

The cookie aisle is a GROWTH SWEET SPOT.

TASTY FACT: INDULGENCE IS A KEY INFLUENCER FOR COOKIE PURCHASES.

The cookie category is a \$623 million dollar business in C-Stores alone, growing 22% since 2014.¹ No question, America has a sweet tooth, and when cravings crop up they look to cookies for satisfaction. Consumers known as Indulgent Explorers are especially passionate about their sweet snacks and will choose them over salty snacks 51% of the time.² Win with these all-day snackers by stocking a wide variety of popular cookie brands that are conveniently located and offered at a great price point.²

NOW'S THE TIME to expand your cookie set with a broad selection of on-trend favorites. Keebler® shelf cookies turn an average of 2.4 units per store per week.³

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For more information, contact your sales rep or visit www.kelloggsspecialtychannels.com



Nielsen AOD Latest 52 weeks ending 4.14.18 ² Kellogg Snacking Shopper Landscape (2015) ³ Nielson AOD Total US Convenience Channel Latest 52 weeks ending 4.21.18

ConvenienceWorks...WORKING with you to create total convenience store solutions to maximize your sales and profits.



ConvenienceWorks™
By HUSSMANN®

We have been serving the convenience store industry for many years with equipment, services and solutions that meet the everyday needs of the retailers. But now as ConvenienceWorks® by Hussmann, we have better alignment of our business processes, better understanding of the convenience store industry and better focus on what convenience store retailers need to be successful in this dynamic marketplace.

ConvenienceWorks by Hussmann is dedicated to providing you with the essential benefits that:

- Attract more shoppers to your stores
- Increase your fresh and prepared foods sales
- Improve your overall operating performance
- And lower your operating costs

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. And now as part of Panasonic Corporation, we 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 WORKING with you to create total convenience store solutions to maximize your sales and profits.

Call ConvenienceWorks by Hussmann at 877.543.6034.

Visit us at the 2018 NACS Show, Booth #5121, Foodservice – Central Hall.

Purpose-Built Reliable Site Control – The Verifone Commander

Verifone has been the leader in the Petroleum and Convenience point of sale space for over 25 years. The **Verifone Commander** site controller along with Verifone's retail hardened Ruby2 and Topaz POS terminals provide a turn key durable, secure, and reliable solution. The Verifone commander provides the latest in technology on a platform that will ensure best in industry longevity as new functionality and devices are developed.



Available now with Commander is the **iOrder Food Service** customer self-service solution. With iOrder it is now simple to get into the made to order food service business.

Combined with the optional Kitchen Display System, convenience retailers can get into a fully integrated solution efficiently that is easily maintained.

Other innovative solutions include the Ruby Rover, a line busting portable terminal that can scan products, accept payments includ-

ing EMV, reducing wait times during peak periods and special events. Self-check out on the new carbon terminal can help reduce labor costs and transaction times. Verifone continues to innovate and listen to retailers to develop the technologies the industry demands.

CBE has been a partner with Verifone since 1994. We have over 150 certified VASC technicians in 40 states ready to install and service your Commander system. CBE also provides the best video surveillance and security systems available, and can handle most any IT related project, from a single site to a nationwide rollout.

Contact us at info@cbe-inc.com or call us at 1-800-447-7038. www.cbe-inc.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

The Ultimate Taste of Summer from Swisher Sweets

Kiwi and peach offer an enjoyable coastal cocktail for c-store tobacco sets.

Summer is here and so is a unique blend of kiwi and peach now available as your favorite cigarillo. Swisher Sweets Limited Edition Coastal Cocktail cigarillos pair the tropical tartness of kiwi with sweet peach for the ultimate taste of summer.

Available for a limited time in a resealable 2-count pouch with the "Sealed Fresh" guarantee, Swisher Sweets Coastal Cocktail is ready for shipment to stores nationwide. It is offered in "2 for 99¢", "Save on 2", and "2 for \$1.49" options.

