

Better hygiene for better customer experience:

Four ways convenience store leaders can get ahead on store cleanliness



It may come as a surprise to c-store leaders how much consumers rank cleanliness as a key purchase driver.

Tork, the global leader in professional hygiene, empowers c-store leaders to leverage better hygiene for better business performance.

Check out our short guide below on **four ways** you can think ahead when it comes to store cleanliness.



83%

of c-store customers ranked **store cleanliness** as a top purchase driver*, higher than factors like quality and price of food/beverages.

“

I think we're going to **continue to grow as a destination for foodservice.** We're continuously growing.”

– Small chain c-store operator*

1. Promote your hygiene practices.

76%

of customers said that visible sanitation practices are a high purchase driver*, so consider the following strategies:

Implement visible proof points such as cleaning logs posted throughout your facility.

Ensure your foodservice areas are equipped with napkin and hand sanitizer dispensers to enhance food and beverage purchase experience.

Display your store's certifications, such as ServSafe®, in prominent areas with high guest visibility, such as the entrance or POS area.

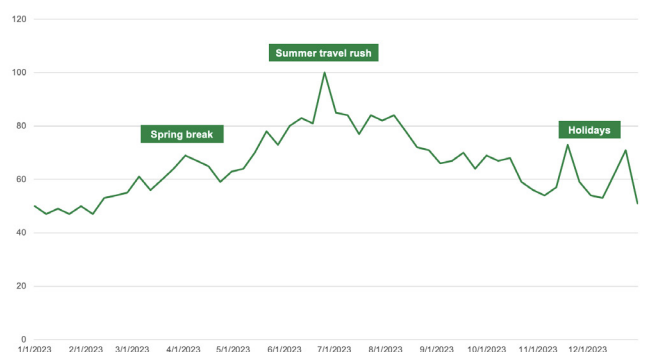


2. Hygiene always matters, especially during peak seasons.

79%

of c-store operators surveyed said they **expect foodservice sales to increase** in the coming year*.

Google search data for the term "rest stop" (2023)



Busy seasons are an opportunity to capitalize on hygiene protocols, especially as a means to compete with traditional quick service restaurants.

So, consider starting with hygiene to boost sales and establish your c-store as the perfect, clean spot to grab a bite.

Conduct an audit of the hygiene products across your c-store, including front and back of house areas and restrooms.

Place products like napkin and hand sanitizer dispensers in highly visible areas.

Regularly clean frequently touched areas such as doorknobs, faucet handles and surfaces.

3. Do more with less.

Hygiene is an area where leaders can **impact efficiency**, specifically by **leveraging products** that enable your team to **do more with less**.

Products like **Tork PeakServe® Continuous™ Hand Towel System** and **Tork Xpressnap® napkin dispensers** are a perfect solution for high-traffic times, enabling cleaning teams to refill less and serve more guests between refills.



4. Drive customer affinity by making hygiene more inclusive in your restrooms

When it comes to c-store restrooms, it's important to consider if the experience you're providing is **inclusive of all different types of people**. Barriers to hygiene in public restrooms challenge people every day, but there are practical ways leaders can provide **more inclusive** hygiene in their restrooms.

1/3



of Americans **face barriers** to washing their hands in public restrooms.**



Ensure a quiet environment, avoiding sensory overloads by providing paper hand towels instead of noisy air dryers.

Install dispensers that are easy to use for people with reduced hand function.

Use soap and sanitizer products that are gentle on skin and dermatologically tested.

*Technomic, 2022

**Survey among nationally representative group, barriers faced personally or in assisting others, 2024



We hope this guide has given you some ideas for improving your **c-store's business performance.**

Discover more ways to boost hygiene in your c-store at torkusa.com

How else can we help? Get in touch to talk about your business.

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