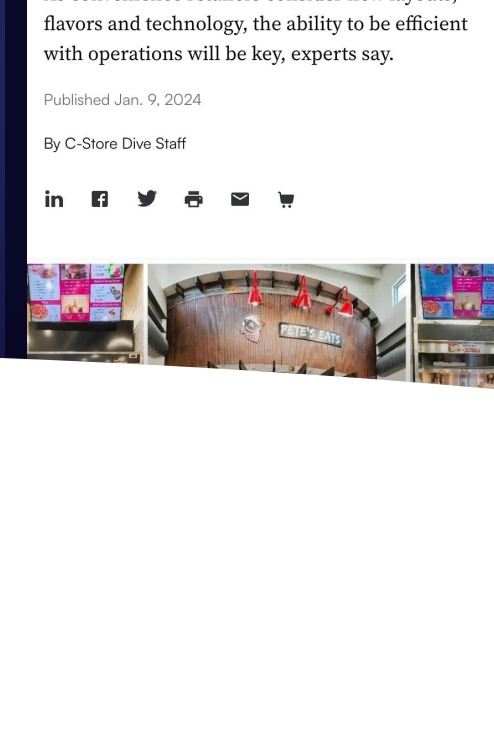


C-Store Dive is a news publication designed specifically for convenience store industry leaders. Across food services, fuels, technology, and tobacco, our journalists cover the issues that impact the convenience store industry.

