

## Brewing Fresh Tea Sales

TEAZZERS is one of the nation's largest suppliers of fresh brewed teas and other specially dispensed beverages. Our special house blended teas and state of the art brewing process deliver the best of the best, with every single glass. TEAZZERS specializes in every facet of the tea process, from sourcing premium global ingredients to expert blending and brewing for consistent flavor. Every year, TEAZZERS sells 32 million gallons of tea; over the past three years, TEAZZERS sold more than 1.5 billion glasses of tea.

In 1996, TEAZZERS changed the iced tea game with its patented T-100 single cup brewer. Today, in addition to selling and supporting leading commercial brewers from brands such as Bunn and Curtis, TEAZZERS is proud to deliver its newest innovation, the TEAZZERS SmartBrew system. Created in partnership with Newco, a leading beverage solutions trailblazer, TEAZZERS SmartBrew is IOT-enabled with capabilities to communicate information about each brewing event to a cloud database. The machine is equipped with an 8" touch-screen display, remote recipe management and freshness timers, all for enhanced category management.

The machine's three-position urn and sleek design offer enhanced and customizable merchandising opportunities, with plenty of room for different tea flavors and sweetness levels. The unique BIB sweetener storage underneath the urns eliminates the trouble and complexities of a typical BIB system. TEAZZERS' urns hold three gallons each, but the shorter size enables them to be run through a dishwasher or easily fit in a three-position sink making it even more convenient for users.

It takes a special company to patent a process for something as ancient as tea, but our team is never done thinking up better ways to brew. TEAZZERS is consistently fresh and fantastic—every glass, every time.



Learn more about TEAZZERS at [www.teazzers.com](http://www.teazzers.com)

## Emerging Trends



adults have a tattoo and 38% of those who have a tattoo do so primarily to express their own style or character (Source: *Statista Survey Tattoos, Piercings & Body Modification 2017*).

Every year BIC explores popular trends and makes sure it continues to offer lighter designs for every interest, personality and lifestyle. The BIC lighter is life's perfect accessory.

BIC Lighters continue to drive fast-turning, highly-profitable, incremental front-end sales and e-commerce for retailers. BIC's success in lighters continues to be driven by its safety, quality and the value that BIC Lighter brings to both the consumer and to the retailer.

Lighter consumers are on-the-go and use their lighters for a variety of needs. Research shows that lighter consumers appreciate BIC's extensive and expanding variety of new and exciting lighter sleeve designs. A lighter is not just a practical tool for consumers' every lighting need – it's personal. A BIC pocket lighter is an expression of its consumer's personality, lifestyle, interests or mood. A Lighter for all life's experiences.

The ability to express themselves is one reason why consumers continue choosing BIC Lighters. For example, one series that continues to be among the most popular – and is regularly reviewed and updated – is the "Tattoo" series. BIC knows through research that 4 in 10 US

### Purchase Considerations

When a consumer chooses a lighter, they want safety, quality, and reliability - and those qualities are what set BIC lighters apart from the competition, in addition to having a wide assortment of the best designs. Many also appreciate that BIC proudly manufactures many of its lighters right here in the USA.

Safety and quality are BIC's top priorities. Every BIC Lighter is 100% quality inspected and undergoes more than 50 quality and safety checks during the manufacturing process. Additionally, BIC lighters meet or exceed the lighter safety standards established by ISO (International Organization for Standardization), the American Society for Testing and Materials (ASTM), the U.S. Consumer Product Safety Commission (CPSC), and all other government agencies.

Consumers also choose BIC lighters because its full-size lighter provides twice the lights versus the next leading brand.

## Selecting the Right Surface Disinfectant for Your Store

We all know a clean store makes a difference. Did you know that using the right surface disinfecting and sanitizing products plays an important role in not only the cleanliness of your store, but the health of your employees and guests?

### Selecting the Right Products

With so many surface disinfecting and sanitizing options out there, how do you select the right one for your store? The following are key questions to ask when determining what product is right for your store.

