

CONVENIENCE DIRECTIONS®

A Convenience Store Decisions Publication

FOURTH QUARTER 2020

www.cstoredecisions.com

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

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 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."





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 or contact our sales team at sales@teazzers.com



New, Improved Leap® Smart Rewards: Helps to Increase Basket Size and Drive Repeat Customers in Your Store

Recently E-Alternative Solutions (EAS) launched Leap Smart Rewards, which focuses on loyalty rewards to support its Leap® and Leap Go® vapor products. This program is part of EAS's commitment to delivering the highest quality products at an optimal value to adult consumers and retailers.

Smart Rewards is designed to foster consumer loyalty and optimize recurring revenue for retailers. Its point system allows consumers to redeem points on hundreds of gift card options. Smart Reward points can be earned not only through the purchase of any Leap or Leap Go products but also by taking a survey, referring a friend, or participating in other activities. Enhanced loyalty features and physical reward options will be added in early 2021 to support the continued growth of the Leap business in your store.

To encourage consumer participation and increase initial basket size, EAS has developed a "\$10 Gift Card" introductory offer that can be found on specially marked Leap products throughout 2021. This promotion encourages the purchase of a second Leap item at the same time and allows consumers to earn a \$10 gift card at LeapSmartRewards.com.

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



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UNDERAGE SALE PROHIBITED

Following EAS's submission of a full suite of Leap and Leap Go products for Pre-Market Tobacco Applications (PMTAs), Smart Rewards is a proactive step to build continued trust in EAS brands and prove to consumers that Leap products are the smart choice for adult tobacco consumers.

[Learn More at LeapSmartRewards.com](http://LeapSmartRewards.com)



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Grow Store Sales & Drive Down Marketing Costs!

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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

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

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sam.campitella@vividimpact.com



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** for more information.



Ferrara: We Share Delight in Every Bite

Ferrara is an undisputed leader in sweet snacking. We believe in sharing delight in every bite.

Through high-quality products, superior innovation and a portfolio of loved brands, Ferrara continues to win in the sweet spot of snacking. We keep our finger on the pulse of what our consumers want: the legendary favorites they love and new flavors and products they desire.

Ferrara is headed for great things. We have a clear vision of what we want to accomplish: we are determined to lead the future of sweet snacking and continue to delight consumers around the world.



It Takes a Team

Our aspirations are only possible when backed by a passionate and dedicated team, and we remain committed to investing in our people to make it all happen.

Pride in Our People

We recognize that our people are one of our distinct competitive advantages. We aim to lead a world-class organization that attracts top talent while providing opportunities to develop and grow. We have a brilliant, ambitious crew hard at work, and the resources to deliver on a global scale.

To help our people succeed, we have four core operating principles that help to create a unique and highly differentiated culture:

- **We are empowering.** Equipping, encouraging and trusting our people to make the right decisions.
- **We are agile.** Using speed as our competitive advantage while working from a foundation of structure and processes.
- **We are collaborative.** We put the good of the company before functional and individual interests.
- **We lead with integrity.** Holding ourselves accountable to consistently high operating standards, doing what's right even when it's difficult.

For more information visit www.ferrarausa.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 2019 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 2019 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:** In 2018, 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.

www.cstoredecisions.com



Live Better With Solari Hemp

Solari Hemp is a true farm-to-shelf hemp company which entered the market in 2019, with over 150 acres of farmland in Colorado, offering on-site growing, extraction, distillation and a strong commitment to science and genetics. Solari offers high-quality hemp-derived wellness products at affordable pricing to enhance people's daily health regimens. Aimed at encouraging consumers to "Live Better with Solari," the wellness company was created by Colorado cannabis pioneer and former founder and CEO of MMJ America, Jake Salazar, former Director of Operations and Business Development at Smoker Friendly International, Colin Gallagher, and former CMO of Rush Communications, Myorr Janha.

Solari Hemp is passionate about their farm-to-shelf operation, which gives the company complete control over each step in the life cycle of growing, extracting, and manufacturing of its products. They track and test each plant and varietal to guarantee the efficacy and quality of its entire product line. They have also developed a unique harvesting technology that will increase efficiency and reduce crop damage during this pivotal and difficult step in the hemp farming process.

"Our company is providing high-quality products that consumers can trust and at fair price points so everyone can have access to hemp-derived CBD and feel confident in what they're putting into their bodies," said Solari Hemp CEO Kelly Michols. "We believe by being a farm-to-shelf business and owning the entire process from start to finish, it allows us to deliver premium products at affordable prices both in-store and online."

