

IS MCDONALD'S SCRAMBLING YOUR SALES? P.35 ... NOT YOUR FATHER'S ABV P.41 ... WHAT DO THIRSTY PEOPLE WANT? P.47

JANUARY/FEBRUARY 2016

CONVENIENCE STORE

PRODUCTS



CONSUMERS TELL ALL

And the answers will surprise you

60%

Amount of c-store shoppers who know exactly where they will go in the c-store, and what they will get, before they even pull into a parking space >P. 8

BEFORE WE BEGIN

Facts and trends you'll find throughout this issue



How many people reported a problem on their last shopping trip >P. 18

54%

(2015)

VS.

48%

(2013)

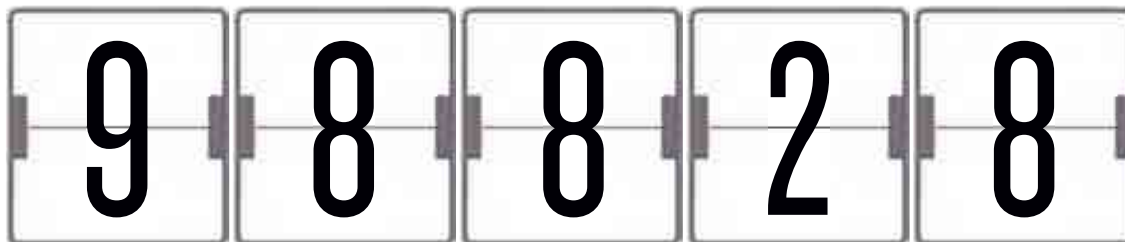
Amount of consumers who said they enjoy eating breakfast food at nontraditional times >P. 35



SUB-OHM

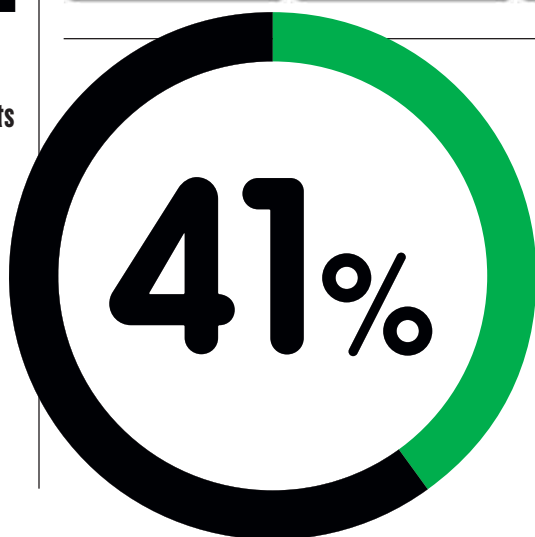
The coils in a vaporizer that have less than 1 ohm of resistance. This lower resistance (normal tanks fire at 1.5 to 2.2 ohms) creates more vapor, a stronger throat hit and a bigger cloud >P. 55

I AM MOST
EXCITED ABOUT
RECEIVING A
DISCOUNT ON ...



The number of successfully funded projects on Kickstarter as of January 2016 >P. 51

57% beverage products
9% candy
9% salty snacks
7% tobacco products
6% protein products
>P. 47



The percentage of consumers who purchase chocolate with fruits and nuts for a better-for-you treat >P. 65

1

Number of buns filled with gelato featured in this issue

OH YEAH,
I'M A
SUCKER
FOR

>P. 22

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An exclusive *CSP*/GasBuddy survey has the answers.

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Cover Illustration by Jean Jullien

CONVENIENCE STORE PRODUCTS

EDITORIAL

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WHAT IS THIS? WHERE AM I? WHO ARE YOU?

N

o, you haven't stumbled into the wrong magazine. I promise you're in the right place. We've just moved the furniture around a little bit, dusted off the shelves and fluffed the pillows.

We're still the *Convenience Store Products* you know and love. We just spent a little time (well, about nine months) making ourselves look sharper, read cleaner and inform better. And while it's true that we look pretty good, there's a bit more to us than that.

We've also spent some time learning more about you. And in doing so, we think we've figured out how to better help you run your business. We've taken everything out that isn't actionable, and we've added some content we think could inspire you to act in your stores. We want to be your partner.

We did this all for you.

The old favorites are still here. Certainly the c-store products themselves haven't gone anywhere.

But we've added a few dedicated product sections: one designed to help you better understand a specific demographic (p. 20), another to drill down further within a category (p. 36, 42). And we've tapped into exclusive data to help you understand which products are scorching hot right now (p. 80).

We've also refocused our efforts on trend reporting to help determine which products and categories will be hot next month, next quarter and next year. Through conversations with



**Your eyes are not deceiving you—
things are a little different**

**By Abbey Lewis, Editor in Chief of
*Convenience Store Products***

retailers like you, we know that being ahead of the curve is important to you. And we share your commitment to innovation.

In the spirit of "newness," we decided to try something else we've never done before: We forged an important partnership with foodservice market research company Product Evaluations Inc., Oak Brook, Ill. It was through this partnership that we developed our cover story—Consumers Tell All—this month. The story is a look at what your customers are actually thinking when they come to your store, in their own words.

And in that vein, we'd also like to hear from you. Let us know what you think about our makeover. Our main goal, after all, is to create a tool that works for you. Of course we want to ensure that you can't put us down. But we also want you to keep

us around, mark up pages and pull old issues off the shelf once in a while. 📖

**LIKE WHAT
YOU SEE?
LET US
KNOW WHAT
YOU THINK!**

*Shoot me an email
at alewis@winsightmedia.com.*



THE NEW-PRODUCT TESTING DILEMMA



What's the best way to determine the viability of a new product?

A: Less than 3,000. That's the average number of square feet c-store retailers have to work with in their stores. Not much, is it?

This presents a dilemma for the convenience channel: Just how much space should you dedicate to testing new products?

On one hand, we need to make the most from every inch of space. The more we can guarantee return from products, the better our performance. That's why many c-stores take a hard line on new-product testing, saying it is too much risk: "Let other channels test and determine if customers want something. We will add it once it is proven." This philosophy argues that we cannot afford underperforming items with our limited shelf space, even for short periods of time.

On the other hand, refreshing the offer with new and exciting products keeps our customers from getting bored and sinking into a routine. Did you know more than 60% of c-store shoppers know exactly where they will go in your store, and what they will get, before they even pull into a parking space? They are creatures of habit, which in the store can translate into tunnel vision. New products and services can play an important role in getting their attention and encouraging them to shop the store and maybe even add one more item to their basket.

Ieva Grimm,

an industry insider for more than 15 years, spends her time working side by side with retailers in the convenience industry helping drive growth and profitability.



Our category-management expert helps us with a new-product conundrum

By Ieva Grimm

FINDING BALANCE

There's no one correct answer for new-product testing—but there is a balance, one that varies. These questions will help determine the best one for you:

1 *Is being early to market with new products part of your brand strategy?*

A: Is it something you are known for, or wish to be known for, as part of your business strategy? Base this on facts, not just perceptions. Conduct research to understand what your target customers are looking for and what the competition is offering, and be realistic about your resources for building this reputation as a destination for new products.

2 *Do you have a solid category-management approach and analytics for your existing retail offer?*

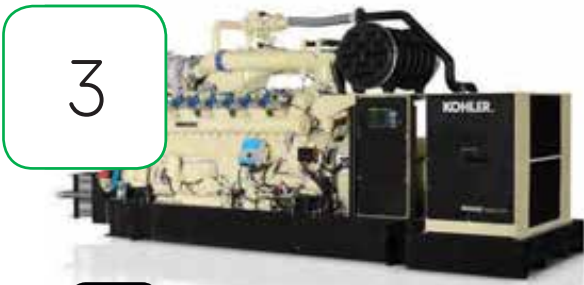
A: Have a good grasp of the productivity of your core offer before getting into too many new-product tests.