#### Efficacy

- What is the specific disinfection time of this product?
- Will the surface remain wet long enough to properly disinfect the surface?
- How long does it take to kill important foodborne illnesses such as Norovirus, Salmonella and E. coli?

#### Safety

- What is the safety profile of the product?
- Are there any precautionary statements?
- Is the product formulated for food-contact surfaces?
- Can the product safely be used on both hard and soft surfaces?
- Is handwashing required after using this product?
- Does the product contain harsh fumes that might irritate employees and guests?



#### Sustainability

- Is the product EPA Designed for the Environment (DfE) certified?
- What ingredients are in the product?

While this may seem like many questions to consider, the answers to them will help you determine if you are selecting products that deliver on the combination of strong efficacy, safety and sustainability. And, the good news is there are new technologies available that can meet these standards today.

One such technology is new PURELL™ Surface Disinfecting and Sanitizing Products. The patented formulation kills Norovirus, E. coli and Salmonella in 30 seconds, has no harsh chemical fumes, does not require rinsing food contact surfaces and has earned the EPA's Design for the Environment certification.

Learn more at [www.purellsurface.com](http://www.purellsurface.com)

## An Exotic Combination of Taste from Swisher Sweets

### Smooth cream and soft vanilla provide the perfect blend



The irresistible combination of smooth cream and taste of exotic vanilla are now available as your favorite cigarillo. **Swisher Sweets Limited Edition Sweet Cream** cigarillos provide a desirable blend of cream and vanilla for the ultimate sweet taste.

Available for a limited time in a resealable 2-count pouch with the "Sealed Fresh" guarantee, **Swisher Sweets Sweet Cream** is ready for shipment to stores nationwide. It is offered in "2 for 99¢", "Save on 2", and "2 for \$1.49" options. This product is also available in a "2 for \$1.29" option for selected markets.

Swisher Sweets Sweet Cream is sure to quickly become a customer favorite and is available only while supplies last.

### About Swisher International

Jacksonville, Fla.-based Swisher International has manufactured quality tobacco products since 1861. The company ships over two billion cigars a year to more than 70 countries.

To place an order, contact your **Swisher representative at 1-800-874-9720**. For more information, visit <https://swisher.com/cigars-cigarillos/>.

## Connect PVM-Digital Signage Public View Monitors

VCBE has partnered with Clinton Electronics to offer the next generation of PVM monitors. The Connect PVM from Clinton Electronics provides an active theft deterrent along with digital signage integrated into a single device.

The Connect PVM bridges the gap between marketing and loss prevention by providing the unique ability to have a positive impact on a retailer's bottom line by reducing losses due to the theft and increasing product awareness.

### The Connect PVM offers a multitude of benefits:

- Free cloud based design and management software.
- Monitor the health of your devices companywide! Create custom reports and set up email notifications for critical events.
- Customize ad layout – drag and drop images, video, security feed and scrolling text banners.
- Image banner – upload your logo or static image advertisement
- Built in Camera
- Live Security Feed.

Choose the monitor that works best for your store: 13", 32" and 43" models available.



Connect PVM's have the unique ability to have a positive impact on a retailer's bottom line by reducing losses due to theft and increasing product awareness.

CBE is a nationwide technology deployment company, a full service design and systems integrator for over 40 years. Providing the latest technologies in point of sale systems, video surveillance, alarms, audio, network infrastructure and digital signage for retail chains throughout the United States. At CBE our goal is to develop long term relationships not short term deals. We listen to our customers and adapt to meet their needs. **Contact us at [info@cbe-inc.com](mailto:info@cbe-inc.com) or 1800-447-7038.**

## For Those Who Like Great Profit Margins

Look no further than the Leap® brand from E-Alternative Solutions (EAS), with innovative products that utilize e-liquids with nicotine salts to take adults users beyond smoking. Leap features flavors that are distinctly developed for mature palates, and offers a sophisticated design, more powerful battery, and higher capacity e-liquid pods than the leading competitor.

# LEAP™

**WARNING: This product contains nicotine. Nicotine is an addictive chemical.**



Leap is available in rechargeable and disposable models. Each offers a wide range of e-liquid flavors and three nicotine levels – including zero-nicotine options – so adult consumers can experience unique, personalized satisfaction.