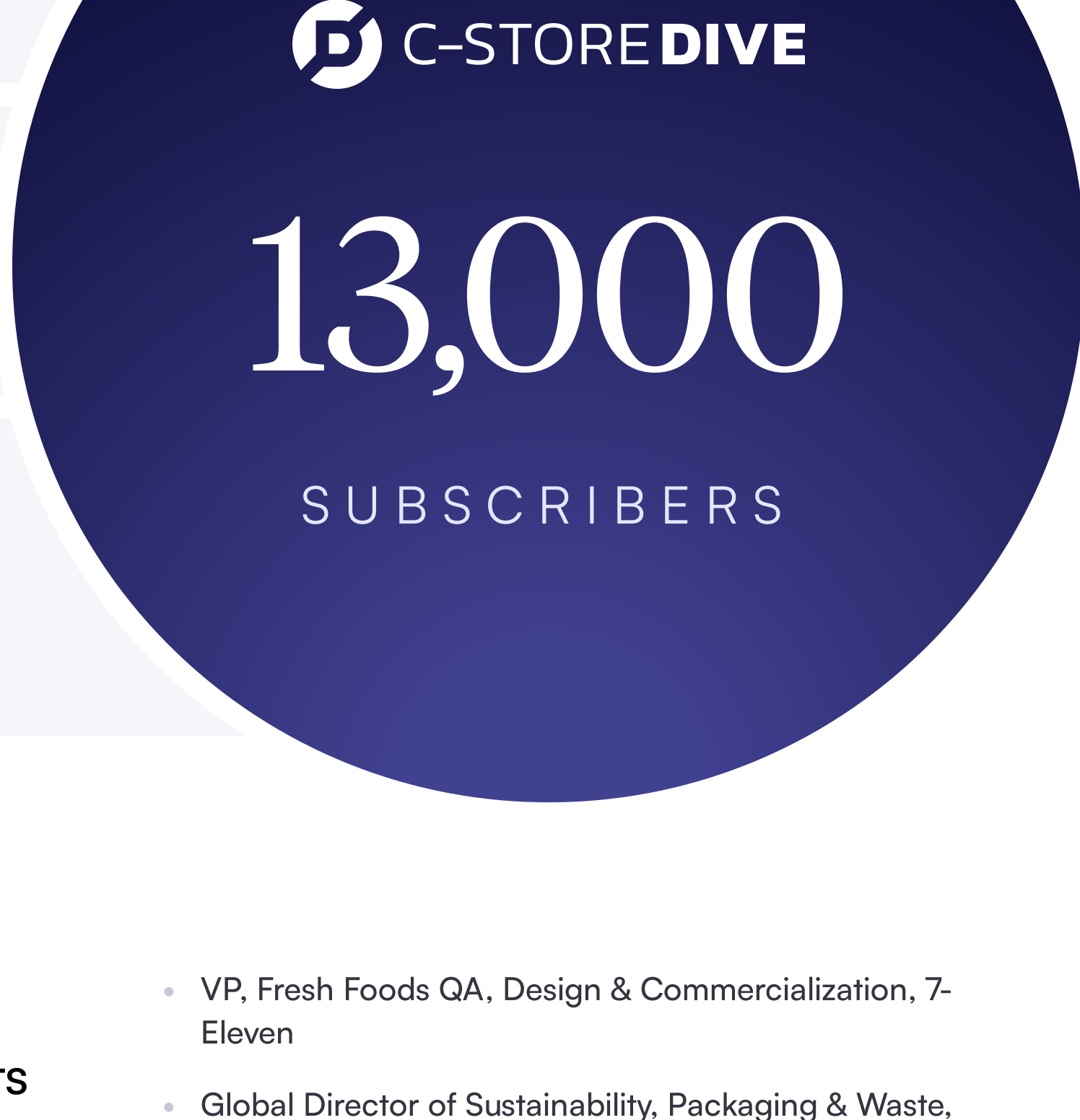


01 Audience

75K
unique monthly visitors

76%
of subscribers are manager-level or above

92%
of the Top 25 Convenience Chain Retailers in the US read C-Store Dive



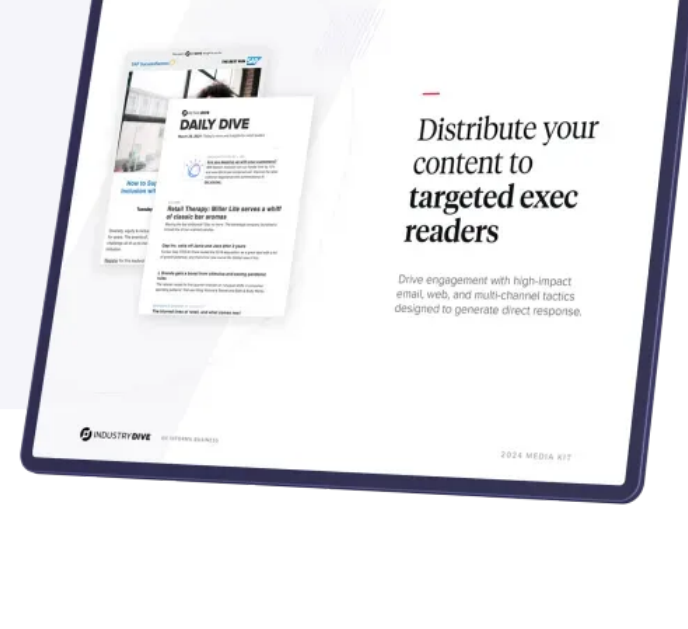
You'll find C-Store Dive's news and insights in the inbox of notable subscribers, like:

- VP, Fresh Foods QA, Design & Commercialization, 7-Eleven
- Global Director of Sustainability, Packaging & Waste, Circle K
- CEO, HI Gas
- VP of Sales, Bon Appetit Bakery
- SVP, Fuel, Giant Eagle, Inc.
- Head of Global Fuel Pricing and Analysis, Circle K
- Director of National Accounts, Sovereign Brands
- Sr. Real Estate Representative, 7-Eleven
- Director of Sales, Brunswick Bierworks
- Director of Marketing, GAWFCO Enterprises Inc.

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02 Top-performing content

Among the emergence of new and rapidly evolving technologies, food and beverage innovations, and a buzzing M&A market, c-store leaders have numerous priorities to consider. With more changes ahead in the world of c-stores, let's take a look at what c-store leaders have been focused on most.

