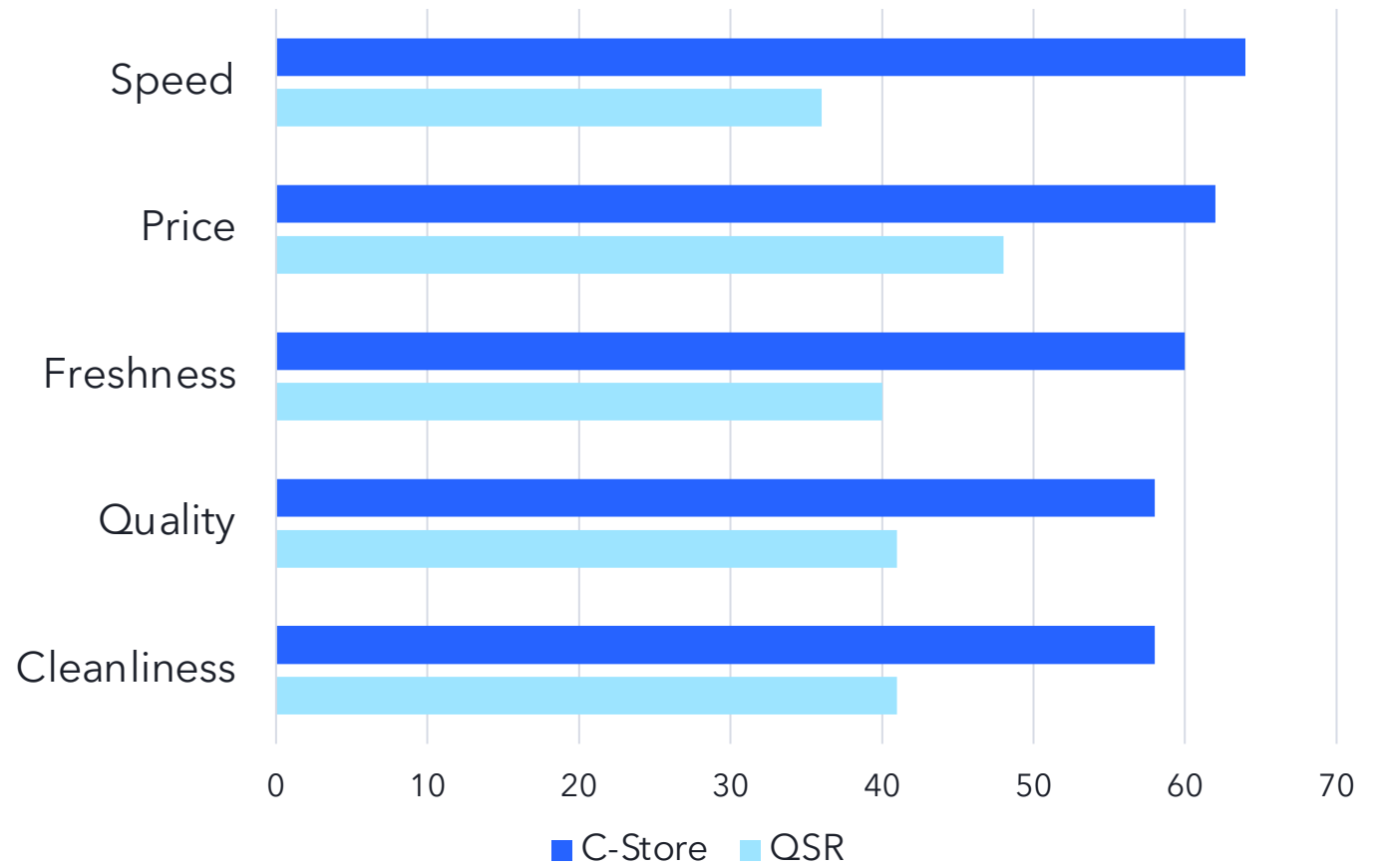
CHIPOTLE



Consumers are Choosing Convenience



Consumers' Reason to Choose



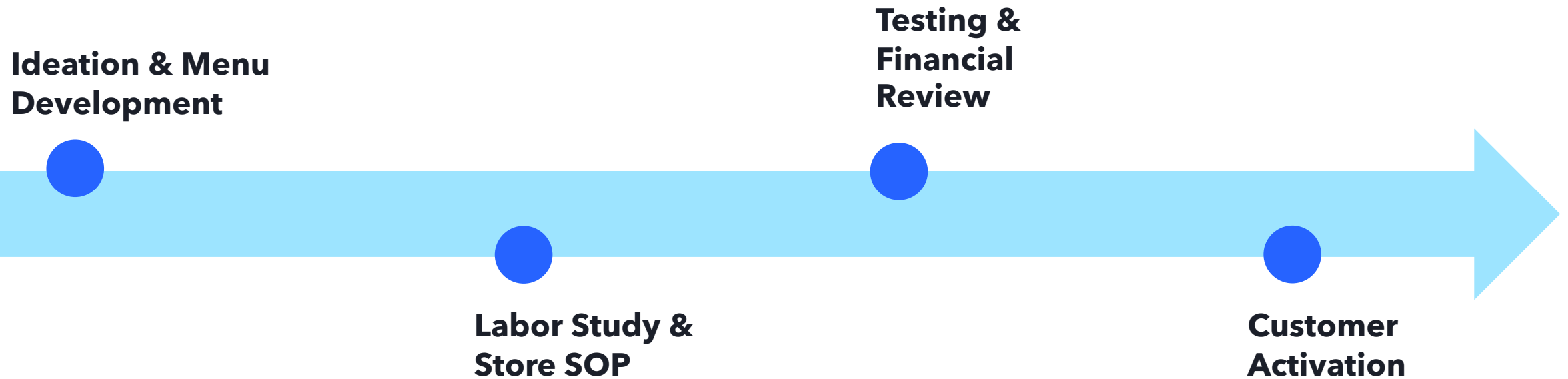


If foodservice doesn't exist