Swisher Sweets Coastal Cocktail is sure to be a customer favorite from coast to coast all summer long.

This edition of Swisher Sweets is available only while supplies last. For more information or to place an order, contact your **Swisher representative at 1-800-874-9720**. Visit www.trade.swisher.com/coastalcocktail/ for more information.

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.swishersweets.com.

Meet the Newest Member of the SweetTARTS 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 SweetTARTS 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, SweetTARTS Ropes delivers its signature thrilling jolt of flavor with the bendable fun of a soft licorice. This combination makes candy lovers go crazy about SweetTARTS and about life. SweetTARTS 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.

Taking Jerky to a New Level

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

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



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

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

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

**CHEF'S
CUT**

REAL JERKY

Increase Ancillary Income with CSC Service Works



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

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

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

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

For more information on CSC Service Works, visit www.cscsw.com.

www.csdecisions.com

Refresh Beverage Sales with Henry's Hard Sparkling Water

Henry's Hard Sparkling Water is a lightly fruit flavored hard sparkling water with the same alcohol content as a traditional light beer. It's perfect for drinkers who are looking for a fun, refreshing go-to drink this summer, a better-for-you option in their alcoholic beverage. Henry's Hard Sparkling Water comes in three natural flavors: Lemon Lime, Passion Fruit, and new Strawberry Kiwi, which is exclusive to the 12-pack variety pack.



Just launched, Henry's Hard Sparkling Water is now available in new 12-ounce slim cans at retailers nationwide. With only 88 calories and no sugar per 12-ounces, Henry's Hard Sparkling Water has the lowest calories and sugar amongst the largest players in the category.

"The goal is to offer the best possible hard sparkling water," said Josh Wexelbaum, MillerCoors senior marketing director of emerging brands. "We heard from drinkers that calories and sugar matter most to them when choosing a hard sparkling beverage. So we delivered the lowest in both so women and men can feel good, and have fun all at the same time."

Henry's Hard Sparkling Water is supported with a robust national marketing campaign that kicked off at the beginning of April with advertising on television; digital presence on Facebook, Instagram and YouTube; out of home; and traditional print media support, along with sampling at off-premise and on-premise accounts nationwide. The brand has also partnered up with social media influencers and most notably, pop singer Betty Who.

Fans can learn more about Henry's Hard Sparkling Water and share their experiences with the brand by following @HenrysHardSparkling on Facebook and Instagram and using the hashtag #GoodLightFun. Henry's Hard Sparkling Water is available in convenience, grocery, liquor and drug channels in 6-pack, 12-ounce slim cans and 12-pack variety packs.

For specific retail locations, visit the product locator at HenrysHardSparkling.com/locator.

Roll In Profits With Make-Your-Own



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.

Republic Tobacco has a proven track record of assisting all retail trade channels with entering, expanding, or maximizing the MYO/RYO category. Our extensive portfolio includes some of the most iconic brands the tobacco industry has to offer; with items in pipe tobacco, cigarette tobacco, cigarette machines, cigarette papers as well as filter tubes, we have all of your category needs covered. Additionally, we offer merchandising displays, point-of-sale materials, and a national sales force with an incredible amount of category expertise to ensure our wholesale and retail partners continue to maximize their profit-earning potential.



Let us help today! To roll in your profits and grow your OTP category, contact us at Republic Tobacco Customer Service: (800) 288-8888 or Mark Lopofsky at mmlopofsky@rpbtab.com.

Celebrating a Milestone

Apter Industries celebrates the 20-year trademarking of GARAGE GORILLA fuel dispenser cleaner by continuing its vision of doing what's right for the convenience store industry.

You pioneered the idea of systemized cleaning of the Forecourt Area for convenience stores by developing safe, environmentally friendly cleaners. How did it start?

After five or six years of manufacturing cleaners for the convenience store industry, we realized there was no easy way to clean the gas pumps and surrounding oil-laden concrete. That spawned the development of GARAGE GORILLA Diesel and Gas Pump Cleaner.



