



# CONVENIENCE DIRECTIONS®

A CStore Decisions Publication

SECOND QUARTER 2021

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

## CSC ServiceWorks Brings Best-in-Class Air Technology to Convenience Stores!

CSC ServiceWorks, the leading provider of air vending services across the United States, Canada, and Europe, is committed to continuously advancing air machine technology to bring payment flexibility to the C-store marketplace. With investments in the design of a state-of-the-art cashless payment system, smart machines, and transparent reporting capabilities, CSC offers the most advanced air solution experience for you and your customers.

Our air machines with cashless card readers provide your customers with a safe and secure solution to pay the way they want, offering a contact and contactless format. Our machines accept all major credit/debit cards, mobile wallets (Apple Pay, Google Pay, Samsung Pay), and NFC payment types with EMV payment technology, which significantly reduces credit and debit card fraud while securing consumer financial data. Your on-the-go customers will be able to use any machine at any time with the payment method they choose, creating a more convenient experience that will keep them coming back.

In addition to seamless payments, our upgraded platform makes your life easier through remote machine monitoring and smart service response. Machine alerts enable us to supervise payment acceptance and overall machine health, minimizing downtime so that your customers can always access an air machine when they need it.

Accessibility extends to our reporting capabilities as well. Through a reporting portal that provides greater transparency with real-time sales

data that's accessible anywhere, at any time, you can easily oversee sales trends and overall machine level performance across your portfolio. From each client touchpoint to back-end support, our technology provides effortless transactions for a customized solution at your locations.



CSC ServiceWorks is pioneering industry innovation through better payment experiences and streamlined end-to-end operations. We continuously focus on expanding our industry leadership by leveraging technology that attracts consumers with safe, convenient payment options and increased revenues, machine uptime, and real-time reporting for clients. For more information, visit [www.cscsw.com](http://www.cscsw.com).

### About CSC ServiceWorks

CSC ServiceWorks, with over 1.4 million machines in service, is the leading provider of commercial laundry solutions to the multi-family housing and education markets as well as an industry leader in air and vacuum vending services at convenience stores and gas stations. CSC ServiceWorks has a workforce of over 3,000 dedicated professionals throughout the United States, Canada, and Europe.

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

## Husmann® ... Your Total Solution Provider



Husmann 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

Husmann Corporation 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, Husmann is your total solution provider to maximize your sales and profits.

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

## Capture Healthy Snackers

Detour is expanding its award-winning product line to include Detour Overnight Oat bars. This innovation brings bold flavors to the traditional protein bar category and the growing popularity of overnight oats on social media platforms.

Detour Overnight Oats are sure to catch the attention of younger and health conscious consumers looking to indulge in a trendy morning breakfast while on the run.

Detour Overnight Oat bars have real recognizable ingredients starting with Gluten-Free Organic Rolled Oats. This is perfect for a quick breakfast, a midday snack or an after-dinner treat.

- 10 grams of whey protein is the core and first ingredient.
- 4 grams of sugar helps provide a low sugar diet to maintain a healthy lifestyle.
- 3 grams of fiber is a healthy dose that will keep you full while nourishing your body.
- 150 calories are a perfect meal replacement or post-workout snack.



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

## Jack Link's Continues Innovation Domination

Jack Link's Protein Snacks continues to transform the protein snacking game by developing products that bring new consumers to the category and create new protein snacking occasions. For innovation, portability and on-the-go snacking continue to be key platforms for the company as it extends its presence outside the main meat snack set. The new products include Jack Link's Smoked Beef Sausages, Jack Link's Steak Bites and Cold Crafted Linkwich.

"We are on a mission to make protein snacking accessible to everyone," said TD Dixon, chief marketing officer at Jack Link's Protein Snacks. "Consumers continue to seek more protein in their diet, so we've focused our innovation efforts, whether that be form, packaging or flavors, to provide consumers new opportunities to engage in the category. These efforts are creating incredible growth for our customers and the entire category."