3 *How do you choose which products to test?*

A: Being deliberate and methodical about what makes the cut will help your success rate. It will also build employee engagement and trust from your organization that only items with the most potential make the sales-floor test. If your approach to selecting new products to test is random, your results will be random, too! 🎨

*Have a question for our category-management expert?
Email alewis@winsightmedia.com.*

LATEST AND GREATEST NEW PRODUCTS



CHOBANI FLIP SRIRACHA MANGO
Chobani
Chobani Flip Greek Yogurt expands its lineup with a Sriracha Mango flavor that features Sriracha-coated rice crisps, mini sesame sticks and roasted and salted cashew pieces. The variety is packaged in a 5.3-ounce container and is made with 6 grams of fat and 190 calories per serving.
chobani.com

WRIGLEY SOUR CONFECTION ROLLOUTS
Wm. Wrigley Jr. Co.
With sour outpacing category growth the past few years, Wrigley is leveraging brands across both chewing gum and confections. Rolling out are Juicy Fruit Sour Green Apple and Juicy Fruit Bubble Gum Sour Watermelon, as well as Skittles Sweet & Sours, Starburst Sweet & Sours and 5 Gum Flood Sour Strawberry.
wrigley.com

NATURAL GAS GENERATORS
Kohler
Designed to work specifically for continuous, prime or standby applications, Kohler Power Systems is launching a line of large natural-gas generators targeted to fit the exact needs of end users. The line is available in nodes ranging from 425 kilowatts to 1,300 kilowatts and meets EPA operational requirements.
kohlergenerators.com

M360 OVEN
Ovention Inc.
Using a breakthrough rapid-cook technology without microwaves, the compact M360 Oven designed with Precision Impingement technology is UL-certified for ventless operation, enabling operators to prepare 1,000 menu items, each with different cook times and heat profiles. Built with dual cooking surfaces in a small footprint, the Matchbox M360 requires no extraction.
oventionovens.com

HENRY'S HARD SODA
MillerCoors
MillerCoors has unveiled Henry's Hard Soda, a new line of refreshing hard sodas made with real cane sugar. The sodas are 4.2% alcohol by volume and are available in familiar flavors such as Henry's Hard Ginger Ale and Henry's Hard Orange Soda. Henry's Hard Soda has a smooth body, mild effervescence and a satisfying finish.
henryshardsoda.com

PAQUI TORTILLA CHIPS
Amplify Snack Brands
Amplify Snack Brands has announced the national launch of Paqui Tortilla Chips, which are available in six flavors in 5.5-ounce bags. Inspired by classic cooking techniques, the chip is light and crisp. Flavors include Cowboy Ranch, Grilled Habanero, Very Verde Good, organic cheddar Nacho Cheese and more.
amplifysnackbrands.com

Circle reader service number on reply

NEW ARRIVALS

7



EVEN THINNER WHEAT THINS

Mondelez International

Limited-edition Even Thinner Wheat Thins are sleeker, thinner and "munchier," according to the company. Even Thinner Wheat Thins are made with 100% whole-grain wheat and contain 21 grams of whole grain per serving. Even Thinner Wheat Thins are packaged in an 8.5-ounce box for an SRP of \$3.69.

mondelezinternational.com

BEEF JERKY

Old Trapper Smoked Products

Old Trapper Beef Jerky is unveiling a major national TV advertising campaign that features the company's brand mascot, The Old Trapper, and his "beefs" with the most ridiculous parts of our modern lives. One variety, Trapper's Choice Original, features thick and tender beef steak that's slow-cured in a natural style.

oldtrapper.com

MIXED RECYCLING AND TRASH UNIT

MasonWays Indestructible Plastics LLC

With the Mixed Recycling and Trash unit, two separate inner liners segregate mixed recyclables and trash. Hooded tops prevent rain from entering the unit, while icons make it easy for consumers to recycle. It also features chained lids to prevent loss, casters to add mobility and side advertising poster frames to drive in-store sales.

masonways.com

ORCHARD'S EDGE KNOTTY PEAR AND THE OLD FASHIONED

Boston Beer Co.

Orchard's Edge consists of two new cider styles: Knotty Pear and The Old Fashioned. Both varieties are aged using American oak and feature fruits such as pears and oranges, along with exotic spices such as cardamom. Both are 6.5% ABV; The Old Fashioned features a bright apple flavor and a hint of vanilla.

bostonbeer.com

ISEE SUCTION TECHNOLOGY

iSee Store Innovations LLC

The patent-pending iSee Suction technology is a reliable design that ensures solid hold on glass-smooth surfaces for up to 50 pounds of load. The manufacturer has reached an agreement that authorizes Display Technologies to sell iSee's suction display products to beverage clients in Europe and Latin America, including the iSee Apex, iSee K2 and iSee Sherpa product lines.

iseestoreinnovations.com

EMERALD NUTS NEW CASHEW FLAVORS

Diamond Foods

New flavors of Emerald cashews, including Dill Pickle, Jalapeño, Sriracha and Salt & Pepper, are available at retailers nationwide and online for an SRP of \$3.99. They are available in 5-ounce stand-up resealable bags, 1.25-ounce tubes and seven-count 0.62-ounce 100-calorie packs. The new flavors come in packaging that has brighter colors, bolder shapes and more appetizing taste cues, the company says.

goodwest.com



8



9



10



11

12



NEW ARRIVALS

13



PIERRE SIGNATURES CHICKEN SALAD WITH BACON ON A CROISSANT

AdvancePierre Foods

Joining the company's premium sandwich line is Pierre Signatures Chicken Salad with Bacon on a Croissant. The 6.84-ounce offering is hand-wrapped in clear film for fresh-made appeal and features a sweet relish chicken salad topped with applewood-smoked bacon, all on a flaky croissant. The sandwich has a 14-day refrigerated and 12-month frozen shelf life and is packed 12 to a case.

advancepierre.com

TAKE5 CANDY BAR

The Hershey Co.

The Take5 brand has developed a cultlike following that has driven the bar's 10% growth over the past three years without any marketing support. Hershey is relaunching the Take5 Bar in revamped packaging. The layered combination of ingredients—pretzel, caramel, peanut butter and peanuts—is covered in milk chocolate.

hersheys.com

TEXAS PETE WINGS

Church's Chicken

This quick-service restaurant will offer juicy, marinated, bone-in chicken wings, fried up golden brown and seasoned with an extra kick of spicy Texas Pete, just in time for the Super Bowl. Last fall, the two brands collaborated on a popular spicy, boneless chicken Tender Strips recipe.

churchs.com

BIG SIP NOVELTY CUP

Party Animal Inc.

The TeenyMates Big Sip 16-ounce character cup features a unique 3-D NFL character design available in a variety of team uniforms. Each Big Sip is BPA-free and made with 100% safe materials, the company says. Straw and stop cap are included.

partyanimalinc.com

ORGANIC JELLY BEANS

Jelly Belly Candy Co.

These newly launched Organic Jelly Beans come in 10 assorted and five sour flavors, and Organic Fruit Flavored Snacks. The new line of USDA-certified organic candy and snacks hits store shelves this winter. Organic Jelly Beans in the 10-flavor assorted mix will come in apple, berry, blueberry, cherry, coconut, lemon, orange, peach, pear and strawberry.

jellybelly.com

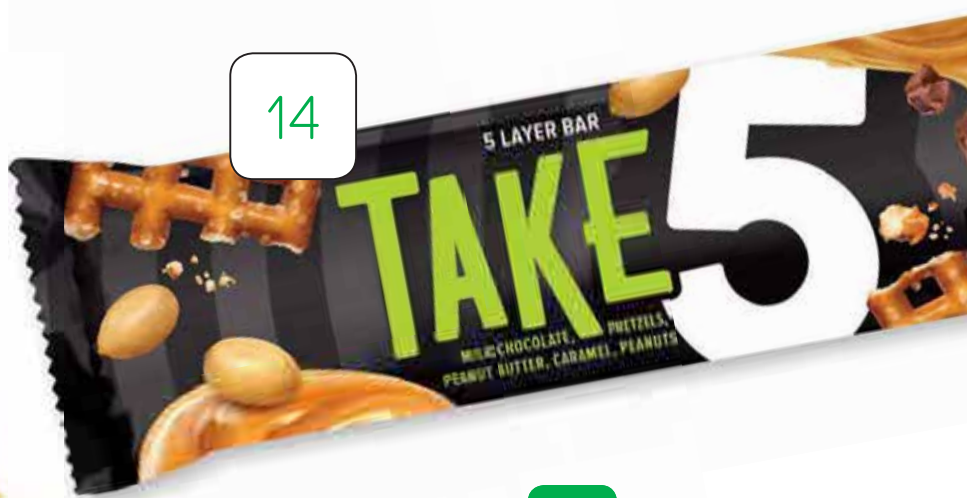
TRUMOO CALCIUM PLUS

Dean Foods

New TruMoo Calcium Plus low-fat chocolate milk has been added to the company's line of delicious dairy products. Like regular TruMoo, the company's ready-to-serve refrigerated chocolate milk, TruMoo Calcium Plus milk contains no high fructose corn syrup, artificial growth hormones or artificial sweeteners.

deanfoods.com

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16



17



18



WHAT'S HAPPENIN'?