How did the jump from GARAGE GORILLA Gas Pump Cleaner to the FORECOURT FIRST Total Gas Island Cleaning Kit happen?

The short answer is: NEED! Well-meaning managers were sending their team members out to clean gas pads armed with dangerous acid and caustic cleaners. We replaced them with products that were safer, faster-acting, and easier to use. We added illustrated cleaning cards that attach to the safety carrying pail, and we even included a quart of GORILLA ODOR KILLER to keep the bees and flies away from the trash receptacles.

Your GORILLA XDX Gas Pad Cleaner is one of your fastest growing products. Why?

This stuff will remove oil and grime that has penetrated deep into the concrete and asphalt without scrubbing! It's amazing. It has oil-eating microbes that break down oil. It's safe and environmentally friendly (I know we say that a lot, but it's true!) No less important is that it costs much less than typical cleaners and slow-acting bio-organic powders. It typically costs under a couple of bucks to clean a gas pad with GORILLA XDX.

How are you celebrating the GARAGE GORILLA Trademark anniversary with your customers?

We are offering the GORILLA FORECOURT CLEANING KIT at a crazy low price. Even after your grocery wholesaler mark-up, it will cost under \$40. You get the four high-powered products and an abundance of cleaning accessories. To get started, simply contact your grocery wholesaler or visit our website at www.apterindustries.com. You can also contact **Joe DeLuca** at jdeluca@apterindustries.com.

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

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

Embrace the Revolution

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

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



Getting the Sparkling Mix Right – Call to Action

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

Why getting Nestlé Waters Right is Vital to Success

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

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

InfoMarketing

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

Apter Industries

BIC

CBE, Inc.

Chef's Cut Real Jerky

CSC ServiceWorks

Detour/Forward Foods

Ferrara Candy Co.

Home Market Foods

Hussmann Corp.

Kellogg's Convenience Store Team

MillerCoors

Nestlé USA Foodservice

Nestlé Waters North America

NJOY

Prairie City Bakery

Republic Tobacco

Swisher International

Vivid Impact

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Building a Pizza Game Plan

The top five annual pizza category sales days are: New Year's Eve, Halloween, the night before Thanksgiving, New Year's Day and football's Big Game day! Customers are beginning to plan their Big Game meals now, and whether they are cheering for their beloved team, rooting against their hated rival or just simply there to watch a good game with friends and family, they will all appreciate a great warm meal.

This year, some Americans will order from one of the dominant pizza delivery chains while numerous others will choose to forgo the potentially-long delivery wait times and select one of the appetizing frozen pizza options found in their nearest convenience store to satisfy their game-day craving. After all, who wants to wait for pizza delivery when a great-tasting frozen pizza is conveniently in hand?

Beyond the Big Game, consumers turn to their favorite c-store for frozen pizza throughout the year. Frozen pizza is a \$105 million business annually in the convenience store channel and is growing. Nestlé leads the category with a 63% share, and General Mills, Schwan's and Private Label collectively comprise the rest of the category.

Nestlé has earned this category leadership due to the popularity of the DIGIORNO® brand, which revolutionized the frozen pizza category in 1996 with the first rising-crust pizza. The brand now includes several



varieties including a Classic Thin Crust, Cheese Stuffed Crust, Garlic Bread Pizza and the new Pizzeria™, which offers a flavorful sauce and premium toppings on a crispy crust.

Now is the time to make sure c-store frozen food doors are filled with pizza and that there is signage throughout the store to provide awareness for this important meal solution. To ensure maximum sales for all casual entertainment occasions and to provide consumers with a complete party experience, c-stores should also have other popular frozen items such as HOT POCKETS® sandwiches and ice cream, such as BREYER'S®/EDY'S® and HAAGEN DAZ® fully stocked.

With all these items available in your stores' frozen doors, you and your customers will be ready to party from the Big Game, through the college basketball season and beyond!

For more information, please visit www.nestleusa.com.

Emerging Trends

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 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.



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.