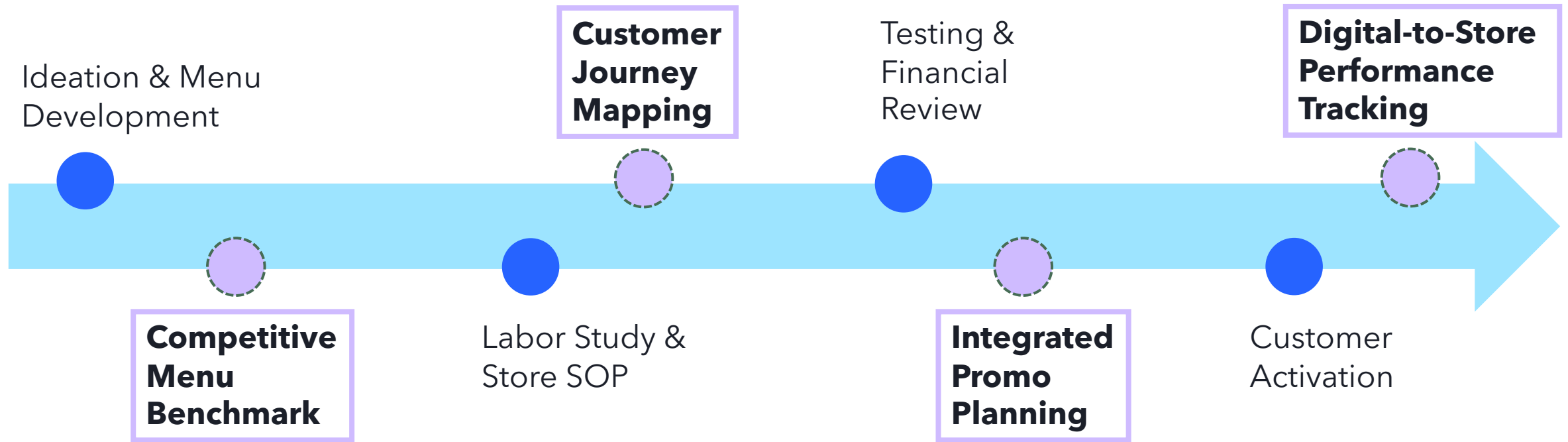
DIGITALLY

it doesn't exist at all

Your Foodservice Pipeline isn't Broken



Digital Can Accelerate Your Future Success



You don't need to rebuild foodservice to digitize it.