● FEB ● MARCH ● APR

16

Almond Day. Loaded with vitamin E, almonds are popular among the health-conscious and increasingly common as an ingredient in the candy aisle.

4

Employee Appreciation Day. Reward and recognize your hardworking employees both today and year-round.

23-25

Convenience Retailing University. Strategize and share innovative ideas with colleagues on the future of convenience retailing. Learn more at convenienceretailing.com.

14

Potato Chip Day. The popularity of this salty snack in c-stores is undeniable.

18

Drink Wine Day. Draw attention to your selection by offering a variety of styles (red is popular across generations) and maintaining affordable price points.

19

Corn Dog Day. Whether on a stick or bite-size, serve these with lunch or as an appetizer.

11-13

NACS State of the Industry Summit. This is the must-attend event for data and insights into the fast-paced and constantly changing convenience and fuel retailing industry. Learn more at nacsonline.com.

14-16

Hot Dispensed Beverages Meeting. At Winsight's eighth coffee-bar summit, gather shopper insights and learn what is likely to affect the marketplace. Find out more at winsightmedia.com.

SALUTE:

Raise (or pour) a glass if you sell wine, because it's Drink Wine Day!



BY THE NUMBERS

58%

Individuals who say they're eating healthier than a year ago, with the top reason being to lose weight

U.S. CONSUMER DEMOGRAPHICS INDICATE THEY WOULD PAY A PREMIUM FOR SAME-DAY FOOD DELIVERY.

Millennials (18-36)	25%
Gen X (37-48)	13%
Baby boomers (49-67)	9%
Matures (68+)	1%
Male	17%
Urban	20%
Rural	13%
Female	11%
Suburban	11%

Source: BI Intelligence

47%

Millennials who avoid buying from companies that have poor labor practices

33%

Millennials who consider environmental concerns when buying foods

Source: NGA Supermarket Guru 2015 survey

RETAILER MANDATE: CREATE A 'ONE-STOP ECOSYSTEM'

Have you missed the online-ordering boat?

By Steve Dwyer

Supermarkets are under siege. And so are, by extension, QSRs, fast-casuals and c-stores. The effect of e-commerce on traditional retail channels is well documented.

The assault is only ramping up, paced by Silicon Valley's commitment to e-commerce-driven foodservice fulfillment. A recent webinar, "Top Food Trends for 2016," sponsored by The Food Institute and BMO Harris, bore out that fact, issuing a call to arms to counteract the actions of these startups.

In the webinar, which he hosted with Food Institute CEO Brian Todd, "supermarket guru" Phil Lempert said supermarkets need to establish "a one-stop ecosystem rather than piling [merchandise] high and selling it cheap."

"We need to be 'everything food,' and provide reviews, recipes, product listings, ordering, payment, tracking and delivery," said Lempert, citing the

efficiencies of Enjoy.com and Eat 24. "As a supermarket, you can't just say, 'We're going to supply dinner,' because Silicon Valley is fast on our heels."

And traditional brick-and-mortar channels have failed in some actions. A study from Toronto-based Loyalty One shows 50% of people reported a problem on their last shopping trip, while 81% had no dialogue with that retailer during the visit.

Retailer brands are swiftly "becoming invisible. Expedia knows more about us than the (hotel) brands we're buying from. We don't see that level of proactive [action] from a Starwood or Hilton," Lempert said.

For example, Uber "curates for me, and thus makes the restaurant brand less important. They offer three specials a day, all with mouth-watering graphics. They're all stealing our customers away," he said.

The beacon of hope, said Lempert: "Retailers are armed with massive amounts of tracking information and have new opportunities to target evolving consumer preferences." 📱

"We will continue to experiment and test new products that benefit both customers and the cities in which we operate."

Jason Droege,

who runs the Uber delivery project UberEverything, in The Wall Street Journal



19



20



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22



HOW KIDS THESE DAYS SHOP CONVENIENCE

Products and trends ideal for Gen Z

They've never lived a day without the Internet. They are the most ethnically diverse generation. They prefer to communicate via text, Snapchat, Instagram, Wink and Nimbuzz. (What's Nimbuzz?) Many live at home. And by 2020, they will make up 40% of consumers, with \$44 billion in spending capacity. For retailers who take the time to understand Gen Z, their efforts will earn them potentially 50 to 60 years of consumer fidelity, a stretch of time unparalleled since the Industrial Revolution.

19

FRESH MILKSHAKES

f'real Foods

Technomic research reveals that Gen Z isn't quite ready for your coffee bar, but they do love fresh-made cold and hot drinks. Recently, f'real foods brought back its popular Cake Batter Milkshake for a limited time. The variety was tested in c-stores in 2012 with key f'real retail partners. It exceeded all expectations and grew the category 24% in one f'real partner store.

freal.com

20

JUUL E-CIGARETTE

PAX Labs

PAX Labs released its latest innovation, JUUL, in 2015. And while many Gen Zers are still too young to use this product, the ones that can are shying away from combustible options. Billed as "the intelligently engineered and intensely satisfying new vapor experience," JUUL has a new, integrated system of technology and chemistry, with cartridges available in four flavors.

paxvapor.com

21

SRIRACHA PORK JERKY

Golden Island

This handcrafted, gluten-free pork jerky is flavored with Sriracha. The jerky is individually marinated and fire-grilled or kettle-cooked, the company says. Other Golden Island Jerky flavors include Korean Barbeque, Grilled Barbeque and Kung Pao. Your Gen Z customers grew up with ethnic flavorings, and 72% purchase CPG snacks from c-stores at least once a month.

goldenislandjerky.com

22

POWER BANK AND CHARGER SET

Bryant

Gen Z has an umbilical attachment to technology, and it influences their purchase behavior. Imagine what would happen if their phone ran out of battery life! The Power Bank Car Charger and Wall Charger kit comes in multiple colors and measures 3.9 inches by 2.54 inches by 1.56 inches. All chargers and USBs use brand-name batteries and chips.

bryant.com



Where are you cooking the chicken?

It's convenient, it's quick, it's easy.

You ain't got Emeril in the kitchen ...

Everybody's putting Sriracha on everything.

I almost always go in, because I pay with cash.

Everyone's trying to serve breakfast.

It's like part chef, part cashier.

If I'm at the pump, and it's at a convenience store, I always go in.

It's all walks of life that go to the convenience store.

CONSUMERS TELL ALL

By Abbey Lewis | Illustration by Jean Jullien

Guess what customers are saying about your stores? Some of the answers surprised even us

F

rom behind the two-way mirror, we exchanged glances—we were perplexed, surprised, amazed. A colleague and I sat with our notebooks in the dark, prepared to hear a lot of things we already knew: Customers like variety, fresh food, clean bathrooms, etc. But when our two focus groups arrived at Product Evaluations Inc.'s offices in Oak Brook, Ill., we heard a lot of things we weren't expecting. Did you know they don't consider convenience stores and gas stations to be the same thing?

Product Evaluations, a foodservice market research company, usually focuses only on food. Its expertise is on your roller grill or coffee bar. But for us the company bent the rules, focusing the line of questioning on the forecourt, backcourt and new products—and, of course, foodservice. When we began developing the questions, we realized this could be a unique opportunity to truly discern between millennial customers and all the others. So we broke them into two groups. The first group was made up mostly of Gen X shoppers, with some baby boomers. The second group was composed entirely of millennial customers.

It's worth mentioning all panel participants are from the Chicago area, which is flush with 7-Eleven, Speedway, BP, Thorntons and independent locations. None of our participants had even heard of Wawa, much less Rutter's, Kwik Trip or Stripes. (Maybe next year we'll conduct a panel from Florida and see what they think ...)