Together with its sister company Swisher, EAS brings decades of collective experience – and an intimate understanding of tobacco industry shortfalls – to design programs that can be customized to business models and consumer bases. Leap is only the latest example of this commitment to innovation, category growth, compliance, and ultimately ensure our distribution and retail partners achieve outstanding results.

**For more information on or to place an order for Leap® Vapor, contact your EAS representative or visit [Retail.EAlternativeSolutions.com](http://Retail.EAlternativeSolutions.com).**

## Meet the Newest Member of the SweetARTS Licorice Family

We're crazy passionate about making candy. Every obsession-worthy creation has a sweet flavor with a tart edge. It grabs hold of your senses and shakes them up, reminding you that amazing things happen when you jump into your passions. It's no surprise that SweetARTS Ropes beats all national-branded licorice at +17.5% YTD<sup>1</sup>, growing 5x faster than the Total Licorice Segment! That's why we are so excited to introduce to you the newest mouthwatering member of our licorice family: Tangy Strawberry Soft & Chewy Ropes. Now available in a 3.5oz Share Pack, it is the perfect complement to our award-winning Cherry Punch Soft & Chewy Ropes.



Indexing high with millennial consumers<sup>2</sup>, SweetARTS Ropes delivers its signature thrilling jolt of flavor with the bendable fun of a soft licorice. This combination makes candy lovers go crazy about SweetARTS and about life. SweetARTS believes that extreme passions move the world forward and unapologetically inspires passionate misfits to come out and play.

What gets you excited about life? We invite you to come explore the magical world where sweet and tart collide. #FollowYourTART.

**For more information, please visit us at [www.sweetartscandy.com](http://www.sweetartscandy.com)**

## 4 REASONS TO USE TILE TIME THIS WINTER

### TILE TIME Blasts Through Grime on All Types of Floors:

Use it on ceramic or porcelain tile and watch it remove stubborn stains and deep clean grout. It works on dyed concrete without streaking. Witness it remove soil from luxury vinyl floors and leave them with a shine.

### TILE TIME Remedies Petro Salt Onset:

Petro Salt is a mixture of road salt and petroleum-based soil that gets tracked onto floors. It is greasy, chalky, and flat out nasty. Tile Time is powerful enough to cut through oil and grease and has emulsifying properties that lift rock salt stains.

### TILE TIME Doesn't Let You Slip Up:

Typical cleaners leave floors slippery and not very clean. Tile Time penetrates deep into the pores of the floor and pulls out compacted grime. With the pores clean and open, floors are drastically less slippery.

### TILE TIME Protects Your Flank:

With everything that gets tracked through your front entrance, it is easy to forget about your flank. High protein soil from food service is the number two source of floor grime. Tile Time quickly emulsifies the fatty soil that always finds a home on the floor. In addition to creating a safe shopping environment, floors cleaned with Tile Time will increase sales by upgrading appearance.



### OUR FREE 6 DAY TRIAL IS SIMPLE:

Email Joe DeLuca at [jdeluca@apterindustries.com](mailto:jdeluca@apterindustries.com) or call 800-441-7146

- 1) We send you 6 packets of Tile Time to mop with for 6 days
- 2) Evaluate the results
- 3) Contact us

Visit us online @ [www.apterindustries.com](http://www.apterindustries.com)

<sup>1</sup> Nielsen Total U.S. Convenience YTD ending 03.24.18.

<sup>2</sup> IRI Product Demographics, May 2017.

## Taking Jerky to a New Level

Low in calories, high in protein and full of flavor, good beef jerky may be one of the world's greatest snacks.



Chef's Cut Real Jerky was created by Chef Blair Swiler and Dennis Riedel. Blair has been smoking meats his entire life; a tradition passed along from his father. In 2009, becoming tired of having to buy terrible jerky every time they played a round of 18, golf buddies, Blair and Dennis, teamed up and began smoking and selling Chef's Cut to golf and country clubs across the US (turns out jerky is the perfect golf bag accessory). Today the vision to change the jerky world has resulted in the best-tasting, highest quality jerky on the market.