Jack Link's new products include:

- **Jack Link's Steak Bites:** Eating America's #1 meat snack brand on the go just got easier, thanks to Jack Link's Steak Bites. In a category that is dominated by sugar, fat, and calories found in sweets and nuts, Jack Link's takes out the competition with new Steak Bites, offered in a one-handed, tear-and-eat snack pack. Jack Link's Steak Bites give consumers exactly what they want – a high-protein, low-fat, handheld snack at an awesome value. Made with 100% beef, the steak bites are an excellent source of protein with 17g of protein in one single pack and only 110 calories. Launch includes two flavor varieties, Original and Teriyaki.
- **Cold Crafted Linkwich:** Jack Link's launched Cold Crafted, a new line of fresh and convenient snacking in a refrigerated format. After incredible in-market success, Cold Crafted is introducing the ultimate breadless sandwich, Cold Crafted Linkwich. The Linkwich line includes a grab-and-go combo offering 15g of protein in one serving and only 1g of carbs and sugar. Launch includes three varieties: Colby Jack & Hard Salami, Pepper Jack & Genoa Salami and Cheddar & Hard Salami.
- **Jack Link's Smokehouse Beef Sausages:** In what promises to be the company's most craveable eating experience yet, Jack Link's new Smokehouse line brings true craft-style products to the meat snack category. Smokehouse Beef Sausages will be the first product launched under the new line. Sausages continue to be the fastest growing meat segment, and Jack Link's is taking it one step further, introducing a 100% beef smoked sausage snack option. The launch includes two flavor varieties, Original and Hot & Spicy.



## OVEN CLEANING 101: HOW TO DO IT SAFELY



The rapid cook ovens now used by most convenience stores and travel plazas are growing food service at a torrid pace. Their combination of heat and airflow produce some incredible edibles. They are also easy to safely clean if you have the correct product. It's **Apter Oven Safe** to the rescue. Here's four things that differentiate **Apter Oven Safe** from the field.

**It is Safe to Use:** The majority of oven cleaners use a caustic formula that can burn skin and is not overly effective on grease.

**Apter Oven Safe** features a blend of potent surfactants that are tough on grease and easy on the skin.

**It is Approved by Oven Manufacturers:** **Apter Oven Safe** has garnered formal approval for use by virtually every major oven manufacturer. It will not damage critical components so your warranty remains valid.

**It Just Cleans Better:** **Apter Oven Safe** is composed of raw materials that most manufacturers consider exotic. The formulation attacks grease and all types of food service generated high protein soil. It saves time and money.

**Perfect Packaging at a Great Price:** **Apter Oven Safe** comes in a convenient 2 Pack (2 quarts of **Apter Oven Safe**, a trigger sprayer, and instructions).

**Contact Joe DeLuca at**  
**[jdeluca@apterindustries.com](mailto:jdeluca@apterindustries.com) to try**  
**the Apter Oven Safe 2 Pack for \$12.00**  
Includes **FREE** shipping (1 per customer)  
Visit **[www.apterindustries.com](http://www.apterindustries.com)**



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### CAMPAIGN MANAGER

Drive consumers from  
the **pump** to the **store!**

Scan to receive a **FREE** Custom Demo Kit

#### Grow Store Sales & Drive Down Marketing Costs!

We use custom store profiling that combines brand organization tools and business intelligence to streamline all of your operations!

#### What Makes Vivid Impact Different?

Business Intelligence - We help to improve implementation at the store level and increase speed-to-market. Our proximity to the UPS World Port in Louisville, KY allows us to ship to 70% of the country within 3 days.

**[www.cstoredecisions.com](http://www.cstoredecisions.com)**

**Powerful Technology** - Save time and money with data-driven distribution and real time analytics to streamline operations.

**Creative Design Team** - Our dedicated design team will provide art and engineering, industry expertise, branding and strategy.

We serve large and small brands across the country, including: Circle K, Thorntons, Enmarket, GoMart and TrueNorth.

**Scan the QR code** on the left using your camera phone to receive a **FREE custom demo kit**. The QR code will bring you to our contact page; just fill out your information and a member of our team will contact you about your **FREE** kit!

Or reach out to one of the Vivid Impact team members below

**Justin Prather, (502) 939-1720**  
**[justin.prather@vividimpact.com](mailto:justin.prather@vividimpact.com)**

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**Vivid Impact**

## Forth™ Adding CBG to Product Lineup

Forth™ CBD is proud to introduce new CBD + CBG Tincture Drops to the market this June. Utilizing full-spectrum CBD with CBG isolate, the product aims to expand CBD product options for adult consumers looking for an alternative product to add to their wellness routine. CBG is one of the many minor cannabinoids found in the hemp plant. By adding CBG isolate to our full-spectrum CBD tincture drops, consumers can experience a fuller, synergistic hemp plant effect.



