



CONVENIENCE DIRECTIONS®

A Convenience Store Decisions Publication

SECOND QUARTER 2019

www.cstoredecisions.com

ConvenienceWorks®
By HUSSMANN®

Your Total Solution Provider

- Attract** more shoppers to your store.
- Grow** your fresh and prepared food sales.
- Lower** your operating costs.
- Improve** your overall operating performance.

877.543.6034
www.convenience-works.com

ConvenienceWorks® by Hussmann®...

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

Prairie City Bakery Introduces a New Soft, Frosted Cookie

Snacking occasions continue to be on the rise and more than ever, consumers are snacking multiple times a day. This trend, in turn, has consumers increasingly searching for convenient, portable products that allow them a balance between health and indulgence.

Cookies uniquely fill this need by offering consumers hand held convenience, a versatile platform for unique flavors and a variety of different portion sizes. These top sellers continue to grow, with a year over year increase of 2.7% or \$8.5 billion according to IRI for the 52 weeks ending 3/25/18.

With this in mind, Prairie City Bakery is proud to introduce a new addition to their famous cookie line – Pink Celebration. This great tasting soft frosted cookie features a creamy frosting with vanilla and butter flavors and a textured sugar cookie base.

Perfect for anyone with a sweet tooth, this cookie is individually wrapped for grab 'n go impulse sales and features a long 30-day shelf life. Your customers won't be able to resist the rich flavor, colorful icing and playful confetti.

Prairie City Bakery provides premium, fully baked, thaw-and-sell bakery solutions to the convenience store, foodservice, grocery, vending and drug channels nationwide. Known for their premium quality and innovation, Prairie City Bakery offers retailers four turnkey programs: Foodservice, Individually Wrapped Breakfast, Individually Wrapped Snacks, and Individually Wrapped Dulce Pradera Mexican Pastry products.



When you think of indulgence, think
Prairie City Bakery Pink Celebration Cookies!
Visit www.pcbakery.com for details.

How to Maintain Diesel Fuel Dispensing Areas



CONCRETE PADS AND PUMP BASES:

Locate a cleaner that cuts through diesel fuel stains. Make sure it does not contain harmful acids or caustics, meets MS4 wastewater regulations, and has oil eating Microbes (**Gorilla XDX**). Apply the product liberally with a hose extender or pump sprayer. Allow 5 minutes contact. Broom off loosened diesel fuel stains. Rinse thoroughly where permitted. In areas where rinsing is not permitted, repeat the process and wipe loosened debris until clean.

DIESEL FUEL DISPENSERS:

Spray a damp towel with a proven cleaner with impressive degreasing properties that will not leave a harmful residue (**Garage Gorilla Pump Cleaner**) and wipe the composite face. Respray a clean section of the towel and wipe pump bottom and sides. Spray the hose and wipe from handle to the pump. Spray the nozzle and handle holder. Allow 30 seconds contact time and wipe.

SHINE AND PROTECT EQUIPMENT:

Locate a durable shine enhancer and protectant (**Gorilla Pump Shine**). Squeeze a small amount on a towel and wipe composite pump faces, sides, and hose. Next wipe trash receptacles and windshield reservoirs.

DE-BUG AND REFRESH TRASH RECEPTACLES:

Bees, flies, and pungent odors annoy customers while pumping fuel. To prevent this, spray a product with a huge, pleasant fragrance that kills odors at the source, with enzymatic action (**Gorilla Odor Killer**). No Odor – No Bees.

Get Started Today!

Secure your Forecourt First Kit which contains all 4 products, instructions, and the accessories needed to maintain diesel fuel areas. It is available through most convenience store grocery wholesalers for under \$40.

CAN'T FIND IT?

Contact Joe DeLuca at jdeluca@apterindustries.com
or 412-999-8444

or call toll-free 800-441-7146,
www.apterindustries.com

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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.




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.



For information, www.rollerbites.com or
contact info@rollerbites.com or
(800) 367-8325, ext. 529.

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 adult consumers 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 is available in rechargeable and disposable models. Each offers a wide range of e-liquid flavors, 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, and compliance, ultimately ensuring 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 our corporate website at ealternativesolutions.com.



Swisher Sweets Mini Cigarillos

Sticky Sweets and Green Sweets now available in Swisher Mini.

Swisher Sweets flavorsome Mini Cigarillo lineup includes the tasty blends of Sticky Sweets and Green Sweets. The Mini Cigarillos offer the same great taste and freshness of Swisher Sweets Cigarillos, yet in smaller packages, perfect for a quick smoke.