The secret? We stay true to Chef Blair's relentless attention to quality and flavor. We use only premium cuts of steak and white breast meat – unlike the tough, chewy pieces of "mystery meat" our competitors use. We always hand-cut each piece, using only the finest real ingredients—just like you would find at your favorite steak house. The result? A healthy, high in protein, low in fat and great-tasting jerky, making Chef's Cut the perfect alternative to the standard high-fat, high-calorie snacking fare.

And while we have grown to reach people beyond the golf course, our goal is still the same—change the way people think about jerky—one healthy snack at a time. As Chef's Cut has penetrated the convenience store market, the positive reviews have been pouring in. In 2015, Chef's Cut was voted a Best New Product brand by Convenience Store Decisions and received an award at the NACS Show for its steak, chicken and turkey flavors.

For information, visit Chef's Cut at [www.chefscutrealjerky.com](http://www.chefscutrealjerky.com) or call (877) 210-2575.

## Home Market Foods: Great Brands to Drive Your Growth!

Foodservice sales are hot. Home Market Foods has the food solutions to help you drive sales.



Home Market Foods®



### RollerBites®

Bold! Different! Better! RollerBites are hot off the grill, bursting with flavor, and loaded with the good stuff like beef, chicken, bacon, and cheese. Great tasting and packed with protein, RollerBites offer the perfect on-the-go meal or snack that totally crushes hunger, and keeps customers coming back for more.

RollerBites are available in our NEW Premium **Burger Joint Cheeseburger** flavors: Sriracha, Black & Bleu, Chipotle Bourbon, and Ghost Pepper. Flame-broiled Cheeseburger locks in juicy, savory, home-grilled flavor.

RollerBites are also available in our popular **Chicken** and Breakfast varieties. Lightly breaded and seasoned all-white Chicken offers more protein than any other chicken product on the grill – check out the newest favorite flavor, **Greek Chicken Gyro!** RollerBites **Savory Breakfast** combines hearty eggs, sausage and cheese for a delicious breakfast on the run.



### Bahama Mama®

Customer favorites Bahama Mama® premium sausages and frankfurters provide all-day snacking solutions. Made from high-quality cuts of beef and pork, no fillers, and offered in a variety of flavors to satisfy hearty appetites.

**Bahama Mama German-Style Sausage**, Bahama Mama 'N Cheddar, Fajita Dog, Jalapeño 'N Cheddar, Hearty Ham 'N Cheddar, Breakfast Sausages, Gourmet All-Beef Hot Dogs, and Twisted Pretzel Dog. Introducing **NEW Bahama Mama Split Sausage** for sandwich solutions any time of day.



### Cooked Perfect®

Bring quality to your customers with ingredients from Cooked Perfect – the possibilities are endless!

**Shaved Steak** made from USDA Choice Beef, seasoned with a proprietary spice mix, and cooked to perfection. **Pulled Pork** made from tender and juicy pork, specially seasoned and slow-smoked for hours to lock in great flavor. **Cooked Perfect Meatballs** – Crafted for Your Senses. Made from select cuts of meat, real cheeses, savory herbs, and flame-broiled to perfection.



Home Market Foods®

For information, [www.rollerbites.com](http://www.rollerbites.com) or contact [info@rollerbites.com](mailto:info@rollerbites.com) or (800) 367-8325, ext. 529.

# The Evolution, Profitability and Reliability of Cigarette Rolling Papers



## Republic Tobacco is the industry leader in the make-your-own (MYO) and roll-your-own (RYO) category

The make-your-own (MYO) and roll-your-own (RYO) category is dynamic and extremely profitable. Driving factors behind its steady and reliable performance are its reasonable price, exceptional quality, and the ability for its adult consumers to customize their tobacco experience. Adult consumers choosing to make or roll their own regularly experience significant cost-savings, while retailers who embrace items from this category benefit a great deal due to increased foot traffic, larger basket sales and increased profits.