Forth CBD + CBG Tincture Drops come in two flavors, Tangerine and Peppermint. Adult consumers can find this product in two sizes, 15ml and 30ml so they can find which size works for their wellness journey. Each bottle contains approximately 33.33mg of CBD and 3.33mg of CBG per serving.

With the CBD category growing in C-stores, the CBD consumer is becoming more educated and adventurous, willing to try different products. C-Store consumers are becoming interested in purchasing products which contain other cannabinoids like CBG.\* This open consumer mindset makes now the perfect time for Forth to introduce CBG to its product lineup.

Forth CBD + CBG Tincture Drops join a consumer-focused product lineup that contains CBD Tincture Drops, Soft Chews, Vape Pens, and CBD-Infused Juice Drinks. The expanding products of Forth show the brand's commitment to offering accessible CBD product options for adult consumers.

With Forth CBD, adult consumers may experience better recovery times from physical activities and improved focus. Forth products may also provide a sense of relaxation and relieve unwanted tension. Forth CBD products are third-party lab tested for quality and purity. With so many CBD options, retailers and adult consumers can feel good about choosing Forth.

The future of CBD is here – grow your category with Forth. Speak to your EAS Representative to get Forth products in your stores.

\*All data sourced from Brightfield Group.



## Ridiculously Awesome Flavor

Deliver on the flavor, variety, and convenience today's consumers are looking for with premium brands from Home Market Foods. Let's Power Up your business!



### RollerBites®

Bold! Different! Better! Bursting with flavor and packed with protein, RollerBites offer the perfect on-the-go meal or snack.

Team up tender, juicy chicken with kickin' spices and you have one epic-flavored grab-and-go snack for on-the-go customers: seasoned all-white **Chicken RollerBites®**. Available in a variety of on-trend flavors including Buffalo Ranch, Monterey Jack, Nashville Hot, and the **NEW! Bourbon BBQ Chicken!** Our savory breakfast varieties combine hearty eggs, sausage and cheese.

**Fire Grilled Cheeseburger RollerBites®** lock in that juicy, home-grilled flavor and are available in craveable Original and Ghost Pepper varieties.



Our **Eisenberg® Beef Frankfurters** have a long tradition of quality since 1929. Our family recipe uses the finest cuts of U.S.D.A. beef, fresh seasonings and spices to deliver irresistible flavor to your valued customers. Minimally processed products with an authentic, natural taste – that's the Eisenberg way.



### Bahama Mama® German-Recipe Sausage

features U.S.D.A. quality cuts of beef and pork and are seasoned with bold spices for an awesomely delicious experience. Our authentic sausages let you menu a variety of in-demand

flavors including Jalapeño 'N Cheddar, Chorizo Con Queso, Smoked Cheddar and Ham 'N Cheese.



### Elevate your foodservice program with premium Cooked Perfect® Gourmet Italian Style

**Meatballs** – the #1 best-selling retail brand of meatballs in the country. Fully cooked and made

with select cuts of meat and cheese and seasoned just right with our proprietary spices. Cooked Perfect meatballs will surprise and delight your customers with amazingly great taste and quality.

For more information, visit [www.homemarketfoods.com](http://www.homemarketfoods.com). Contact us at [info@homemarketfoods.com](mailto:info@homemarketfoods.com) or (800) 367-8325, ext. 529.

## BIC® Introduces New EZ Reach™ Lighter for All Lighting Occasions

**New BIC® EZ Reach™ is the Ultimate Lighter, Combining Convenience, Reliability and Performance While Helping to Keep Your Fingers Away from the Flame**

BIC, a world leader in stationery, lighters and shavers, today introduced the BIC EZ Reach lighter, hailing it as the ultimate lighter for all lighting occasions. It is designed for lighting hard-to-reach places while helping to keep fingers away from the flame. The new innovative design is a perfect combination of the iconic BIC Pocket Lighter and the longer-reaching BIC® Multi-purpose Lighter.

The EZ Reach lighter features a 1.45-inch extended wand that helps keep fingers further from the flame. Its body is the size of a pocket lighter, so it fits comfortably in users' hands, bags and pockets, making it perfect for lighting candles, grilling and everything in between. The new design directly meets consumers' requests for a lighter that lights at any angle.

"As the lighter category leader, BIC continues to innovate with our new BIC EZ Reach Lighter, the ultimate lighter for all lighting occasions," said Mary Fox, General Manager of BIC North America. "Consumers give this lighter rave reviews for all lighting occasions, including hard-to-reach places like candle jars and grills while keeping their fingers away from the flame. We are excited to launch this into the market and believe it will quickly become a must-have item in every home!"