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.

Send the Right Message with Vivid Impact

Everyone in the c-store industry has heard the age old question: How do you drive consumers inside your store to purchase your more profitable category items? Vivid Impact has one of the answers and it's actually pretty simple: quality signage and messaging. Seems easy, right? It is, but I am amazed at how often it gets overlooked. Below are a few components that make up quality signage:

Photography: Does the food, coffee, snacks, etc. look appealing enough to motivate someone to make a purchase, or rather, do your hot dogs appear green on your pump toppers? The solution: food photography. Make the slice of pizza appear mouthwatering, make the coffee piping hot, inviting the consumer to run in and buy!

Consistency: Does your promotional messaging on the exterior match what is being sold in the store? Is your message consistent? Advertising at the pump is not enough and you need graphics throughout. What if they happen to not look at the pumptopper? Results show that if you combine multiple platforms of exterior signs (window graphics, a pump squawker, bollard signs, etc.) along with interior signs (wobblers, lobby signs, gondola headers, danglers, etc.) with the same clear messaging and quality imagery, the likelihood of the consumer paying attention to the message and acting on it increases exponentially.

Clean Messaging: The average consumer is inundated with competing advertising everywhere they look. Studies show that you have mere seconds to grab their attention. Why "muddy the waters" with a bunch of wording and "busyness" that is not relevant? Keep the graphics clean: beautiful product imagery and a clear price point highlighted with your stores' brand. Get to the point and get the customer!

The clear choice for your STORE promotions: Create, Manage, Manufacture, Distribute



So, as the old adage goes, "keep it simple." Signage is still the #1 most effective way to drive sales in your store.

Vivid Impact is a creative graphic communications company that specializes in helping our c-store clients get the most out of their marketing promotions. We are experts in handling the entire process from Creative Design, to Technology Platforms simplifying ordering, distribution, and tracking, to Manufacturing and Fulfillment. Every chain has a unique brand. Contact us to maximize your efforts and drive in-store sales.

For a free consultation, please contact
Justin Prather, Vice President: Client Solutions at
Justin.prather@vividimpact.com.

NJOY Poised for Strong Future



NJOY is a pioneer in the electronic nicotine delivery system (ENDS) market. NJOY offers products across all form factors, from "e-cigalikes" to vaping devices and advanced "closed system" e-liquids in a variety of adult-oriented flavors and nicotine strengths.

Available in all 50 US states, the NJOY Daily disposable e-cig and NJOY Convenience Vaping prod-

uct lines have demonstrated significant retail sales since 2016. These products have built a foundation for NJOY to continue in its mission to end smoking-related death and disease by offering preferred alternatives to adult smokers.

NJOY has devoted millions of dollars to scientific and behavioral research dedicated to helping smokers switch to an electronic nicotine delivery system. NJOY is developing a comprehensive program that includes support services from one-on-one mentoring to proven behavioral techniques which are designed to help smokers successfully and easily make the switch to NJOY products. Purchased in 2017 by a former 30+ year smoker – who switched using NJOY products – NJOY is poised to help millions of adult smokers "NJOY the Switch."

To stock the NJOY Daily or Convenience Vaping product lines, please contact a sales representative at sales@njoy.com.



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Rocky River, OH 44116

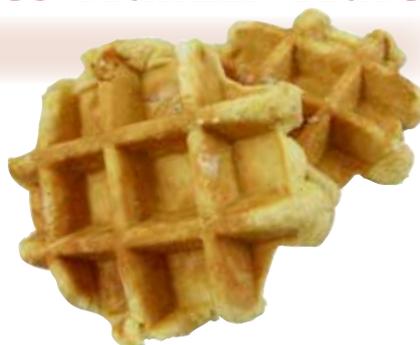
RETURN SERVICE REQUESTED

Prairie City Bakery Introduces Walkin' Wafels

Waffles aren't just for breakfast anymore.

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

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



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

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

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

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

*2017 Technomic Breakfast Consumer Trend Report