Read on to see the differences and surprising similarities among respondents—as well as actionable tips based on their feedback. And keep an eye out at CStoreProducts Online.com to read some of the outtakes.





WHO'S WHO?

While our participants remain anonymous, whom they are is important to our story. Below is a key with information on each participant; only their names have been changed.

- Household income <\$25,000
- \$25,000-\$39,000
- \$40,000-\$74,999
- \$75,000-\$99,999
- \$100,000 or more



Millennial

WHAT MAKES YOU LOYAL TO A PARTICULAR CONVENIENCE STORE?

Liz: I look for a rewards program. I have one that's an app on your phone and you can get free coffees and different free things. ... I know if I get something, I'm going to get something free next time. It's easier on my wallet. 7-Eleven had free coffee for the entire week recently, so I was there a lot. I went out of my way to get to that.



Millennial

WHO HAS USED REWARDS CARDS? DOES IT MAKE YOU MORE LOYAL TO THOSE BRANDS?

Mary: Yeah, at Speedway if you say you don't have [your card], half the time they'll just scan a new one for you. They pass them out like candy.

Tom: Yeah, they have bonus points that you buy like, say you buy a Red Bull, you get a hundred more extra points or something like that [at Speedway].

David: You buy three pieces of pizza instead of two, you get a bunch of extra points ...

Convenience Store Products: So do they "get you" on that?

David: Oh yeah, I'm a sucker for that.



Gen pop

WHAT ARE YOU PURCHASING WHEN YOU GO TO THE CONVENIENCE STORE?

Lorraine: When I go to a c-store ... I might get some feminine products. I don't want to necessarily go through the hassle of going to Wal-Mart, standing in line, going to search for it. The convenience store has got your drinks over here, you got your other stuff over here, you go, "OK, let me just grab it real quick and go." The big stores, you have to deal with people, the crowd, and you got to really search. You ain't got time for that.

Catherine: I usually just go there for drinks, like AriZona tea, or just a bag of chips and then go.

David: Beer, lottery tickets, scratch-offs—that's probably it for that.

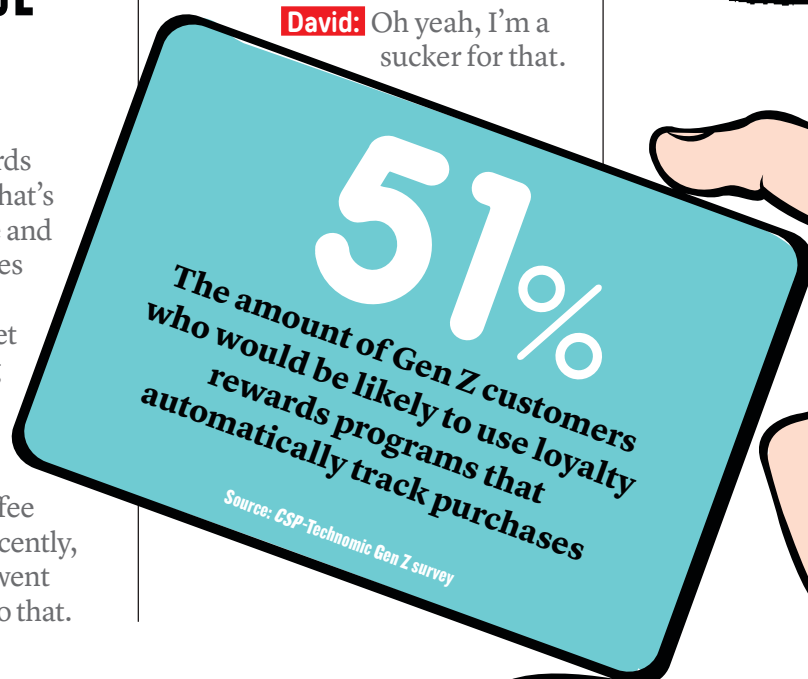
BIG IDEA

LIZ: When I go to get scratch-offs, I always go to the CITGO in Glenwood, Ill., because they have all the machines right next to each other. They also have an area where you can sit down and scratch them off. It's much better than other places.

DO THIS!

On this page we talked a lot about **CONSUMER LOYALTY PROGRAM**

Mobile payment, souped-up loyalty programs, at-pump ordering, connected cooking equipment and more can greatly affect your foodservice program. According to an NCR study from earlier this year, 67% of restaurant owners and managers said that technology has a direct effect on increased revenue, and 35% are more dependent on tech tools than they were a year ago. Just remember to do your due diligence. Don't invest in something your customers won't use.





Gen pop

HOW OFTEN DO YOU GO INTO THE CONVENIENCE STORE VS. JUST STAYING OUT AT THE PUMPS FOR GAS?

Liz: Most of the time I go inside.

Peter: I always go inside. When I'm not getting gas at Costco because it's cheaper, whenever I stop at one of those stations, I always go inside. If I stop at one of those stations to get gas, it's because I'm almost empty.

Jane: If I'm at the pump, and it's at a convenience store, I always go in. Not that I need to go in. I don't know why. I want to look at something. And I don't pay at the pump.

Anne: Even with your credit card. Just go in. You just got to go in.

Convenience Store Products: You say you don't ever pay at the pump?

Peter: I don't because of security reasons. ... I've heard so many things. I always go inside and pay, even if I want to swipe my card—I just don't swipe it at the pump.

DO THIS!

New products matter! **WORK ON DEVELOPING YOUR NEW PRODUCT STRATEGY, BUT FIRST STRENGTHEN YOUR CORE OFFER.** Implement the proper analytics to measure your core products before investing in too many new-product tests. Of course, consistency could be the key—your customers are coming to you to find new products and will go to the same area or merchandiser to find them each time. Develop a plan and stick to it.



Millennial

WHAT MAKES CONVENIENCE STORES UNIQUE FROM OTHER KINDS OF STORES?

Catherine: No lines.

David: In and out—it's quick.

Lorraine: Everything is conveniently placed, so it's not a whole search through a maze. Most of the aisles are open, so that when you're walking through diagonally, you can see most of the things as you're going. The setup is more open than a regular store.

Tom: Everything is accessible—easy to find.



Gen pop

WHAT PIQUES YOUR INTEREST WHEN YOU WALK IN A STORE? WHAT WILL CATCH YOUR EYE?

Peter: Sometimes a display. What's in front of your face—sometimes it's a new product.

Anne: You know when you were a kid in a candy store, you see something at that display and you think, "Let's go check that out."

Peter: New Gatorade just came out. New flavors. Oh, that looks good. I'll just take it.



WHO'S WHO?

While our participants remain anonymous, whom they are is important to our story. Below is a key with information on each participant; only their names have been changed.

- Household income <\$25,000
- \$25,000-\$39,000
- \$40,000-\$74,999
- \$75,000-\$99,999
- \$100,000 or more

35%

The amount of gas customers who also go inside the store

Source: 2015 NACS Consumer Fuels Survey

"I'll be out at lunch, and I don't want to be at work, so I'll find the gas station, go in there, look around, take my time, find something to snack on, then go back to work." —Liz

time for a break



Millennial

HOW DO YOU CHOOSE ONE STORE OVER THE OTHER?

Amanda: I judge it on the size of the gas station. If I'm driving around or on a road trip, I'm going to hit the gas station that's the biggest if I'm looking for snacks. I'm not going to go into, like, a little square shop ...

Convenience Store Products: Why wouldn't you go into the little place?

Amanda: Because then I feel like there's less selection. If I'm going there specifically for food or whatever, I'm going to look for the biggest one. Even for a bathroom, I look for the biggest one because it means it won't be outside.



Millennial

WHAT DO YOU BUY AT CONVENIENCE STORES?

Jenna: I remember when those Cheetos things came out, with all like the weird balls and everything, and I was like, oh my God, that's going to be amazing. I was looking for them and I figured the gas stations would have it, so that's when I was just knocking down the door. I finally found them.

57%

The amount of convenience stores (127,588 total) that sell motor fuels

Source: NACSONline.com



Gen pop

WHAT DOES THE SIZE OF THE STORE MEAN TO YOU?

Peter: The small ones—it's too cramped in there. There's too many people in there. And it's not just the inside, but the outside also. When you're pulling up to this huge place, where there's 10, 12 pumps and a big parking lot ... with good lights.