Cigarette rolling papers are a key growth driver in the MYO/RYO category. They have evolved from an ancillary product in the category to a must-carry item for all levels of the trade as adult consumers seek alternatives to factory made cigarettes. Adult consumers now shop for cigarette rolling papers like a number of other categories at retail by comparing packaging, quality and price as well as researching how it's made and the company that makes it. Additionally, cigarette rolling papers deliver the highest profit per square inch not only in the OTP category, but the entire retail outlet.

Republic Tobacco is proud to offer some of the most reliable and high quality cigarette rolling paper brands in today's market. With brands like JOB, TOP, OCB, E-Z Wider, and Joker; we have incomparable offerings for every adult consumer. In addition to our exceptional brands, Republic Tobacco is proud to offer the most popular sizes and styles of cigarette rolling paper as well as attractive and attention-grabbing merchandising units to maximize your counter space and exposure to adult consumers.

Let us help today. To learn more about what cigarette rolling papers can do for your bottom line and grow your OTP category, contact us using the information below:

Republic Tobacco Customer Service: (800) 288-8888 or Mark Lopofsky at [mmlopofsky@rpbtab.com](mailto:mmlopofsky@rpbtab.com).

## Capture Healthy Snackers Morning, Noon and Night with Detour SMART!



Detour protein bars is expanding its award-winning product line to include Detour SMART, a breakthrough snack positioned in the sweet-spot between traditional protein bars and the fast-growing cookie segment.

Detour SMART is sure to get the attention of younger, healthy snacking consumers with real, recognizable ingredients; starting with whole grain, organic rolled oats. Detour SMART stands apart by offering snacking excellence with a range of flavors that work perfectly from healthy breakfast, to mid-day snack, to "smart" after dinner treat and every need in between.

"Detour SMART is the right healthy snack for where consumers are going," said Ian Davison, Marketing VP Forward Foods, the owner of Detour. "The right ingredients, the right nutrition and the right delicious flavors create a fantastic value for consumers."

Detour's mission is to create protein bars so insanely delicious you can't wait to eat them. For 15 years, Detour bars have been the gold standard for nutrition and taste, winning many awards including Men's Health protein bar of the year, twice.

Detour SMART has 10grams of protein and less than 4g of sugar, per serving, and are made with whole grain organic rolled oats, real fruit, nuts, and indulgent chocolate. Detour SMART is a good source of fiber, gluten free, and non-gmo. Flavors include: Cookie Dough, Apple Cinnamon, Coconut Almond, Blueberry, Peanut Butter Chocolate and Banana Nut.

Detour protein bars are available at convenience stores nationwide. For more information, visit [www.detourbar.com](http://www.detourbar.com)

This quarterly publication is made available to convenience store and petroleum marketing executives on a complimentary basis, thanks to the sponsorships of a select group of interested and involved industry suppliers.

### Apter Industries

BIC

CBE, Inc.

Chef's Cut Real Jerky

CSC ServiceWorks

Detour/Forward Foods

E-Alternative Solutions (EAS)

E & J Gallo Winer

Ferrara Candy Co.

GOJO Industries, Inc.

Home Market Foods

Hussmann Corp.

Kellogg's Convenience Store Team

Nestlé Waters North America

Prairie City Bakery

Republic Tobacco

Teazzers

Swisher International

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[info@conveniencedirections.com](mailto:info@conveniencedirections.com)

Phone: (440) 250-1583

## Prairie City Bakery Introduces Walkin' Wafels



**Waffles aren't just for breakfast anymore.**

With nearly one-third of consumers saying they are purchasing breakfast fare beyond morning hours more often now than two years ago\*, retailers have an opportunity to increase snack sales all day with this unique grab-n-go item – Walkin' Wafels™.

Walkin' Wafels™ are individually wrapped indulgent Wafels that make the perfect portable snack for consumers that are craving something sweet.



Inspired by Belgium's beloved street-cart treat, our Walkin' Wafels™ are meant to be enjoyed at all times of day without any syrup or toppings... they're already sweet enough! **No fork, no syrup, no mess.**

And these unique Wafels are made the traditional Liège way, featuring pearl sugar and a rich, whole wheat brioche batter that gives them a dense texture and super sweet taste. What's more, Walkin' Wafels™ boast about 16g of whole grains and are made with NO artificial ingredients. And with a 21-day shelf life, what's not to love?