BIC applied its same commitment to safety and quality in designing the



BIC EZ Reach Lighter that it uses for all of its lighters. Each BIC lighter produced worldwide undergoes more than 50 quality and safety checks during the manufacturing process to ensure it meets or exceeds all safety standards to keep consumers safe.

The new EZ Reach lighters will come in four different designs: classic BIC colors, home décor, Bohemian, which is exclusively sold at Walmart, and a line of officially licensed Bob Marley lighters. The lighters are available at Walmart locations nationwide and will be available at Sam's Club and additional retail locations through the Fall. The lighters have an MSRP of \$2.99 for the 1-pack Classic, \$3.49 for the 1-pack Home Décor and \$4.00 for the Bob Marley lighters. For more information, go to [BICLighters.com](http://BICLighters.com).

### ABOUT BIC

BIC is a world leader in stationery, lighters and shavers. For more than 75 years, the Company has honored the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication, BIC has become one of the most recognized brands and is a trademark registered worldwide. Today, BIC products are sold in more than 160 countries around the world.



## Bold New Look for Wildhorse®



Wildhorse® has a new look for this classic brand. It still is known for its bold, rich taste and smooth smoking experience one would expect from a higher-priced premium cigarette. Wildhorse provides a fine flavor and aroma at an attractive price.

The Wildhorse® product family features premium quality cigarettes, pipe tobacco, and cigarette tubes.

Wildhorse is American-owned, American-grown and American manufactured. We proudly state "A Product of US Farmers®" on our packaging. We believe so strongly in our products that we back them with a 100% guarantee. Experience The Freedom®.

### About U.S. Tobacco

U.S. Tobacco Cooperative Inc. (USTC) is a grower-owned marketing cooperative based in Raleigh, North Carolina. USTC produces U.S. flue-cured tobacco grown by 500-plus member growers in Florida, Georgia, South Carolina, North Carolina, and Virginia. Member-grown tobacco is processed and sold as raw materials to cigarette manufacturers worldwide. USTC processes over 35 million pounds of flue-cured tobacco, the finest, most compliant and most sustainable flue-cured tobacco in the world.

## TEAZZERS® Helps Turn Your Location Into A Tea Destination



TEAZZERS® is one of the nation's largest suppliers of fresh brewed teas and other specialty dispensed beverages. What makes TEAZZERS the best is our obsession to detail – from sourcing premium global ingredients to expert blending and brewing for consistent flavor. For more than 20 years, TEAZZERS has been the iced tea innovator, refining processes to provide the most amazing fresh brewed tea products on the market. Today, TEAZZERS is in more than 7,500 stores nationwide.

TEAZZERS specializes in every facet of the tea process, and we partner with you to design a program that will turn your store into a tea destination. Our iced teas are made with high-quality tea leaves sourced from multiple points of origin and blended to optimize consistency throughout growing seasons. Our R&D team works with experienced flavorists who specialize in developing flavors for different consumer demographics, food pairings and flavor trends. To brew those teas, we innovated the TEAZZERS SmartBrew™ machine which makes brewing fresh iced tea even easier for restaurants and convenience stores. This revolutionary brewer is equipped with BIB sweetener storage under the urns, remote recipe management, and freshness timers, all for enhanced category management. The three urn positions and sleek design offer enhanced and customizable merchandising opportunities, with plenty of room for different tea flavors and sweetness levels.



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 location into a tea destination, with TEAZZERS.

For more information, visit [www.teazzers.com](http://www.teazzers.com) or contact our sales team at [sales@teazzers.com](mailto:sales@teazzers.com).

## Swisher Sweets is Offering Adult Consumers the Chance to Be Selected as Their Number One Fan

Summer contest begins June 21 and lasts for a limited time.

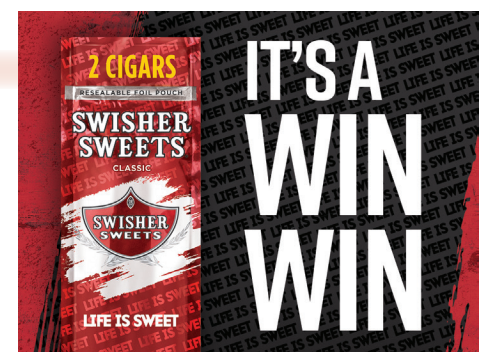
Swisher Sweets today announced the launch of an exciting contest, **Life is Sweet**, along with limited edition Swisher Sweets Red packaging, which will be sure to excite top fans.