As one of the largest hemp farmers in Colorado, Solari Hemp functions as both a B2B and B2C company, growing hemp for their own products



as well as industrial hemp applications. The company also provides full-service hemp sourcing solutions and white labeling for companies looking for a high-quality source of hemp.

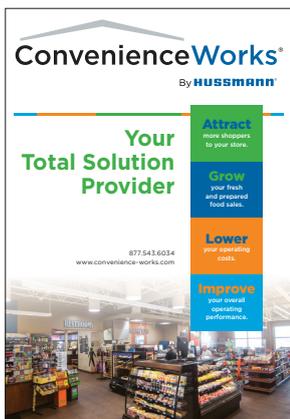
The hemp startup launches with a THC-free line of hemp-derived CBD Isolate products including CBD gummies, CBD liquid soft gel capsules, CBD pain cream, CBD warming, cooling, and arnica balm tins, warming and cooling CBD roll-on gel, and CBD in MCT oil tinctures in lemon and fresh mint flavors. The product offering ranges from 60mg-1,500mg including a complete line of convenience-focused products and merchandising vehicles.

Solari values its commitment to science and has partnered with Front Range Biosciences, an agricultural biotech company that specializes in tissue culture propagation of high-value crops at an industrial scale to improve consistency and efficiency for clone production. Colorado-based Front Range Biosciences provides clones that are clean, reliable and third-party tested for Solari Hemp's product line.

To further solidify their commitment to a farm-to-shelf business approach, Courier Labs, a premier bulk wholesale manufacturer of hemp products to global markets, with facilities in California, Colorado, and Louisiana is also an investor and strategic partner to Solari Hemp.

Solari Hemp is very excited about leading in the hemp-derived segment and partnering with Convenience retailers to offer best-in-class CBD products to their consumers ensuring quality that can be trusted.

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.

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

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.

Swisher Sweets Green Cigarillos Camouflage Design Here For Limited Time

Swisher Sweets, a leader in the highly profitable OTP category, today announced that Swisher Sweets Green cigarillos have a new camo look on pouches for a limited time. These distinct pouches will be sure to catch the eye of customers with a design bound to make a statement. The in-demand blend featuring a distinctive green wrapper has a new look for fall that is right on-trend and a mellow taste that will keep adult consumers coming back all season.

This seasonal limited time offer is destined to be in high-demand, so don't miss out on the opportunity to stock this hot design. The timeless taste and camo pouches will provide a reason for adult consumers to enjoy Swisher Sweets Green this fall.

Swisher Sweets Green camo pouches are available in a variety of market-driven price points and will ship nationwide in October, but only while supplies last.

About Swisher Sweets Cigar Co.

Swisher Sweets Cigar Company is the undisputed leader in Large Cigars. 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 nearly 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.



To place an order, contact your Swisher representative at 1-800-874-9720. For more information, visit www.swisher.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.

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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.¹

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.



- **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.

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



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.



Foodservice

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. Contact us at info@homemarketfoods.com or (800) 367-8325, ext. 529.



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 **Apters Oven Safe** to the rescue. Here's four things that differentiate **Apters 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.

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

It is Approved by Oven Manufacturers: **Apters 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: **Apters 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: **Apters Oven Safe** comes in a convenient 2 Pack (2 quarts of **Apters Oven Safe**, a trigger sprayer, and instructions).

Contact Joe DeLuca at jdeluca@apterindustries.com to try the **Apters Oven Safe 2 Pack for \$12.00**

Includes **FREE** shipping (1 per customer)
Visit www.apterindustries.com



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

Stand out among your competitors with the latest air technology equipment, by joining a leader in the industry. Some features highlighted below:

- 24/7 Wireless Monitoring
- Credit Cards, Apple Pay, Smart Wallet Technology and EMV Chip Technology Accepted
- Digital Air Auto Calibration
- Lighted Sign
- Loyalty Card Programs
- High Security Vault System

CSC ServiceWorks also 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.

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

CBE 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.

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 Chocolate Fudge and Frosted Strawberry flavors.

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
- 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
Contact CBE for more information at: info@cbe-inc.com

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

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.



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www.cstoredecisions.com

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 provides fine flavor and aroma at an attractive price.

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.



1111 Superior Avenue, 26th Floor
Cleveland, Ohio 44114

RETURN SERVICE REQUESTED

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.

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.