Sticky Sweets have a refreshing blend of caramel and peach, and Green Sweets are created using naturally mild Candela leaf that offer a distinctive green color, pleasant aroma and burn slowly for an easy, sweet smoke.

Sticky Sweets and Green Sweets join the Swisher Sweets Mini Cigarillos line that includes Original, Grape, Blueberry, Island Bash, Tropical Storm and Diamonds.

All of the Mini Cigarillos are available in a resealable three-count foil pouch with the "Sealed Fresh" guarantee.

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. More information on Swisher and the various products offered can be found at www.swisher.com.

To place an order, contact your Swisher representative at 1-800-874-9720.

For more information, visit <https://swisher.com/cigars-cigarillos>.

The Most Profitable Two Square Feet in Your Store!

Pro ATM installs and services highly reliable, business-building ATM machines. Your customers will love our machines' convenience and reliability. You'll love our company's professionalism and positive role in your business's success.

Pro ATM machines stay up and running and have cash when customers need it. Our state-of-the-art technology alerts us instantly to low cash supply or operational issues. If a problem occurs, we're on the spot whenever needed – including on weekends.



Pro ATM also offers multiple ATM and machine programs to suit whatever your needs might be:

- Full Service
- Pro ATM Owned/Merchant Load
- Merchant Owned/Merchant Load
- Merchant Owned/Pro ATM Load
- Rental/Merchant Load
- Rental/Pro ATM Load
- Drive Up
- Games of Skill

These revenue-generating, customizable service and ownership programs are supported by Pro ATM's industry leading service and technology to make sure uptime is optimized to keep your business more profitable!

For more information on how Pro ATM can build a custom program to suit your individual store's needs, visit pro-atm.com or call 724.698.2900.



Kellogg's Snack Solutions

Merchandising snacks in-store is imperative to increasing sales and profits. Top-selling items within each category should be the focus for all retailers – especially those with a smaller footprint, such as convenience stores. Merchandising is a great way to sell more product, as consumers want to try new and exciting items.

Providing a mix of options at multiple touchpoints within the store is crucial to driving successful impulse purchases. Key areas may include beverage coolers, fountain soda areas, foodservice locations, coffee bars – and especially the checkout counter, since 100% of consumers that purchase an item in the store will visit that area. With only 25-30% of c-store consumers shopping the aisles, the absence of snack merchandising in multiple areas could mean missed sales.

Immediate consumption trends provide an opportunity to meet consumer needs with a selection of snack and grab-and-go options – from sweet to savory to salty. Kellogg's® provides a wide variety of choices, including Rice Krispies Treats®, Pringles®, Pop-Tarts® and Cheez-It®.



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Acqua Panna® Natural Spring Water

Bottled Water

- The #1 Beverage Category in all retail channels, due to consumers shifting towards Healthy Hydration to fulfill their beverage needs.

Premium Still Water

- A key driver of the Category Growth, growing at 16% and projected to continue growing with PET being the #1 Format.
- New Premium Still Brands introduced in the last 3 Years accounted for over 75% of the Premium Segment Growth
- New Households have been entering the Premium Still Category rapidly, with over 25% new Households in the last year.
- Consumers have gravitated to Segment due to the Quality of the Source, Taste and Functional Benefits that Premium Waters have proven to provide.

Acqua Panna® Natural Spring Water

- Positioned perfectly to capitalize on and drive the growth of the Premium Still Segment. Bottled at the source in Tuscany, it has a unique mineral balance which is naturally alkaline giving it a distinctively smooth taste.
- Consumers have spoken and love the taste of Acqua Panna which is driving significant growth in Convenience at +19%.
- The expanded Portfolio fits Consumers needs perfectly, with new sleek PET Bottles in a 750ml Flip Cap Top and 1L Size, both perfect for On-the-Go consumption.

In Grocery, Acqua Panna currently outperforms many Premium Brands that are commonly found in C-Store Cold Vaults while driving 21% Growth and High Margins.



Nestlé Waters North America, Inc.
www.nestle-waters.com

P&G Joins Environmentally-Friendly, Convenient E-Shopping Platform

The Procter & Gamble Co. announced the introduction of reusable, refillable packaging on some of its most popular products as part of a new effort that aims to change the world's reliance on single use packaging and disposable waste.

Additionally, new "collect and recycle" circular solutions that help eliminate waste were also introduced as part of a partnership with Loop, a circular e-commerce platform developed by international recycling leader TerraCycle. Many of P&G's largest global brands, including Pantene™, Tide™, Cascade™ and Oral-B™ will participate in this innovative platform later this year.