Jane: Yes, you want the good lighting. It would be a safety issue.

Jack: A cramped place doesn't feel as safe.

Jane: I will bypass those [small stores]. I'll go to a bigger one. I would definitely go there before I'd go to a smaller one—it's just safer.

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- \$75,000-\$99,999
- \$100,000 or more

DO THIS!

Surprisingly, both demographics differentiated between "gas stations" and "convenience stores." To explain, Liz said, "I feel like the size is what distinguishes it. If it's a really small building, then we feel like it's just a gas station, nothing special. If it's a bigger-size building and there's more square footage, then it's more of a convenience store." **INSTALLING BRIGHTER LIGHTS AND DECLUTTERING** could go a long way toward attracting that new customer, boomers and millennials alike.



BIG IDEA

PATTY: What they need is oatmeal. Everyone else has oatmeal. I want oatmeal. It would be perfect for a convenience store—definitely.



WHO'S WHO?

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- \$25,000-\$39,000
- \$40,000-\$74,999
- \$75,000-\$99,999
- \$100,000 or more



Gen pop

WHAT'S YOUR FAVORITE FOOD TO BUY AT CONVENIENCE STORES?

Lorraine: Pizza. You're not expecting to get a supreme pizza—like, it's going to be your most basic pepperoni, sausage or cheese.

David: I'm one of the least pickiest eaters out there, so it's like I'll get a Speedy Dog, and just load it up with all the ingredients, and I'll go to town and I will love it. I'll get their pizza and I'll love it. That's just me.

"A large Slurpee from 7-Eleven—at 2 a.m., every time I was studying ... we'd all go. It was awesome. And they go great with those little taquito things."
—Jenna



Gen pop

WHICH FOODS BELONG IN CONVENIENCE STORES, AND WHICH DO NOT?

Convenience Store Products: OK, so you've indicated that these items don't fit at all: deli salads; chicken, either fried, roasted, or grilled; soup, chili, dispensed ice cream or frozen yogurt.

Jenna: Where are you cooking the chicken?



Millennial

HOW HAVE YOUR PERCEPTIONS OF CONVENIENCE-STORE FOOD CHANGED?

David: Before, I always just assumed that it wasn't good, that it wouldn't taste good—I don't know. ... Once it became convenient to where I was working, and it was easy, convenient to get food there, I tried it. I said, "What the heck? Let's do it." And it tastes good. Let's do it again.

Amanda: I feel exactly the same. I always thought it was just disgusting, and people might sneeze on it or something, but then it's like, my guy would have me go pick up a pizza or something. Okay. And then I'm like, "Oh, it's not that bad." Then I ended up getting a few things for myself after that.

Tom: I felt like coffee was really bad at convenience stores, but I actually found out that at 7-Eleven, their coffee is much better than I thought.

3 in 4

The number of shoppers who say it's important to feel good about the foods and beverages they consume

Source: Technomic's Consumer Trend Report

Convenience Store Products: What about ice cream, soup or chili?

Amanda: I haven't seen those.

David: Yeah, me neither.

Catherine: I think it'd be hard to keep the frozen-yogurt machine clean, but I'd totally get it.

DO THIS!

These customers have changed their view of the food in your stores. Believe it or not, as much as perception of c-store fare has improved, there are still opportunities to be had. **AND FRESHNESS IS THE KEY.** According to Technomic, 76% of consumers say positive terms such as "natural flavors" are perceived as resulting in enhanced flavors. And shoppers are demanding more transparency in their food. Non-GMO-fed, verified fresh eggs, chicken, pork and even sausages from brands such as Fork in the Road will be worth watching. Try it. They might like it!



THE CONSUMER PERSPECTIVE

Behind the scenes



As a market research company specializing in the foodservice industry, Product Evaluations has kept an eye on the growth of foodservice in the c-store. And in 2015, we reviewed proprietary quantitative research that showed the category's double-digit growth potential.

When we teamed up with *Convenience Store Products* recently to talk to customers, including millennials and the general population, our conversations with the focus groups shed light on their perspective. We learned about their current perceptions of c-stores and the food they serve. We discovered needs that are uniquely met through c-store foodservice.

We learned that your customers have strong, mixed feelings about their experiences with the food offered in c-stores. Their emotions ranged from guilt to indulgence and concern.

However, the group quickly transitioned into a positive dialogue about the benefits of c-store foodservice. Your stores are faster than QSRs ("I can get my breakfast and my coffee and still make it to work on time"); they are less expensive ("Costs less than at other restaurants"); they are convenient ("I can get my sandwich, but also cigarettes or milk, whatever I need at home at the same time"); and they have more variety ("I get pizza, chips and the drink

Our research proves that your customers' perception is changing

By Jane Wood, CEO of Product Evaluations Inc.




of my choice while getting whatever my son wants").

In addition, the consumers talked about certain foods they enjoy in particular and how some c-store foodservice has become a destination for them. These experiences are creating a more open attitude toward trying new products in the future.

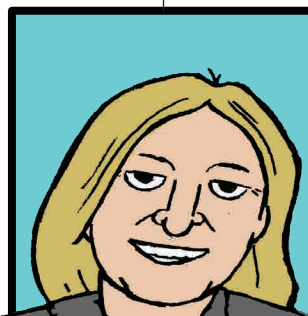
One woman shared a story of friends who wanted to buy the pizza at a c-store: "I'm like, whatever," (she rolled her eyes), "but it was actually good! Now I go there for pizza sometimes." Another indicated they'd stop in for a quick dinner: "We go to the store—it's really close to our house—and run in to get the beef sandwiches when we are really tired after a long day."

Our focus groups weren't shy about sharing what they'd like to see more of in the c-store, including more variety, more healthy options and fresh foods.

Overall, this research indicates a highly volatile and changing world. Consumers are shifting in their perceptions from the c-store with limited foodservice to the new c-store foodservice where anything is possible. 

PRODUCT EVALUATIONS

is a **MARKET RESEARCH COMPANY** specializing in the foodservice industry. Its FoodView360 facility in Oak Brook, Ill., was used to conduct these focus groups. For more information, visit productevaluations.com and foodview360.com.





IS McDONALD'S SCRAMBLING YOUR SALES?

How you can react to the burger behemoth's all-day-breakfast boon

By Abbie Westra

MCBREAKFAST:

C-stores can compete with McDonald's all-day breakfast with combos and extended breakfast hours, says Laura McGuire of Technomic.

Franchisees have called it a headache, a nightmare, even a disaster. Analysts have called it a no-brainer that took 60 years to figure out. Consumers? So far, they're lovin' it. It's been three months since McDonald's began offering its breakfast menu all day. By early December, numbers from The NPD Group revealed that around-the-clock access to Egg McMuffins helped the chain gain new customers and boost check averages at lunch.

From the October launch into early December, one-third of customers who ordered a breakfast item outside of the traditional morning hours had not been inside a McDonald's at all prior to the rollout. Among consumers purchasing breakfast foods during lunch, 61% also bought non-

breakfast items, raising the check average.

"It's early and there are other questions to answer as time goes on, but for now it is working," Bonnie Riggs, an industry analyst with Port Washington, N.Y.-based NPD, said in a release.

So how can c-stores stay competitive? Laura McGuire, director with Technomic, Chicago, has a few ideas. First, consider combo meals and value menus centered on breakfast. Fifty-seven percent of consumers ages 18 to 24 say breakfast combo meals are important offers at foodservice locations, according to Technomic data. McGuire also recommends calling out "clean" ingredients such as natural, organic or GMO-free items, as well as ethical sourcing such as cage-free eggs.

Extending your own breakfast hours could be beneficial: Fifty-four percent of consumers say they enjoy eating breakfast food at nontraditional times, up from 48% in 2013.

