

# CONVENIENCE DIRECTIONS®

A CStore Decisions Publication

FOURTH QUARTER 2021

www.cstoredecisions.com

## Swisher Focuses Approach With Realignment of Smokeless Portfolio

Smokeless business now united under Fat Lip Brands

Swisher has consolidated its broad smokeless tobacco portfolio under Fat Lip Brands, a new overarching identity for its smokeless division. With a mix of classic brands and modern-day favorites in moist snuff, chewing tobacco and dry snuff, the creation of Fat Lip Brands represents an ongoing evolution within Swisher to align its businesses and brands to better serve its wholesale and retail customers as well as its adult consumers. Through this alignment, Fat Lip Brands will enhance its focus within the smokeless category and allow for more effective allocation of resources and customer service efforts.

Fat Lip Brands is well positioned among Swisher's five strategic businesses that also include Swisher Sweets Cigar Company (Large & Little/Filtered Cigars), Drew Estate (Premium Cigars), Hempire (Hemp Accessories) and Rogue Holdings (Modern Oral Nicotine). Each business provides focused category expertise and product knowledge under a renewed purpose for the broader company. Through Swisher's strategic businesses, trade partners will have access



to the growth strategies and product innovations that drive expanded success.

Based in Wheeling, West Virginia, Fat Lip Brands brings a strong 141-year tradition in smokeless tobacco together under one portfolio covering all customers' needs in the moist snuff, chew and dry snuff categories. With classic brands like Mail Pouch, Chattanooga Chew, Bowie, Navy and Railroad Mills offered alongside everyday best sellers like Kayak, Creek and Starr, Fat Lip Brands serves the modern lifestyle of adult consumers while staying grounded in a tradition of quality and affordability.

### About Swisher Sweets Cigar Co.

Swisher is a leading lifestyle brand for adult consumers. Headquartered in Jacksonville, Florida, Swisher also has a global manufacturing presence in Santiago, Dominican Republic; Esteli, Nicaragua and Wheeling, West Virginia. Swisher's superior customer relationships, matched with an unwavering commitment to innovative thinking and action, have driven the company to grow and adapt to the evolving preferences of adult consumers for nearly 160 years.

Visit [www.swisher.com](http://www.swisher.com) to learn more. To learn more about Fat Lip Brands, visit <https://swisher.com/businesses/fat-lip-brands>.



## Prairie City Bakery Birthday Cake Ooey Gooy



Prairie City Bakery is thrilled to announce an addition to our incredibly delicious Ooey Gooy Butter Cakes by adding Birthday Cake to our lineup of indulgent flavors. This decadent treat features our classic layered butter cake flavored with vanilla and white chocolate and is packed with colorful confetti sprinkles throughout. An on-trend

flavor, Birthday Cake is sure to remind consumers of happy times and celebrations.

Featuring bright, eye-popping packaging, the **Birthday Cake Ooey Gooy Butter Cake** is sure to stand out on any shelf and has the amazing flavor to keep customers coming back for more. Packed in convenient 10-count merchandisers, while boasting a long 60-day ambient shelf life, these cakes are the perfect addition to your indulgent snack set.

Available immediately, the Birthday Cake Ooey Gooy Butter Cake can be ordered through your local distributor or by contacting **Prairie City Bakery at 1-800-338-5122 or [customerservice@pcbakery.com](mailto:customerservice@pcbakery.com)**.

Founded in 1994, Prairie City Bakery is headquartered in Vernon Hills, Ill. Providing premium, fully baked, thaw-and-sell bakery solutions to the convenience store, foodservice, and in-store bakery channels nationwide. With a full line of award-winning products and a variety of individually wrapped and foodservice solutions, Prairie City Bakery is the total package. Plus, Prairie City Bakery offers you our expertise and proven merchandising solutions to help you design a winning pastry program for your store.



## 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 fruitti).



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).

## Four New Forth™ Vape Pens Brings Flavor to CBD

Forth™ CBD is expanding its Vape Pen flavor options to meet growing consumer demand. Four new flavors, Grape, Mixed Berry, Original Hemp and Menthol, join the original lineup of Mango and Mint. C-Stores can now offer their adult consumer more flavors in the emerging category of CBD vapor.



Featuring a modern and sleek design, the device offers a smooth, easy draw with every puff. Forth CBD Vape Pens come prefilled with 1.25 ml of e-liquid formulated with 150mg of high-quality, hemp-derived CBD Isolate. There is no THC in Forth CBD Vape Pens. The e-liquid has a vegetable glycerin and propylene glycol base, giving adult consumers smooth, satisfying puffs.

Research shows taste is the No. 1 purchase factor amongst disposable vapers\*. By expanding the flavor options,

Forth CBD Vape Pens are appealing to current adult consumers. With the same flavors as many disposable nicotine vapes, this product provides an easy introduction from nicotine to CBD for adult consumers.

The vapor space within CBD is small and often expensive for adult consumers with many brands charging over \$20 for a single vape pen. There are very few options in terms of brands and flavors in convenience stores. Since its inception, Forth CBD has worked to bring affordable CBD options to adult consumers, working to keep prices low at the counter, even in high tax states.

Forth CBD Vape Pens are part of a consumer-focused product lineup that contains CBD + CBG Tincture Drops 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.