Beginning June 21, 2021, and continuing throughout the summer until August 27, 2021, adult consumers can enter the **Life is Sweet** contest by uploading a photo or video with a caption describing why they are the #1 Swisher Sweets fan. The entries can be uploaded by visiting [swishersweets.com/pages/lifeissweet](http://swishersweets.com/pages/lifeissweet) or by scanning a QR code found on all limited-edition Life is Sweet packaging or contest point of sale.

There will be five bi-weekly prizes of \$2,500 awarded on July 2, July 16, July 30, August 13 and August 27. The Grand Prize winner will be awarded a 2021 luxury sports utility vehicle, \$25,000 cash and the title of Swisher Sweets #1 fan. The Grand Prize winner will be selected among the five bi-weekly winners and notified on or around September 17. The Grand Prize winner will also be featured on [swishersweets.com](http://swishersweets.com) in the Swisher Sweets Hall of Fame.

The limited-edition **Life is Sweet** packaging will be available this summer. Trade partners should be on the lookout for specially marked shipping boxes to begin arriving in June.

To place an order, contact your Swisher representative at 1-800-874-9720 or visit [Swisher.com](http://Swisher.com)



### About Swisher Sweets Cigar Company

Swisher Sweets Cigar Company is home to the highest quality and most innovative products in the industry, our legendary cigars have been igniting possibilities and fostering meaningful connections with adult consumers for 160 years. With the #1 and #2 SKUs in the Large Cigar category — Swisher Sweets Original and Swisher Sweets Diamonds — our position in the tobacco landscape is well established. With products like BLK, Optimo, Leaf and countless other cigar and cigarillo offerings, Swisher Sweets Cigar Company provides experiences for any occasion and our ability to understand today's adult consumer and deliver products that meet their exact needs is unmatched. Visit [www.swisher.com](http://www.swisher.com) to learn more.

## A Clean Store Is a Trusted Store

An average convenience store selling fuel has more than 1,100 customers per day—that's 1,100 customers bringing germs into your location.<sup>1</sup>

How will you combat the excess of germs entering your store and reduce the risk of cross contamination? You need to use the right surface disinfectant and sanitizing spray to keep your store's surfaces clean while showing your commitment to employees and guests.

You have plenty of surface disinfectant products to choose from, but be sure you're getting one that fits the needs of your store.

Look for products with the ability to quickly kill foodborne illness-causing germs, that can be used on both soft and hard food-contact surfaces without irritants, and have sustainable ingredients.

One such product is PURELL® Foodservice Surface Sanitizer. This one-step sanitizer and cleaner is powerful enough to kill norovirus in 30 seconds—but is formulated for food-contact surfaces with no rinse required.



<sup>1</sup> <https://www.convenience.org/Research/FactSheets/ScopeofIndustry/Convenience>

- **Fast and effective**
  - Eliminates norovirus, Salmonella, E. coli and Listeria in 30 seconds
  - Eliminates hepatitis A in 60 seconds
- **Multi-surface formulation**
  - Proven effective across most hard and soft surfaces
- **No harsh chemicals**
  - Eliminates the need for handwashing, gloving or health hazard precautionary statements.

You have the ability to provide health and cleanliness to your customers with a product that is as convenient as your store locations.

For more information on PURELL Foodservice Surface Sanitizer and a complete solution of products to more holistically fight the spread of germs, visit [gojo.com/c-stores](http://gojo.com/c-stores).

## Prairie City Bakery Unveils Two NEW Great Tasting Products

Are you looking for over-the-top indulgent snack items for your stores? Look no further than Prairie City Bakery's **NEW Ooey Goey Molten Lava Cakes and Sweet Walkin' Wafel™ Drizzled Delights!** Each is perfect for on-the-go, can be enjoyed any time of the day, and will go beyond your customers' need for a comforting sweet snack!

**Ooey Goey Molten Lava Cakes** feature a soft and delicious, fudgy cake, filled with a decadent ooey goey lava icing. Available in three flavors, Molten Lava Cakes provide dessert fans an indulgent comfort food any time of day. Fudge is a chocolate lovers dream, Salted Caramel is the perfect blend of sweet and salty, and Peanut Butter is a flavor explosion with peanut butter morsels throughout. Just unwrap and enjoy, or heat at home in the microwave for 10 seconds. Each has a 30-day thawed shelf life, is individually wrapped in clear film, and packaged in 6-count merchandisers. These decadent dessert snacks provide retailers with a great tasting, easy to execute, indulgent new snack item.