But instead of rushing to copy McDonald's strategy, McGuire suggests slower, incremental moves: "Expand breakfast hours into lunch and see how consumers respond to the change." 📊

54%

Amount of consumers who say they enjoy eating breakfast foods at nontraditional times

Source: Technomic

23

CAFÉ COLLECTION**GoodWest Industries**

The GoodWest Café Collection features Tasty Shots, Liquid Sugar, Kona Iced Coffee and The Cream Machine. The Tasty Shot 4- or 6-Port Series dispenses a variety of flavors, including French Vanilla, Hazelnut, Irish Crème, Mocha Mint, Caramel and Raspberry. The program also features a Liquid Sugar selection for easily sweetening hot or cold beverages.

goodwest.com

24

EDEN GOURMET FLAVORINGS**Sunny Sky Products**

Sunny Sky Products' Eden Gourmet syrups and shakers product line allows users to completely customize their beverages. Made with natural flavors and pure cane sugar, the syrups are available in seven classic flavors, eight fruit syrups and three functional options. The top-selling syrup and shaker is French Vanilla and Mini Marshmallows.

sunnyskyproducts.com

25

CINNABON FLAVORED CAPPUCCINO**The Nec'Tar Cappuccino Group**

The Nec'Tar Cappuccino Group has partnered with Focus Brands to introduce new Cinnabon Flavored Cappuccino. The company also offers favorite candy flavors in powdered cappuccino mixes, including York Peppermint, Hershey's and Almond Joy. In addition, it offers frozen and iced beverages, hot breakfasts, syrups and toppers.

nectarcappuccinogroup.net

26

LATTES AND TEAS**The Hain Celestial Group**

Coffeehouse-style teas and lattes, the latter of which are available in both ready-to-drink bottles and concentrated formats, are inspired by the "secret menus" of the world's best coffeehouses, according to the company. The barista-style beverages are offered in ready-to-drink 9.5-ounce bottles. Consumers can customize lattes with their choice of milk or nondairy alternatives.

hain-celestial.com

HOT DISPENSED BEVERAGES

BE THE 'CHIPOTLE OF COFFEE'

A little more than half of consumers (51%) say that customization is extremely important in creating good value at the coffee bar, according to Technomic. It's also a huge differentiator from restaurants. Meet customers' needs and stand out from the competition with a broad array of hot-beverage varieties and condiments.



27

27

BIG TRAIN CHAI**Kerry Foodservice**

Big Train offers a variety of chai mixes that feature a creamy blend of honey, vanilla, black tea and exotic spices. They can be prepared hot, cold or blended, and are available in 15 flavors, from vanilla to pumpkin pie. The shelf-stable, powdered mixes are available in single-serving packets or in bulk.

kerry.com/foodservice



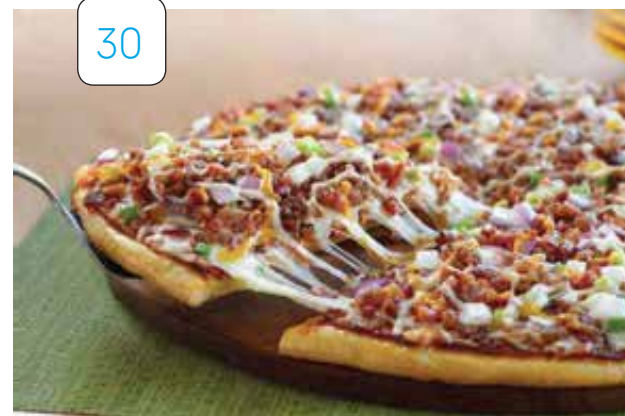
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31

28

CARAMEL BOURBON CAPPUCCINO

Boyd Coffee Co.

Boyd's Coffee is offering a new limited-edition seasonal Caramel Bourbon Cappuccino, a creamy caramel-flavored hot beverage with a hint of bourbon flavor. Compelling point-of-purchase merchandising and easy-to-operate equipment options from Boyd's make dispensing hot beverages simple and highly profitable for operators, the company says.

boyds.com

29

GOURMET CAFÉ CREATIVE CLASSICS

Fresh Express

Gourmet Café Creative Classics are salad recipes with a twist. Gourmet Café packaged salads feature pumpkin seeds, Asiago cheeses and edamame. Specific varieties include Turkey and Bacon Chef, Tuscan, Chopped Asian, Kale Great Greens and Chopped Santa Fe—the latter featuring fire-grilled chicken, Mexican four-cheese blend, pumpkin-seed mix and ranch avocado dressing.

freshexpress.com

30

BACON BACON BACON PIZZA

Papa Murphy's International LLC

The Bacon Bacon Bacon Pizza comes in three flavors—Canadian Bacon, Crispy Bacon and Pepper Bacon—and features fresh ingredients and Papa Murphy's signature dough. Scratch-made crust is topped with traditional red sauce, mozzarella cheese and vegetables. It is customizable, with customers able to add toppings from the in-store Create Your Own line.

papamurphys.com

31

POPBAR POPBUN

Popbar

Popbar has introduced the popBun, a warm roll filled with rich and creamy chocolate and Popbar's signature popGelato. Users can fill a popBun with various popGelato flavors, such as Vanilla, Chocolate, Coffee, Pumpkin Pie or Mint. The popBun is available for an SRP of \$5.99 and is currently available only at the company's location in New York.

pop-bar.com

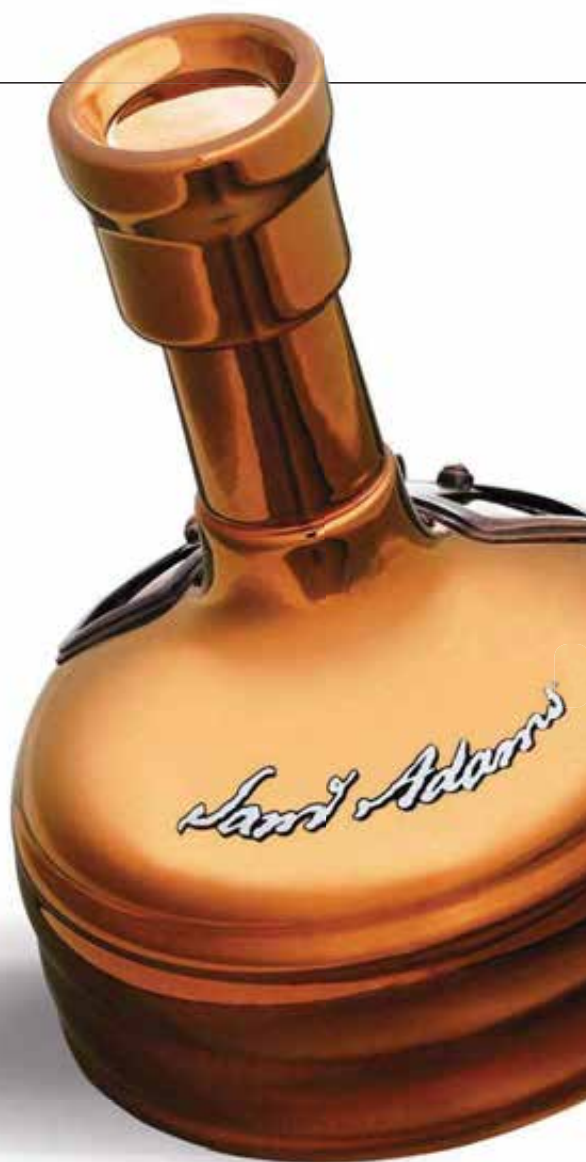
32

CHIQUITA BITES

Chiquita Brands LLC

Available in four-packs, multipacks and family-pack sizes, Chiquita Bites are washed and ready to eat and individually packaged in stay-fresh bags. Flavors include Red Apple, Crunchy Carrot with Ranch Dip and Red Apple Bites with Yogurt. The calorie range is 25 to 70 with 1 to 2 grams of fiber.

chiquita.com



NOT YOUR FATHER'S ABV

How high-alcohol beers could lead to stone-cold profits

By Melissa Vonder Haar

benefit (in terms of alcohol) from craft beer.”

This isn't a new phenomenon. Brewers have been experimenting with higher-alcohol suds for some time. Boston Beer Co. released its first batch of Triple Bock in 1994. At 17.5%, it broke ABV records at the time, says Joe Kaczynski, Boston Beer's national channel manager for convenience stores.

That is all great—tasty, even. But what about consumers? Are domestic-beer drinkers, who tend to be more price-conscious, really willing to pay more for a high-end, high-alcohol craft offering? Azer says one need look no further than booming IPA sales to see that consumers are willing to throw down for what she's dubbed the “more buzz for your buck” phenomenon. “You're maybe spending more per bottle of beer, but the alcohol content is a little bit higher,” she says. “There's value in that.”