The perfect, portable choice for breakfast, afternoon snacking, or anytime your customers are ready for a sweet treat, Walkin' Wafels™ are a taste of Belgium with every step! Available in 4 great flavors: Apple Cinnamon, Blueberry, Buttery Maple, and Vanilla.

Prairie City Bakery provides premium, fully baked, thaw-and-sell bakery programs to the Convenience Store, Foodservice, Grocery and Drug Store Channels nationwide. Known for their premium quality and innovation, Prairie City Bakery offers operators 4 turnkey programs: Foodservice, Wrapped Breakfast, Wrapped Snacks, and Wrapped Dulce Pradera Mexican Bakery products.

\*2017 Technomic Breakfast Consumer Trend Report



**ConvenienceWorks**<sup>®</sup>  
By **HUSSMANN**<sup>®</sup>

**Your  
Total Solution  
Provider**

**Attract**  
more shoppers  
to your store.

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your fresh  
and prepared  
food sales.

**Lower**  
your operating  
costs.

**Improve**  
your overall  
operating  
performance.

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## ConvenienceWorks<sup>®</sup> by Hussmann<sup>®</sup> ...

### Your Total Solution Provider

ConvenienceWorks by Hussmann has been serving the convenience store industry for many years with equipment, services and solutions that meet the everyday needs of the retailers. We are dedicated to providing you with the essential benefits that:

- **ATTRACT** more shoppers to your stores
- **GROW** your fresh and prepared food sales
- **LOWER** your operating costs
- **IMPROVE** your overall operating performance

ConvenienceWorks is built on the legacy and expertise of Hussmann Corporation, which is recognized as a leader in refrigeration and merchandising solutions for retailers selling fresh foods. We are part of the Panasonic Corporation and can bring more innovation and technology to our total solution offering for the convenience store industry.

From store planning and equipment selection to turnkey project management and after sale support, ConvenienceWorks by Hussmann is your total solution provider to maximize your sales and profits.

Call ConvenienceWorks by Hussmann at 877.543.6034.  
[www.convenience-works.com](http://www.convenience-works.com)

## Boosting Wine Sales

Wine overall has been a strong growth category in convenience stores. Why? Consumers are discovering the versatility of wine and how it fits into their casual lifestyle. Fun, practical and convenient packaging has been the catalyst for this trend.

Gallo Family Vineyards is excited to offer delicious, slightly fizzy, wines with natural fruit flavors. Available in Sweet Peach, Sweet Pineapple and Sweet Berry, Gallo Family Vineyards Sweets is the perfect addition to any gathering.

- \* Sweet Pineapple: Tropical fruit (pineapple) layered with sweet aromatics (honey) and hints of white flower (honeysuckle).
- \* Sweet Peach: Tree/stone fruit (peach) layered with sweet aromatics (honey) and hints of tropical fruit (pineapple) and white flower (peach blossom).
- \* Sweet Berry: Jammy red fruit (strawberry, watermelon) layered with sweet aromatics (cooked sugar) and hints of tropical (tutti frutti).



Here is what convenience store operators can do to capitalize on this growing trend:

### 1) Expand Assortment

Expand your selection of 187ml, tetra, pouch, zip lids and cans. Whether it be concerns about waste, portability, "non-wine" occasions or convenience, alternative packages can be the answer.

### 2) Promote the Category

Like other products, location and communication are key when it comes to promoting the wine category. Feature the alternative packages in a perimeter position since these products answer the concerns of so many infrequent or non-purchasers of wine.

Contact your local Gallo representative for more alternative strategies for increasing wine sales or visit [www.gallo.com](http://www.gallo.com).