**Sweet Walkin' Wafel™ Drizzled Delights** are inspired by Belgium's most beloved street-cart treat, made the traditional Liège way, with caramelized pearl sugar and a rich, brioche batter. Each wafel is drizzled with sweet icing and topped with colorful confetti sprinkles making them perfect for customers looking to reward themselves with a sweet treat. Available in three flavors, Birthday Cake features a sweet white icing, Caramel Smoothie boasts a smooth and sweet caramel taste, and Dark & Chocolatey has an amazing dark chocolate flavor. They have a 21-day thawed shelf life, are individually wrapped in clear film with colorful packaging, and come in 6-count merchandisers. Walkin' Wafel™ Drizzled Delights are a taste of Belgium with every step!

Ooey Goey Molten Lava Cakes and Sweet Walkin' Wafel™ Drizzled Delights will be available in January 2021.

Prairie City Bakery provides quality, great-tasting bakery goods and simple, effective merchandising solutions. Please contact **Anna Masur** at **502-310-8989** or [amasur@pcbakery.com](mailto:amasur@pcbakery.com) for more information.



*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.*

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**BIC**

**CBE, Inc.**

**CSC ServiceWorks**

**Detour/Forward Foods**

**E-Alternative Solutions (EAS)**

**E & J Gallo Winery**

**Forth CBD**

**GOJO Industries, Inc.**

**Home Market Foods**

**Hussmann**

**Jack Link's**

**Kellogg's Convenience Store Team**

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## Reducing Total Retail Loss by Integrating Video With Exception-Based Reporting



The advancement in security, transaction and tracking technologies has led to retailers continuously needing/wanting to explore effective solutions for loss prevention and video surveillance systems that will capture events in real time. Many opportunities are available to harness crucial data with the potential to enhance the customer experience and decrease operating expenses.

Understanding a common equation to find out a business's Key Performance Indicators (KPIs) can help determine whether or not a retailer is achieving its goals. However, because losses are often calculated based on an individual company's formula, it's difficult to create a universal baseline. Now, there are software and technologies available to help retailers stay ahead of their losses, and, most importantly, understand the differences of losses, shrinkage and costs.

### Exception-based Reporting and ROI

Exception-based reporting is a method of data analysis that compares an incoming stream of data to a pre-established set of data at the point-of-sale (POS) and flags items that don't match up. A specific retailer can define and customize any number of 'normal' conditions for the incoming data to compare against and, then, these abnormalities will be flagged as suspicious activity. The goal of exception-based reporting is to enable these data streams to identify areas of loss more readily and efficiently than time-consuming inventory audits or in-store security personnel. Many times, single malicious users at the register can have a greater impact on shrinkage; thus, waiting for an inventory audit to be completed can allow for more malicious losses than readily available data streams.

### Video-Enhanced Exception-Based Reporting

Although data analytics alone are beneficial, the combination of exception-based reporting with the integration of video recording adds unparalleled benefits to retail stores. Without video, there is no proof of where a malicious error or theft occurred. There are multiple pain points that can be relieved by these featured benefits when adding video to a traditional POS system.

### Video Supports Better Decision Making for Leadership Executives

Corporate retail executives want to see transparency across their companies. With the video feature, dashboards provide clear and easy-to-understand reporting values. This can lead to real-time investigations via daily operations of process and inputs, as well as traffic, transaction and conversion rates examined over a 30-day period. In addition, it provides a snapshot of the entire company with the ability to drill down into regional or location-based reporting. This helps decision makers see multiple districts at the same time and make decisions on store behaviors.

### Video Can Help Catch Untrustworthy Employees Who Steal

Data can uncover broken processes that can reduce unknown theft where thieves often abuse retailers. Adding video surveillance to an exception-based reporting system helps your leadership team understand when

and where employees look to steal during the day. When you combine exception-based reporting and video surveillance, reporting can proactively help notify your staff of questionable employees. The benefit includes supporting corporate loss prevention with documentation for criminal conviction and potential recoveries.

### CBE & 3xLOGIC Partner to Integrate Video & Exception- Based Reporting

CBE and 3xLOGIC have been working together for over 15 years to design systems that integrate POS, cameras, audio, analytics, time and attendance, and more while utilizing the 3xLOGIC VIGIL TRENDS software engine to pull all data into an easy-to-use dashboard accessible anywhere the user has an Internet connection, including mobile devices.