But take a step back. The trend is perhaps not as much about finding value in more alcohol per serving as it is about expanding flavor preferences.

“Drinkers today have more sophisticated palates than drinkers generally did years ago, and they're constantly looking to explore unique, high-quality beers,” says Boston Beer's Kaczynski. “They're exploring styles brewed with interesting ingredients, ranging from lighter-bodied session beers to bold, barrel-aged beers.”

Your customers are doing the math. The sum of the parts is that they're willing to spend more money on less beer, but there's a variable: that beer should be higher in alcohol.

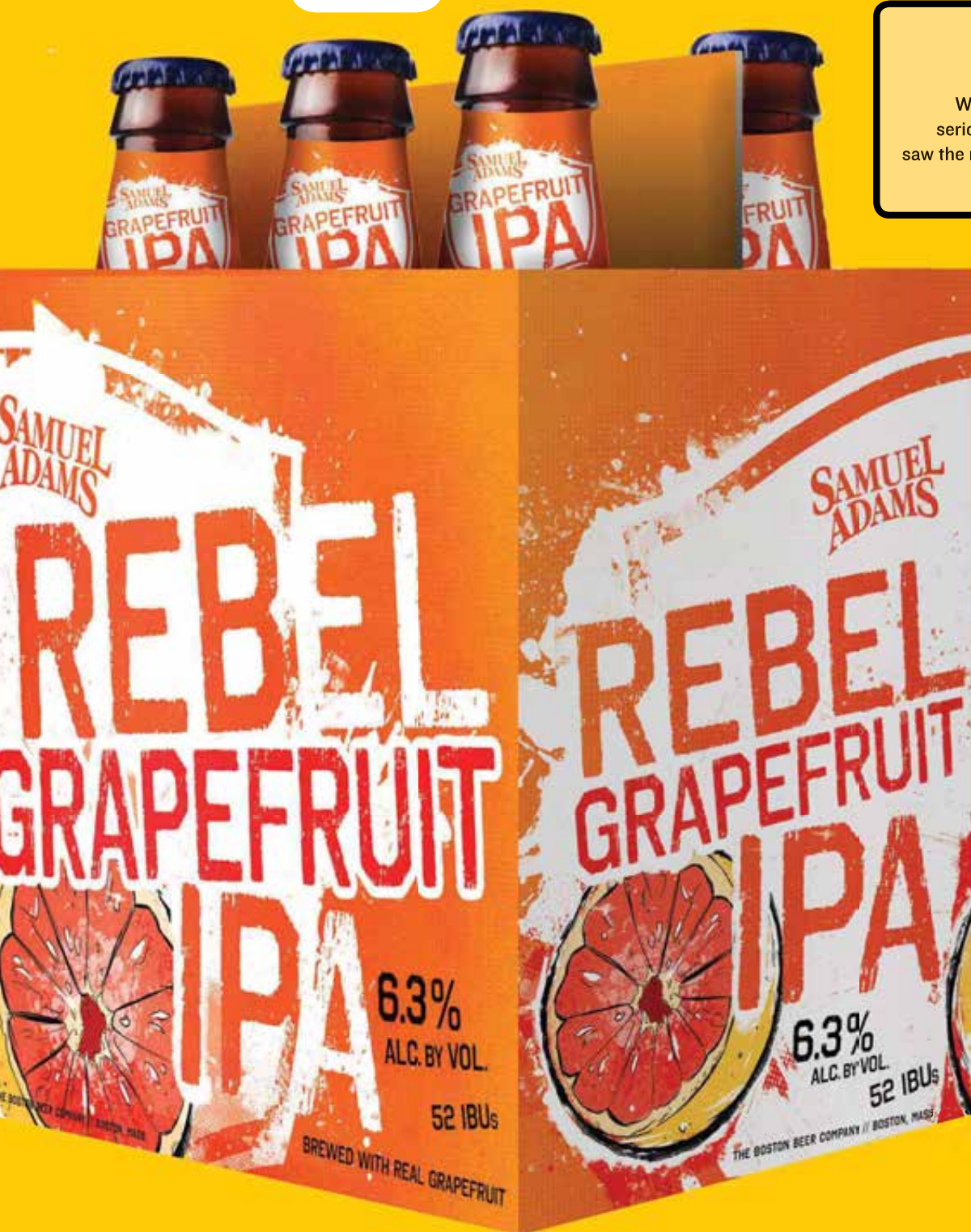
Higher-alcohol-by-volume (ABV) beers have been stealing share from dominant premium and premium light options in the beer category.

“Light beers offer a 4.2% beverage alcohol content, while craft beers nowadays can go up to 8% to 9%,” says Vivien Azer, analyst for Cowen and Co., New York. “When you think about the alcohol impact that you get from any fluid ounce, you can get as much as 50%-plus

33%

**The record-breaking
ABV of Boston Beer's
Utopia beer series**

34



CRAFT BEER AND CIDERS

CRAFT IS HAVING A MOMENT

Whether in crafts or cider, innovation in the beer category is seriously influencing the landscape of the beer cave. Last year saw the rise of low- (session) and high-alcohol beers due to craft's influence—but big brewers also got in on the action.

33

BROKEN LADDER CIDER

BC Tree Fruits Cider Co.

After nearly 80 years of fruit production, BC Tree Fruits is launching BC Tree Fruits Cider Co. and its flagship Broken Ladder cider, a secret blend of six local BC Tree Fruit apple varieties picked from Okanagan Valley orchards in British Columbia. The premium craft cider is well-balanced and golden-straw in color, with no added sugar or flavors.

bctreefruitscider.com

35

ANGRY ORCHARD STONE DRY

Angry Orchard Cider Co. LLC

Regarded as the driest variety in the lineup, Angry Orchard Stone Dry features a bright apple aroma, juicy flavor and a clean, dry finish. It showcases an intricate balance between the sweetness and acidity of culinary apples and the tannins of traditional cider-making apples.

angryorchard.com

34

SAMUEL ADAMS REBEL GRAPEFRUIT IPA

Boston Beer Co.

This beer is brewed with real grapefruit for a punch of citrus that amplifies the fruit and citrus notes of West Coast hop Mosaic. Its grapefruit flavor and aroma come from grapefruit juice and peel, as well as hops that showcase similar flavors, creating a bright, juicy tartness.

bostonbeer.com

36

BALLANTINE BURTON ALE

Pabst Brewing Co.

Pabst is bringing back Ballantine Burton Ale in limited quantities. To help replicate the beer's original flavor, the brewer aged every batch for several months in barrels lined with American oak. Featuring notes of toasted vanilla, Ballantine Burton Ale has an 11.3% ABV and is available in six-pack bottles.

pabst.com



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39

41



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HOPSTONIAN**Mighty Squirrel**

Mighty Squirrel in 12-ounce bottles is launching a third beer style, Mighty Squirrel Hopstonian. Inspired by the hoppy India pale lager, the new beer joins Mighty Squirrel Original and Mighty Squirrel Light, which all contain 4 grams of protein—more than the typical 1 gram typically found in many craft beers, according to the company. mightysquirrel.com

38

**BUD LIGHT'S
NEW LOOK****Anheuser-Busch InBev**

Bud Light has unveiled a fresh new look for 2016. This redesign will include a reimagined Bud Light logo and contemporized primary and secondary packaging, and is part of a larger brand evolution underway at Bud Light. The new Bud Light packaging will roll out nationwide in cans and glass and aluminum bottles in early spring 2016. anheuser-busch.com

39

**ORGANIC EL DORADO
SINGLE HOP IPX****Hopworks Urban Brewery**

Organic El Dorado Single Hop IPX is the ninth bottle to be released in HUB's IPX Single Hop Ale series. Available in 22-ounce bottles, El Dorado hops were developed by CLS Farms in 2008 and released commercially two years later. A light-bodied ale showcasing tropical fruit and pear hop flavors and aromas, Organic El Dorado IPX is made with 60 IBU and has a 6% ABV. hopworksbeer.com

40

COCKTAIL SKINNIES**RSVP Cocktail Skinnies**

A zero-calorie, zero-sugar cocktail mixer, RSVP Cocktail Skinnies is made with top-quality, plant-based ingredients. Available in Baja Margarita, New York Cosmo and Miami Breeze flavors, the beverage requires only 6 ounces of water, 1 ounce of the liquor of the drinker's choice and one RSVP Cocktail Skinnies packet. To prepare, just stir or shake and serve. rsvpskinnies.com

41

DEVIAN DALE'S IPA**Oskar Blues Brewery**

Previously available year-round, dry-hopped Deviant Dale's IPA (8% ABV and 85 IBUs, or international bitterness units) is now available only seasonally in limited release. The variety features floral hops and herbal dry hopping and is available in 12-ounce cans. The decision to make it a seasonal release was the result of a limited supply of Centennial hops that are key to the recipe. oskarblues.com

WHAT DO THIRSTY PEOPLE WANT?

