

# CONVENIENTLY SMITHFIELD

A selection of delicious tastes to satisfy on-the-go consumers.

**Smithfield**<sup>®</sup>  
**CULINARY**  
CREATING MENU INSPIRATION





# DELICIOUSLY SATISFYING

Purchase of prepared foods at convenience stores is on the increase. A full 68% of c-store operators reported an increase in foodservice sales in 2018 from the previous year.<sup>1</sup>

From meals to snacks, Smithfield® offers the quality and variety to help convenience stores attract more customers. We offer a comprehensive line of quality convenience store-friendly products that are perfect for every taste and daypart.

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## ROLLER GRILL

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A convenience store staple, the roller grill is the workhorse of a c-store operation. An estimated **87% of c-stores** already have a roller grill, and roller grill items are **most likely** to be purchased as a **snack (64%)**, followed by **lunch (57%)**.<sup>2</sup> Aside from pizza, consumers are more likely to purchase a hot dog than any other c-store prepared food item, and 21% indicated they purchased a hot dog on their last c-store visit.<sup>3</sup> Smithfield offers the variety of roller grill products to satisfy your customers' cravings.

**ALL-BEEF FRANKS**

**HOT DOGS**

**SPECIALTY SMOKED SAUSAGES**

**LTO INNOVATION**



2. Technomic, 2017

3. Technomic Convenience Store Consumer MarketBrief, fall 2017

4. 2019 Convenience Store News Realities of the Aisle consumer study

## SANDWICHES

At c-stores, consumers are increasingly interested in sandwiches because of their variety and portability. Consumers are increasingly interested in sandwiches at c-stores. And sandwiches are popular just about anytime, night and day. Smithfield® offers a variety of proteins in various formats to make sandwiches a success for you anytime.



## A.M. - BREAKFAST SANDWICHES

At 29%, sandwiches/deli are the most popular prepared food items at c-stores, followed by pizza, breakfast sandwiches and hot dogs, all at 24%.<sup>4</sup> Since nobody knows breakfast like Smithfield, we can help meet all your grab 'n' go breakfast needs.

### BACON

From pre-cooked to raw, our extensive range of bacon products are ideal for many applications.

### HAM

From cooked to smoked, our selection of hams are perfect to add breakfast variety.

### SAUSAGE

Our line of breakfast sausage delivers a variety of flavors and formats perfect for any daypart, at breakfast and beyond.

## P.M. - DELI SANDWICHES

### FORMATS

#### PRE-SLICED

Labor-saving, consistent and convenient.

#### DELI LOAVES

For use with deli slicer for custom slice thickness.

#### SLICING LOGS

Best suited for commissary use.

### PROTEINS

- Turkey
- Ham
- Roast Beef
- Genoa Salami
- Pepperoni
- And More



*Conveniently Smithfield® - Foodservice*

## **PIZZA TOPPINGS**

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Pizza and convenience stores are a natural twosome. Research shows that **28% of c-store customers** purchase pizza from c-stores. – the highest among any c-store prepared food item.<sup>5</sup> Smithfield has just the toppings you need to turn your store into your local pizzeria.

**PEPPERONI**

**PRE-COOKED BACON**

**ITALIAN SAUSAGE**

**HAM**

**CANADIAN BACON**

**PULLED PORK**

**PULLED CHICKEN**





## MEAL SOLUTIONS

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### HOME MEAL REPLACEMENT - HOT CASE

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With today's busy lifestyles, consumers are increasingly looking for meal solutions that are quick yet satisfying. Smithfield® offers the fully cooked meat options for a c-store operator to prepare and serve.

- MEATBALLS**
- POT ROAST**
- SMOKED SAUSAGE**
- PULLED PORK**
- BRISKET**

### HEAT AND EAT

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Smithfield also offers a variety of convenient snacks for your refrigerated section, which can also be merchandised in your grab 'n' go hot case.

- BREAKFAST SANDWICHES**
- CALZONES**
- STROMBOLI**
- RIP-N-DIP**



Conveniently Smithfield® - Retail

## REFRIGERATED SNACKING

Smithfield has a selection of branded customer favorites that offer ready-to-go convenience, are deliciously satisfying, and make grab 'n' go fun to eat.

**ARMOUR® LUNCHMAKERS®**

**ARMOUR® PEPPERONI POUCHES**



## HOME MEAL REPLACEMENT - REFRIGERATED & FROZEN

Smithfield also offers several options for those consumers looking for convenient meal options to prepare at home. These offerings will satisfy their cravings with high-quality ingredients and on-trend flavors.

**CURLY'S® BBQ PULLED PORK & CHICKEN**

**ARMOUR® MEATBALLS**

**SMITHFIELD® BREAKFAST SANDWICHES**

**ECKRICH® SMOKED SAUSAGE**







## CONVENIENCE PACKAGED MEATS

Smithfield's variety of packaged meats are ideally suited to satisfy your consumers' last-minute breakfast and lunch cravings. In addition, Our retail packaged meats fulfill your store's EBT/SNAP needs.



- BACON
- HOT DOGS
- SLICED TURKEY
- SLICED HAM
- SLICED ROAST BEEF
- COTTO SALAMI
- BOLOGNA

# THE SMITHFIELD® CULINARY ADVANTAGE

Smithfield Culinary is committed to bringing variety and excellence to the convenience sector. We offer the options to satisfy your customers' cravings, hot or cold, on-the-go or take-home, and any time of day or night. Count on our away-from-home food experts to offer you both the culinary and consumer support to exceed your expectations.

## MERCHANDISING

Smithfield offers the customizable point of sale to best fit the needs of your operation. In addition, we offer a roller grill program that includes signage.

## CULINARY

We immerse ourselves in the culinary community to become experts on the products, innovations, trends and consumer behaviors that create the very best opportunities for your business in today's challenging foodservice environment.

## INNOVATION

Smithfield offers our Innovation Center, a technologically advanced, one-of-a-kind facility to provide our customers a pipeline of new products with on-trend flavors to best meet the needs of their consumers.

## SUSTAINABILITY

At Smithfield, sustainability is firmly ingrained in our company's culture. One of the greatest things about doing business sustainably is that it is not just the right thing to do for our planet and its people; it is also the right thing to do for our own success as a company.





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CREATING MENU INSPIRATION



# BUILD BUSINESS AT YOUR CONVENIENCE.

From roller grill innovation and sandwich versatility to grab 'n' go satisfaction day or night, Smithfield can provide the conveniently delicious products you need to cater to the cravings of your on-the-go customers.

For questions or more information on our convenience store offerings, call 844-OSF-CONV (673-2668), visit [SmithfieldCstore.com](http://SmithfieldCstore.com) or send us an email at [CstoreSolutions@Smithfield.com](mailto:CstoreSolutions@Smithfield.com).

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**Smithfield**  
fresh pork



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