Top 5 topics

- Operations
- Category trends
- Technology
- Foodservice
- Fuels

Top 10 C-Store Dive stories

- | | |
|---|--|
| Wawa to open first modular construction stores | Sunoco strikes \$7.3B fuels acquisition |
| Buc-ee's has been advertising how much it pays its staff. It's a lot. | 9 trends that will shape the c-store industry in 2024 |
| 4 top c-store snack trends for 2024 | The road ahead: What we lose when Kum & Go goes away |
| EG America terminates 90 corporate employees | 4 coffee trends for c-stores to watch |
| Family matters: Why more small c-store owners will sell in 2024 | CrossAmerica to acquire 59 Applegreen c-stores for \$16.9M |

Keywords resonating right now

- snacking trends
- convenience retail
- unified commerce
- c-store suppliers
- loyalty programs
- store design
- flavor trends
- marketing and advertising best practices

03 Trend analysis

Tackling industry shake-ups

- Slowing the addition of EV-charging amenities as adoption lags
- Increase in consolidations and full exits, especially by family-owned operators (being driven out by the big brands, children aren't interested in taking over, etc.)
- Grappling with decreased profits as consumers cut back on discretionary purchases like snacks & beverages

Economic instability drives efficiency

- Fighting for lower prices (push back against suppliers on price increases, stocking more private-label items, etc.)
- Streamlined hiring, onboarding, and training processes to decrease labor costs
- Shift toward unified commerce, integration of tech to improve customer experience

Capturing consumers in a competitive landscape

- Increased focus on revamping loyalty programs and hyper-personalization
- New packaged beverage offerings (coffee, energy drinks, sports drinks) and more adventurous menus (bold names, seasonal additions, food fusion, etc.)
- Experimenting with innovative store redesigns and new formats to catch attention

Our readers spent nearly 2x as long on these stories than the average story:

- Anheuser-Busch avoids strike in deal with union
- Buc-ee's is coming to Arizona

Reconfiguring operations

Big brands continue to buy out smaller stores — all while future generations lack interest in continuing family-run businesses.

studioID tip

As smaller brands are acquired by the c-store giants, execs are being forced to grapple with these changes. Help c-store leaders optimize recruitment, operationalize talent retention strategies, and handle redundancies that may come with M&A activity.

Optimizing experiences

As technology continues to evolve, so do c-stores and the leaders who are integrating new technologies to improve the customer experience.

studioID tip

C-store execs are looking to learn more about how technology, like unified commerce, can help bring more value and a smoother experience for their customers. Equip them with the resources they need to continue putting their customers first.

Emphasizing food & beverage innovation

Novel food & beverage offerings are a crucial aspect of capturing and retaining customers' attention in a hyper-competitive space.

studioID tip

Help c-store execs stay up to date on the latest food & beverage trends — between new products, popular flavor trends, and savvy marketing — so they feel confident adopting new offerings in-store. This may just be one piece of the customer-capturing pie, but when competitors are constantly rolling out new menu offerings, c-store execs need to keep their ears to the ground and learn what's making waves with today's consumers.

04 Marketing insights

Fuel up your approach by reflecting the content preferences of over 13,000 C-Store Dive subscribers in your strategy:

Preferred content types

- [Webinars/virtual events](#)
- [Trendlines](#)
- [Playbooks](#)
- [Infographics](#)

Predict the future

C-store leaders rely on trend forecasting to keep pace with competitors.

studioID tip

Grab this group's attention with content that provides a vision for what's to come, and continually provide updates as time goes on and new projections merge. Forecast everything from hot flavors, to tech adoption, to consumer spending habits, and beyond.

Nurture lifelong learners

Even executives are looking for upskilling opportunities and thought leaders.

studioID tip

Help c-store leaders by creating educational content geared toward flexing their strategic muscles and sharpening crucial skills — from leadership, to cost-saving measures, to novel marketing and advertising strategies that will help them keep pace with competitors. Get it right, and you'll emerge as a reliable and trustworthy partner they'll come back to time and again.

Help c-store execs recruit and retain talent

In the wake of economic turmoil, hiring and retention is a major cost-cutting opportunity.

studioID tip

Provide recruiting and retention strategies in solution-based formats to give them actionable insights and next steps to utilize. Consider formats like templates or playbooks to guide execs through this process step-by-step.