Loop is a first of its kind global packaging and shopping circular solution which aims to improve the environmental performance and convenience standards compared to current e-commerce solutions through packaging that is collected, cleaned, refilled and reused. Loop also offers the option to collect used products from consumers' doorsteps for further recycling or reuse. P&G was the first consumer products company to join Loop.

"We are building on more than 180 years of innovation and world-class consumer insight to enable responsible consumption at scale," said Virginie Helias, P&G's vice president and chief sustainability officer. "We're proud to partner with TerraCycle as the first CPG company to be part of this transformative program, which is just one of the many ways we are delivering on our Ambition 2030 goals to accelerate sustainable innovation and drive circular solutions."

P&G scientists and engineers have developed innovative manufacturing, packaging and distribution solutions that will delight consumers and make sustainable living easy for participating consumers. Eleven P&G brands will be available in Loop in one of three formats. The Loop system will be validated and optimized through real in-market learning experiments beginning in mid-2019 in New York and Paris.

"The time to act is now. We are passionate about harnessing the power of our global reach and the strength of our trusted global brands to scale-up more sustainable solutions. Transformative partnerships are key to achieve this mission as no one can succeed alone," Helias said.



Vigil Trends – Decrease In-Store Shrink



Loss of inventory due to shoplifting and employee theft costs retailers in the U.S. 1.85% of total sales, or about \$42 billion in shrinkage each year. Roughly 50% of retail shrink is internal: employees stealing from their company over and over again. CBE is here to show how VIGIL Trends will reduce your loss and identify areas that may require additional training for your employees.

VIGIL Trends is cloud-based business intelligence software developed by 3xLOGIC, Inc. It is a proven, highly-effective tool

to keep an eye on your business, catch employees stealing from you and deter future theft. VIGIL Trends incorporates exception-based reporting and video data into an attractive, user-friendly dashboard providing a simple visual snapshot of your business. Within hours of implementing Trends, our end users have uncovered employee theft at their stores, leading to arrest, indictment, and asset recovery.

VIGIL Trends' sophisticated algorithm identifies top offenders in your organization by assigning a weighted score to each type of transaction you have identified as critical to watch. The Trends dashboard prioritizes the offenders with the highest scores. Click on the score and view the video of every incident flagged. Trends gives you the information to take the power away from dishonest employees.

Trends optimizes your visibility while reducing loss with these key features:

- Weighted POS Exception Reporting
- Optimized Video Experience
- Operational Audit Capabilities
- Case Management

CBE is a nationwide technology deployment company and systems integrator for over 40 years. Providing the latest technologies in point of sales systems, video surveillance, alarms audio and network infrastructure for retail chains through the U.S. At CBE our goal is to develop long term relationships not short-term deals.



We've Got You Covered!
www.cbe-inc.com

Contact CBE today for more information on VIGIL Trends, info@cbe-inc.com or 800-447-7038.

Create a Tea Destination with TEAZZERS



TEAZZERS is one of the nation's largest suppliers of fresh brewed teas and other specialty dispensed beverages. Our special house blended teas and state of the art brewing process deliver the best of the best, with every single glass – just ask all of our competitors who lost in those taste tests.

In 1996, TEAZZERS changed the iced tea game with its patented T-100 single cup brewer. Today, in addition to selling and supporting 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-inch touchscreen display, BIB sweetener storage under the urns, remote recipe management, and freshness timers, all for enhanced category management.

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. If you're not carrying TEAZZERS fresh-brewed tea, you're missing out on providing your customers an on-trend, healthier and oh-so-satisfying alternative to other beverages. Not to mention more profits for you. After all, tea is the second most consumed beverage in the world.

Let us help you determine the best tea and equipment program for you, and transform your retail location into a tea destination, with TEAZZERS.

For more information, visit www.teazzers.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.

ConvenienceWorks
by Hussmann

CSC ServiceWorks

Detour/Forward Foods

E-Alternative Solutions (EAS)

E & J Gallo Winery

Ferrara Candy Co.

GOJO Industries, Inc.

Home Market Foods

Jack Link's

Kellogg's Convenience
Store Team

Nestlé Waters North America

Prairie City Bakery

Pro ATM

Procter & Gamble Co.

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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

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

Boosting Wine Sales

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 fruttii).



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.

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.

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@rpbtob.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.



CSC 
SERVICEWORKS
FORMERLY AIR-SERV/AIR VALET

For more information on CSC Service Works, visit www.cscsw.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% YTD¹, 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 consumers², 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

¹ Nielsen Total U.S. Convenience YTD ending 03.24.18.

² IRI Product Demographics, May 2017.

 **CONVENIENCE DIRECTIONS**
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Cleveland, Ohio 44114

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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.

www.cstoredecisions.com