## Driving Snacking Innovation

At Kellogg's®, innovation is driving snacking expansion with a surge of new products in Q4. Snackers look for a variety of foods that are fun, convenient and delicious and these new products will satisfy the needs of on-the-go customers. Some highlights of the new product additions include:



**Rice Krispies Treats® Snap Crackle Poppers™** - ooey, chewy, bite-sized Rice Krispies Treats dipped in a smooth, silky, chocolatey topping. The resealable, 5-oz. bag is perfect for sharing on the go. Available in two delicious flavors: Chocolatey and Cookies 'n' Crème.



**Pringles® Wavy** - a new twist on the iconic Pringles® Original crisp, now with a thicker, wavy texture to deliver a bold crunch and big flavor in every bite. Available in two delicious flavors: Applewood Smoked Cheddar and Fire Roasted Jalapeno.



**Cheez-It® Snap'd™** - a super thin, crispy and munchable snack with real cheese inside and out for big cheese flavor to meet the needs of consumers looking for bold flavors and textures. Available in two craveable flavors: Double Cheese and Cheddar Sour Cream & Onion.



**joyböl Smoothie Bowls** - crunchy smoothie bowls blended with inclusions like grains, nuts, seeds and fruits. Each single-serve pack is a good source of protein, Non-GMO Project Verified, contains no artificial flavors, colors or sweeteners. Just snap open the included spoon, add liquid of your choice, stir and enjoy one of three available flavors: Strawberry Almond Quinoa, Chocolate Hazelnut and Super Berries with Acai.



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For more information on these new products or any of your Kellogg's favorites, contact your sales rep or visit [www.KelloggsSpecialtyChannels.com](http://www.KelloggsSpecialtyChannels.com)

## Increase Ancillary Income with CSC Service Works



CSC ServiceWorks is the industry leader in the inflation and vacuum services, providing the most extensive distribution and service networks worldwide.

Our machines provide additional revenue to your bottom line, at zero cost to you. Join over 70,000 convenience stores, gas stations and car washes that enjoy generous revenue sharing from our reliable, hassle-free air programs.

CSC ServiceWorks partners with Feed My Starving Children Charity program which helps build customer loyalty and goodwill as a unique incentive to make your location a routine destination.

With credit card capabilities, digital and calibrated equipment options and wireless monitoring technology for fast service, CSC turns air into income for you. No provider in the market today can match CSC's combination of service, technology and design.



For more information on CSC Service Works, visit [www.cscsw.com](http://www.cscsw.com).



19111 Detroit Road, Suite 201  
Rocky River, OH 44116

RETURN SERVICE REQUESTED

## Sparkling Water... It's the NOW Big Thing!

Bottled water has become the #1 beverage category in all retail channels. When consumers choose bottled water as their preferred packaged beverage, they are choosing water for its healthy hydration and calorie-free attributes along with its small environmental footprint. With the popularity of bottled water, a new growth driver is emerging and its future is sparkling!

### Embrace the Revolution

Sparkling water offers the same healthy hydration benefits of still water. It's calorie-free and has no added sugars, and many people find its fizziness especially refreshing. Sparkling water is perfect for on-the-go immediate consumption, pairing with a meal item and for a quick pick me up.

- Sparkling water has added 5 million new households in the past 3 years – that's 3 new households every minute!
- New consumers are discovering sparkling water every day
- Nestlé Waters projects the category to nearly TRIPLE in three years
- Sparkling water is growing faster than any other carbonated beverage in 2017

### Getting the Sparkling Mix Right – Call to Action

- Carry multiple sparkling flavor varieties as 75% of new households enter the category this way, while existing sparkling buyers are purchasing more
- Carry multiple package formats; cans, small & large PET
- Carry sparkling water as individuals are seeking replacement to their CSD occasions



### Why getting Nestlé Waters Right is Vital to Success

No company is better positioned to help you win the sparkling water category in 2018 than Nestlé Waters North America. In C-stores, our brands are 20% larger than all remaining branded bottled water brands combined, while driving the most growth. Nestlé Waters North America is unique in the beverage industry because of its unrivaled portfolio of outstanding brands, varieties and distribution methods. We work hard to satisfy every consumer preference for water.

Nestlé Waters North America, Inc. [www.nestle-waters.com](http://www.nestle-waters.com)

[www.csdecisions.com](http://www.csdecisions.com)