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



\*Data displayed as projections for Convenience & Gas channels only. All data sourced from Brightfield Group

## BETWEEN A ROCK AND A HARD PLACE



Since the onset of the pandemic, customers expect over the top clean fuel dispensers. Combine this with a limited labor environment and you have store managers facing a real problem. Make the best of this tough situation by plugging in **Gorilla Pump Shine** now with **Micro-Spray Shield**.

The application is simple. After removing surface dirt, spray or wipe **Gorilla Pump Shine** on composite pump faces, front panels, stainless steel or composite sides, hose and pump handles. The application takes less than five minutes, will last three to four weeks, and can also refurbish trash receptacles and other gas island accessories.

### TO SUMMARIZE YOU GET:

- 1) A dirt resistant shine that lasts 3 to 4 weeks.
- 2) The Micro Spray Shield long lasting barrier against micro-organisms to protect customers.
- 3) Protection from the elements to keep your fuel dispenser looking like new.
- 4) A huge labor savings by eliminating frequent heavy duty pump cleaning sessions.

### TO GET STARTED:

Try the Gorilla Pump Shine 2 quart pack for \$19 (includes free shipping).

Simply go to [www.apterindustries.com](http://www.apterindustries.com) or contact Joe DeLuca at [jdeluca@apterindustries.com](mailto:jdeluca@apterindustries.com).

NOTE: If you currently buy Garage Gorilla Pump Shine through your grocery wholesaler, you will automatically receive the new fortified product at the same price.



For questions call  
1-800-441-7146  
[www.apterindustries.com](http://www.apterindustries.com)

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## 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.

# 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.

- **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.

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



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).

## Republic Brands Launches the First & Only Bamboo Cone



**REPUBLIC BRANDS**

### 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.



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.



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.



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 Brands Customer Service:  
800-288-8888, email [info@rbptob.com](mailto:info@rbptob.com)



## ConvenienceWorks® by Hussmann®... Your Total Solution Provider

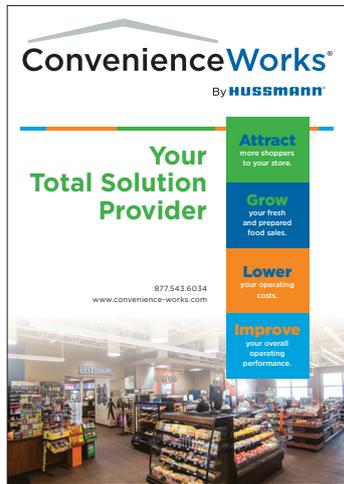
ConvenienceWorks by Hussmann has been serving the convenience store industry for many years with equipment, services and solutions that meet the everyday needs of the retailers. We are dedicated to providing you with the essential benefits that:

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

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

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

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



## 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.

## 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)



## 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. 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:** 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.

## Potential Menthol Bans Leave Door Open for Tobacco

Ever since FDA enacted the ban on flavored pod ENDS products in February 2020, retailers and consumers have felt a void at the backbar. Now, many states and FDA have set their sights on menthol flavored products. With a potential ban of menthol on the horizon, it has never been more important for retailers to have a full range of tobacco flavors for their adult consumers to pick from. Luckily, Leap® has four tobacco blends that will be the perfect fit in retailer sets for years to come.

Leap knows the importance of having a product for every adult consumer. The four tobacco blends, Carolina Tobacco, Georgia Tobacco, Kentucky Tobacco and Rough-Cut Tobacco were created with adult consumers in mind. These blends are fine-tuned to give the authentic taste of tobacco in an e-liquid formula. There is a Leap pod blend for every adult consumer. Those looking for something classic will gravitate towards Carolina Tobacco while those looking for something more robust may enjoy Rough-Cut Tobacco. Available in both 2.4 and 4.8% nicotine levels, adult consumers and retailers can find the right fit with Leap tobacco blends. Leap pods are only compatible with the Leap Device.

For adult consumers who prefer disposable products over pod systems, there is Leap Go® Smooth Tobacco. Leap Go is a cig-a-like nicotine device prefilled with 1.25mL of premium e-liquid. Like the flavor name, Leap Go Smooth Tobacco offers a smooth vaping experience, giving satisfaction with every puff. The simple device gives adult consumers the freedom to take a puff and go. Leap Go Smooth Tobacco is available in a 5% nicotine level.

With so many different tobacco blends, Leap has positioned itself to be a leader in the vapor space going forward. Leap products are available to retailers through all major distributors.

Speak to your E-Alternative Solutions Representative or visit [EalternativeSolutions.com/Leap](http://EalternativeSolutions.com/Leap) to get Leap in your stores today.



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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**CBE, Inc.**

**CSC ServiceWorks**

**Detour/Forward Foods**

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**Procter & Gamble Co.**

**Republic Brands**

**Swisher International**

**Teazzers**

**U.S. Tobacco**

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**John Petersen**  
Publisher

**John Lofstock**  
Editor

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**ADDRESS CHANGES:**  
Send address changes to:

Convenience Directions®  
1111 Superior Avenue, 26th Floor  
Cleveland, Ohio 44114

or via e-mail to  
[info@conveniencedirections.com](mailto:info@conveniencedirections.com)

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## 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).

## 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.

## 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."



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.





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.

**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.



**Vivid Impact**

**Sam Campitella, (502) 715-2105**  
sam.campitella@vividimpact.com.



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.