



Study Reveals That Consumers Are Confident to Return to Roller Grill

ABOUT THE TECHNOMIC STUDY:

Study made to understand the propensity to return to roller grill after Covid-19 with consumers ages 16 and older who visit c-stores and purchase roller grill items. Sample size 3,000 / Study fielded June 18-26, 2020



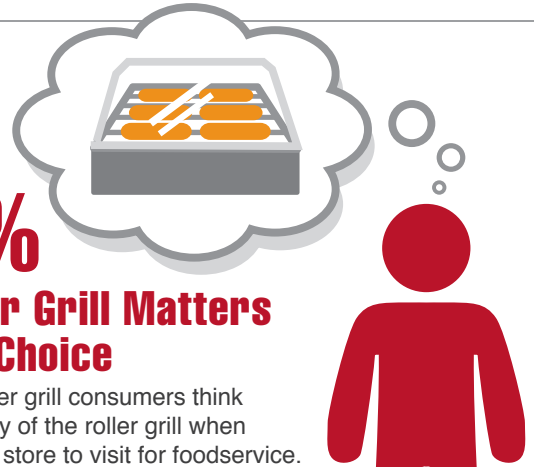
Eager to Purchase Off the Roller Grill

73% of super grill users, who purchase 1x+/week, look forward to regularly visiting and purchasing roller grill items post COVID.

52%

Say Roller Grill Matters in Store Choice

Over half of roller grill consumers think about availability of the roller grill when selecting which store to visit for foodservice.



8 OUT OF 10 Prefer Taquitos From the Roller Grill

48% prefer Self-serve roller grill
35% prefer Staff-served



9 OUT OF 10 Say Confidence in Roller Grill Can be Restored

90% of consumers said there are things that can be done to enhance roller grill confidence.

TOP 3 THINGS YOU CAN DO TO GET THEM BACK

1 Hand sanitizers/wipes available for customers at the roller grill



2 Sneeze guard above the roller grill



3 Seeing staff cleaning/sanitizing surfaces around the roller grill



Use signs to communicate roller grill safety program