

H.T. Hackney Foodservice

Foster Farm Corn Dogs



Why Sell corn dogs in a c-store?

They are easy to prepare with a great profit margin!

A customer usually will not intend to buy a corn dog upon entering the store but by placing them in their reach it creates an impulse buy that is Hard to Refuse – It is an **IMPULSE SALE!**

Corn Dogs are Great Grab-N-Go items that customers can eat while driving down the road!

Consumers will eat a Corn Dog while waiting on their Deli Order! It's not just for lunch but makes for a great Snack!



Did you know that a **Convenience Store** will sell on average **40 corn dogs a day** or more, if they sell them out of an Open Warmer that is located **next to the cash register?**



The Key to Success is to Keep the Heat Lamp Full at All Times!

A STUDY HAS SHOWN THAT THE AMOUNT OF CORN DOGS YOU WILL SELL IS BASED ON HOW AND WHERE YOU SELL THEM IN THE STORE:

(These figures are based on daily corn dog sales in different locations in c-stores)

Off a Roller Grill = 6-8 CORN DOGS

Off a Menu = 4-6 CORN DOGS

Out of a Non-Self Serve Warmer= 18-20 CORN DOGS

Out of a Self-Serve Warmer= 24 CORN DOGS

Out of a HEAT LAMP placed NEXT to the Cash Register= 40 CORN DOGS

No Freezer! No Problem! You will sell a case every 1 – 2 days and they have a 2 week shelf life in refrigeration!