**TRENDS combine Point of Sale and video data to provide a clean, simple visual snapshot of your business:**

- Easily identify the cashiers doing who are not following company guidelines
- Location-by-location performance comparison, Conversion Rates, Loss Prevention KPI's
- Revenue vs. Employee Scheduling Reporting
- 30-day Snapshot, propped doors, safe openings, open/close times, and event reporting
- Tag videos with meaningful labels you define
- Drive case management workflows in your external applications

### Is TRENDS Right for You?

**Contact CBE to discuss how TRENDS can help you provide actionable intelligence on what would otherwise be dark or ambient data.**

To learn more about TRENDS by 3xLOGIC visit: [www.3xlogic.com](http://www.3xlogic.com)  
Contact CBE for more information at: [info@cbe-inc.com](mailto:info@cbe-inc.com)

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**We've Got You Covered!**  
[www.cbe-inc.com](http://www.cbe-inc.com)

## What The "Vape Mail Ban" Means For Retailers



The vapor industry is experiencing broad changes, which is impacting retailers, brands, and adult consumers all at once. Soon, new regulations on the shipment of vapor products in the United States will go into effect, so it's crucial to understand what the "Vape Mail Ban" means for you and your shoppers.

On December 27, 2020, the Further Consolidated Appropriations Act, 2021 (FCAA) was signed into law. As a result of the amendments to the Jenkins/PACT Act, the U.S. Postal Service prohibited the shipping of vapor products through the mail. FedEx and UPS followed suit, enacting revised policies which restrict the shipment of vapor products via their platforms. These changes, informally known as the "Vape Mail Ban," effectively slash direct-to-consumer shipments of vapor products in the United States as of April 27, 2021. This has forced dozens of companies and brands to shutter their online stores, leaving a lucrative opportunity for C-Store vapor sales growth.

Adult consumers will still want to purchase vapor products, even if they can't get them online. It will be up to brick-and-mortar shops to cater to the ever-growing base of vapers, who routinely provide recurring revenues and generous profits to their point of purchase. C-Stores are therefore projected to experience an influx of new adult consumers who are looking for satisfying vapes.

### Moving Forward

The vapor industry will continue to undergo regulatory changes. What's important now is working with the right brands that can continue shipping and providing vapor products to meet a growing in-store demand.

E-Alternative Solutions (EAS) is working to ensure all their retail and wholesale partners continue to receive their Leap products despite the "Vape Mail Ban." Having worked closely with partners during the flavor ban and subsequent Premarket Tobacco Application to swiftly remove unsaleable products from the channel, retailers and wholesalers can feel confident EAS will be with them through this process and adapt to the change.

**Ready to partner with a company which checks all the boxes?  
Speak to your EAS Representative to get its  
high-quality vapor products in your stores.**

## Kellogg Drives Innovation

Each year, Kellogg® strives to bring innovative products to shelves at convenience stores across the country. 2021 will provide a great lineup of exciting, new offerings across the snacking categories your consumers love.

**Pringles®** introduces the Scorchin' product line. With the spicy hot trend spreading, the Scorchin' BBQ and Scorchin' Cheddar flavors will help you meet consumer demand for those extra spicy snacks. Available in both standard can and large Grab n Go sizes to meet every snacking occasion.

**Cheez-It®** brings new products through both Grooves™ Scorchin' Hot Cheddar and Snap'd™ Jalapeño Jack. Consumers are looking for extreme heat snacking experiences – the hotter, the better! These two product line additions are sure to heat up snack time!

Bite-sized snacks will be available from two favorite brands: **Nutri-Grain®** and **Pop-Tarts®**. Deliciously sweet, soft-baked **Nutri-Grain® Bites** give consumers the energy to fuel their morning with no mess. Available in Apple and Strawberry flavors. And **Pop-Tarts® Bites** bring the same **Pop-Tarts®** crust and filling everyone loves – now in a bite-sized snack! Available in Chocolatey Fudge and Frosted Strawberry flavors.