The Combined Growth Equation

Strong Foodservice,
Yet **Disconnected** Digital =  Capped
Upside

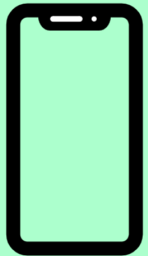
Strong Foodservice
& **Integrated** Digital =  Growth
that Builds

Strong Digital-Integrated Foodservice Benefits You



- **Creates more predictable production flow**
- **Reduces order errors and peak-hour stress**
- **Improves labor planning and throughput**
- **Captures customer data automatically**

Strong Digital-Integrated Foodservice Benefits Customers



- **Removes friction from the trip**
- **Makes re-ordering effortless**
- **Enables personalized offers**
- **Expands trade area access**



70% of customers use
digital ordering
for foodservice
at least once a month

What Success Looks Like Today

Casey's



**Double points on
pizza and endless
personalization**

Wawa



**Combining Hoagies
with entire store
assortment**

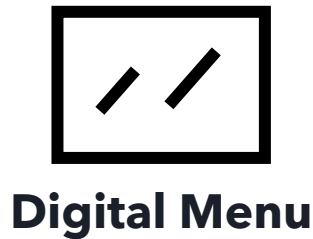
TXB



**Order-ahead menu
customized by
store and daypart**

Your Path to Foodservice Growth

Consumer access



Digital Menu



Kiosk



Website

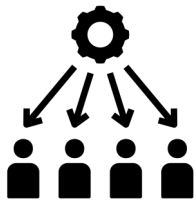


Mobile App

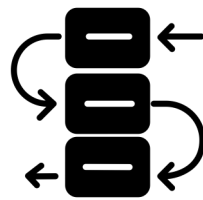


Marketplace

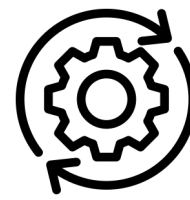
Labor Allocation



Order Management



Production Planning



Automated Inventory



Operational efficiencies

Activating Successfully Across the Business

Marketing

- ✓ Make food visible and orderable wherever customers engage
- ✓ Create a clear reason to try digital ordering
- ✓ Align promotions to operational readiness
- ✓ **Drive awareness with consistent cross-channel messaging**

Operations

- ✓ Reduce friction between intent and pickup
- ✓ Prepare teams for digital volume before launch
- ✓ Standardize production workflows for digital orders
- ✓ **Ensure in-store execution matches the digital promise**

Technology

- ✓ **Integrate ordering into core store systems**
- ✓ Connect digital signals to merchandising and promotion
- ✓ Design digital to support behavior change, not just transactions
- ✓ **Use first-party data to inform food decisions**

Lessons From the Field

Callouts

- 👉 Order-ahead changes labor patterns before it changes sales
- 👉 Loyalty data becomes exponentially more valuable when food is involved
- 👉 Foodservice is the emotional hook, digital is the habit engine

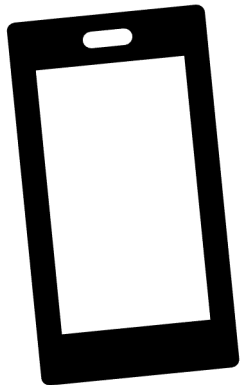
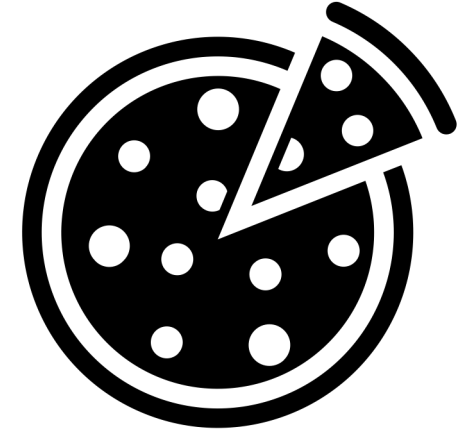
Watchouts

- ⚠️ Treating digital menus like static boards
- ⚠️ Measuring success by orders instead of repeat behavior
- ⚠️ Over-promising speed without kitchen readiness
- ⚠️ Rolling out tech before store teams understand the why

When Food & Digital Fit Together

- 1 Good foodservice can become great foodservice** through digital access, reach, and efficiency
- 2 Foodservice can unlock digital consumer demand** when positioned and promoted correctly
- 3 Operators can synchronize labor and foodservice** processes with customer growth opportunities
- 4 Foodservice can extend your loyalty program,** making more personalization possible

The next phase of growth
will not come from choosing
foodservice *or* e-commerce...



...it **will come from bringing**
food and digital together.



Ready for What's Next