



Executive Brief

FreshIQ[®] for Convenience Stores

A single platform to help
convenience stores grow their
fresh food operations.



FreshIQ[®] for Convenience Stores

Fresh and prepared foods are becoming increasingly more important in the convenience store marketplace. Offering consistent, available, and high-quality fresh food items is critical to the success of your store. It's what drives repeat visits from customers and sets you apart from your competition.

Key Benefits



*Up to 10% increase
in sales*



*Up to 50% reduction
in food waste*



*60% reduction
in markdowns*



*Up to 8% increase
in gross margins*

Solution Overview

Successfully managing fresh food operations in C-Stores has had its challenges. Establishing the optimum balance between available fresh food while minimizing waste directly impacts your bottom line. Coupled with the need to maintain product consistency, profitability, and meeting the ever-growing regulations to manage food, this can be a daunting task without the right tools.

The FreshIQ[®] platform from ADC provides easy to use production planning tools for C-store operators. It enables enhanced visibility into in store inventory levels, commissary production, food production management, shrink management and so much more.

Key Features

- Gain visibility into the true cost of grab-and-go food items, including labor, packaging, and food waste.
- Centrally manage recipes and costs to make real-time changes to nutritional and pricing information printed on labels in your stores.
- Eliminate outdated or preprinted label stock with on-demand label printing in addition to designing your own labels and make changes instantly.
- Reduce potential liabilities from consumer claims regarding missing ingredient information and nutritional fact labeling.
- Minimize unnecessary food waste in your fresh food program.
- Create an electronic "to-do" list employees can use for intraday production.
- Make decisions based on data rather than depending on guesswork, typical in a high-turnover environment.

**To learn more, contact us at 1-813-849-1818
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applieddatacorp.com