## Winning With Consumables in Convenience

Procter & Gamble conducted shopper research to understand how to win with consumables in the Convenience Industry. The findings were enlightening and we received direct quotes from shoppers in key focus areas. Here are four important takeaways:



### 1) In order to transform consumers into c-store purchasers, prices need to be competitive.

- \* Consumers expect to pay more at c-stores, but often the high markup is just too much and can drive them to their local grocery store instead.
- \* "I am NOT willing to pay more than 15% more for the convenience."
- \* "I think buying products there would be helpful but only if the prices are competitive. You can often find good deals on household products elsewhere so if the prices aren't competitive I probably wouldn't change my shopping habits."

### 2) Consumers want to see the brands they love.

- \* Consumers would be more inclined to shop at c-stores if they knew they'd find quality brands, brands that match their values, or more brand selection.
- \* "I can't see buying any of these there unless brands were the same as my regular ones and the prices were as low."
- \* "I would like to see more health conscious items at convenience stores."

### 3) Keep items people need in a pinch.

- \* Consumers may only need one item in an emergency or they need to pick up a few things late at night when their regular stores are closed. These could also be items that families may need while traveling.
- \* "Smaller sized cleaners and toiletries would be great. If I'm shopping at a convenience store for these items it's because I have no other option available and need something quickly."
- \* "I would only buy household products at a convenience store if it were an emergency and I don't have other options."

### 4) Paper products are the most essential to carry at c-stores.

- \* Consumers agree the most important item c-stores need to carry are paper products. These include toilet paper, paper towels, tissues, paper plates, etc.
- \* Paper products tend to be an item often forgotten about but needed quickly.
- \* "If it isn't a necessity, don't waste space stocking it. Like fabric softener. I wouldn't rush out to a convenience store to buy this. I'd either wait a day on the laundry, or do it just this once without a fabric softener. Paper products, yes."

Last year, **Rice Krispies Treats®** introduced you to Dunk'd™ – an indulgent, fully-enrobed **Rice Krispies Treats®** big bar. The new year brings a new flavor to that lineup: Dunk'd Chocolatey Covered Strawberry. **Rice Krispies Treats® Big Bars** will also be available in a new carton size that frees up three inches of shelf space per SKU, making room for additional varieties as well as for innovation.

**Pop-Tarts®** – the #1 toaster pastry brand – brings you two iconic brands and flavors in one amazing snack: **Pop-Tarts® Froot Loops®!** Featuring six unique **Froot Loops®** designs printed on the frosting.

**Kellogg's® Jumbo Snax** bring a combination of the nostalgic brands and fun-to-eat flavors consumers love in a larger size, perfect for snacking anytime, anywhere. Available in Tiger Paws and Froot Loops flavors and shapes.

These product innovations will be available in December 2020. To learn more, visit [KelloggsAwayFromHome.com](http://KelloggsAwayFromHome.com).

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



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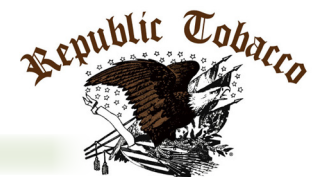
## Republic Tobacco Launches the First & Only Bamboo Cone

### OCB® Brand Rolls Out OCB® Bamboo in Cones

It all started across the pond, where OCB has been the best-selling rolling paper brand in Europe for generations. After making a substantial impact in the U.S.A. with a variety styles and sizes, OCB introduced the Bamboo Rolling Paper line which has had tremendous success in its eco-conscious efforts for today's consumers. It became evident that the OCB bamboo paper should be converted into a currently popular format...the Cone. With that, OCB introduces the world's first and only Bamboo Cones.



Pre-rolled and equipped with a tip, cones provide an easier way to pack, fill and enjoy. The paper is vegan, GMO free, unbleached and made from the world's most sustainable fiber: Bamboo. No harsh fertilizers, pesticides or herbicides are used in the growing process. Bamboo is a renewable resource, responsibly harvested leaving the roots in the ground to regrow. The plant's long, durable fibers ensure the papers and cones don't "run" to produce a slow, even-burning smoke. The ultra-thin weight and always sticks acacia gum make a smooth tasting smoke.



OCB Bamboo Cones are available in 4 sizes to address the consumer's preference. The 1-1/4 size contains 6 cones per pack; king size contains 3 cones per pack; small 78mm contains 8 cones per pack and the mini 70mm contains 10 cones per pack. They all come in a 32-count counter display ready to sell constructed to protect the product inside from being crushed.



Modular displays are also available for merchandising. A wide variety of point-of-purchase materials for all of these products are available to support sales efforts.

For Further Information, Call Republic Tobacco Customer Service: 800-288-8888, email [info@rpbtab.com](mailto:info@rpbtab.com)

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