



HOW AMERICA EATS

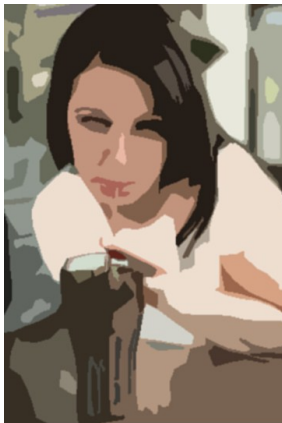
Immediate Consumption Occasions

While not the most frequent, Immediate Consumption occasions are unique.

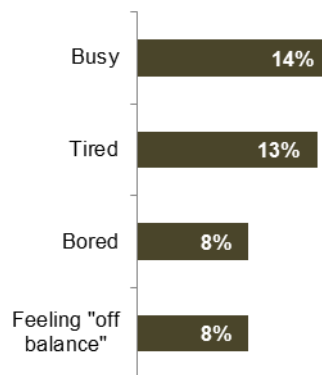
1 in 10

On any given day, **10%** of non-restaurant eating occasions takes place within **1 HOUR** of purchasing the food and/or beverage consumed.

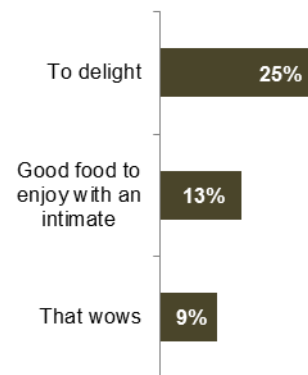
MOOD or an **INDULGENT TREAT** are often motivations for Immediate Consumption occasions.



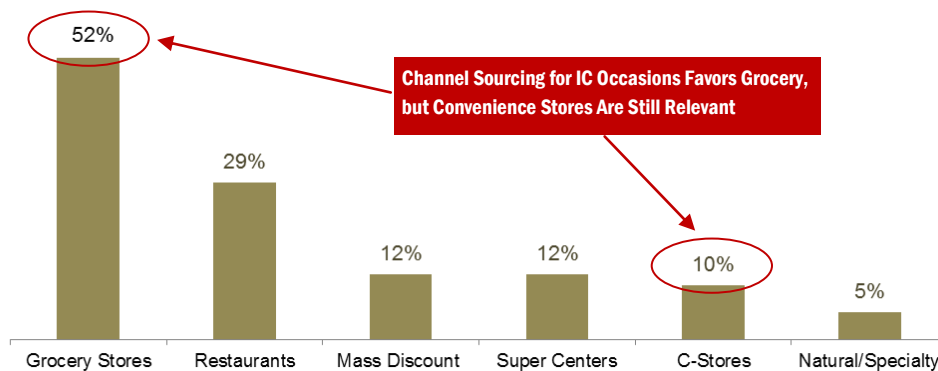
Lift a Mood



Indulgent Treat



Although there is a natural tendency to equate Immediate Consumption with Convenience Stores, consumers often rely on the channels they typically frequent for food and beverage shopping.



Source: Hartman Eating Occasions Compass 2012, C-Stores and Immediate Consumption analysis (n=20,220 adult eatings)