An exclusive CSP/GasBuddy survey has the answers

By Kristina Peters

No pressure, but thirsty people look to you first. And their thirst can strike at any time.

Are you ready for it?

A CSP/GasBuddy beverage survey of more than 13,000 consumers conducted in November 2015 found that while driving and thirsty, 56% of consumers typically stop to purchase a drink at a gas station/convenience store.

And apparently, one way to grab this bull by the horns is to promote the heck out of it—think promotional offerings and discounts.

More than half (57%) of consumers say they would be “most excited” to receive a discount on beverage products compared with candy/confection (9%), salty snacks (9%), tobacco (7%) and protein (6%), the survey found.

Specifically, 48% said a buy-one-get-one discount would most likely persuade them to make an additional beverage purchase vs. a combo offer with

food/snack (17%), product they can’t find anywhere else (14%) or new flavor (6%).

Combo offers have increased potential around lunch because “packaged beverages sell the strongest during the lunch hour, and during this time there is a great deal of interaction with foodservice items and salty snacks,” says Don Burke, senior vice president of Pittsburgh-based Management Science Associates (MSA). “Many retailers ... offer a bundle price based on the purchase of an item from each category, such as a carbonated soft drink (CSD), a foodservice sandwich and bag of chips.”

And although at face value a buy-one-get-one offer doesn’t seem as if it would do much to boost sales, consider the basket ring of packaged beverages. Consumers typically purchase packaged-beverage varieties (48%) over fountain (27%), the study found.

Packaged beverages generate an average of \$2.59 in sales, but that coincides with \$4.13 in other category sales for a basket ring of \$6.72, according to data from MSA.

“There is a strong level of cross-purchases with cigarettes, particularly with packaged CSDs, so signage showing promotional pricing of the CSDs and/or a cooler at the front register where the tobacco products are sold should encourage incremental purchases,” Burke says.

48%

Amount of consumers who typically shop for packaged beverages at gas stations/c-stores, according to CSP/GasBuddy data





42

42

SCHWEPES DARK GINGER ALE**Dr Pepper Snapple Group**

Schweppes Dark Ginger Ale offers a bolder, darker and richer flavor experience while maintaining a traditional, refreshing ginger ale taste, according to the company. Schweppes Dark Ginger Ale is available in 2-liter bottles in the Northeast, as well as in New Jersey, New York and select regions in Pennsylvania. drpeppersnapplegroup.com

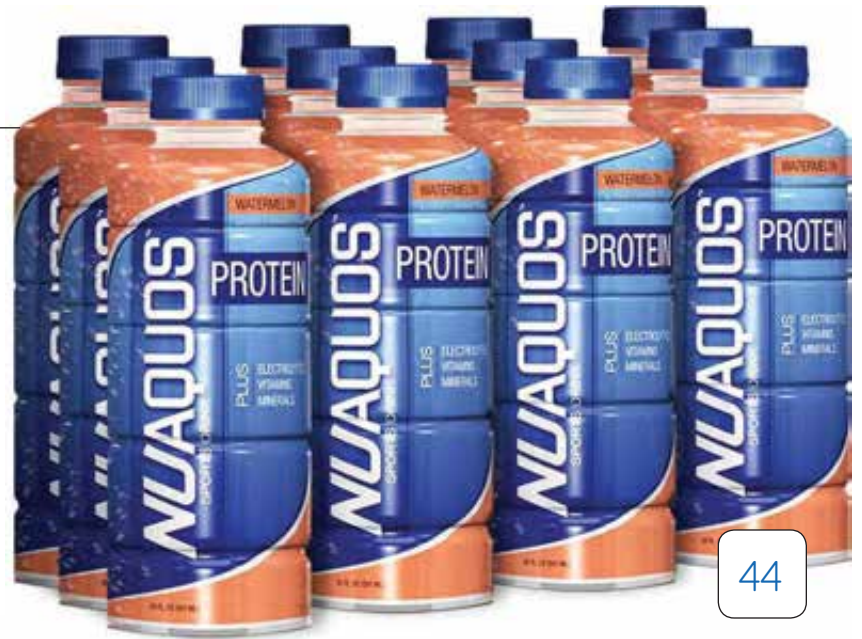


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43

SPARKLING WATERMELON AND SPARKLING GRAPE RUSH FLAVORS**Celsius**

Vegan-certified as well as gluten- and sugar-free, Sparkling Watermelon and Sparkling Grape Rush flavors join the Celsius healthy-energy-drink lineup. Celsius provides healthy energy in the form of ready-to-drink and powder formulas powered by MetaPlus, a proprietary blend of ingredients that includes green tea with EGCG, ginger, taurine, guarana and B and C vitamins. celsius.com



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44

NUAQUOS HYDRATION BEVERAGE**New Whey Nutrition LLC**

Nuaquos hydration and protein beverage, which was in development for three years, contains best-in-class ingredients with a proprietary blend of protein, electrolytes, vitamins and minerals. The variety is known for helping boost muscle recovery and building muscle after workouts, the company says. newweynutrition.com

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BLUEBERRY BANANA ALMONDMILK**Bolthouse Farms Inc.**

The Blueberry Banana Almondmilk Smoothie blends plump blueberries and sweet bananas into a creamy base of almond milk. Dairy-free with 2 grams of fat and 110 calories, the Blueberry Banana Almondmilk Smoothie is available in 15.2- and 32-ounce bottles. Other varieties include Blue Goodness, Peach Parfait and Strawberry Parfait. bolthouse.com



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MAPLE WATER**Happy Tree**

Innovator of the first cold-pressed/HPP maple water, Happy Tree's mission is to offer a complete all-day natural hydration beverage made with revitalizing nutrients and hydrating electrolytes. Available in Original and Lemon maple water flavors, the entire line is certified organic and has received Non-GMO Project verification. drinkhappytree.com



THE COOLEST PRODUCTS YOU'VE NEVER HEARD OF

Good ideas can come to life via Kickstarter—but are they good enough for your store?

By Steve Dwyer

Coming soon to your wholesale distributor's must-stock list: Original Coffee House Jelly Beans, the brainchild of Jelly Belly inventor David Klein.

Or what about this? Whiskey Barrel Coffee, poised to "change the coffee experience through perfect melding of coffee and whiskey," the company says.

These brands aren't yet ready for public consumption. But they could be if they get the funding needed to mass-produce. They are among start-up brands scraping for seed money on Kickstarter, a Web-based platform that helps entrepreneurs find resources and support to bring brands to market.

Since launching in April 2009, 10 million people have backed a Kickstarter project, \$2.2 billion has been pledged and 98,828 projects have been successfully funded, some tailor-made for c-stores.

Whiskey Barrel Coffee, Denver, is 88% funded, with \$22,218 pledged. And Jelly Belly's Klein is hoping to raise \$10,000 on Kickstarter, which as the year began had generated \$725.

C-stores seeking a local-market edge might see opportunity in fledgling products like these as they can help set them apart and build loyalty.

But it's a Catch-22. Retailers want to see results before taking a chance. And it's hard to build street cred without name recognition.

"McLane is our largest distributor and if they bring a new item in, we may try it," says Reilly Robinson Musser, category manager for Santa Clara, Calif.-based Robinson Oil Corp./Rotten Robbie stores.

General-merchandise items might provide more experimental wiggle room. One that's generating some intrigue is Shade Vise (Just Riding Along LLC), which helps prevent scratched lenses, broken frames and lost sunglasses for bicycle riders.

Now live on Kickstarter, Shade Vise takes less than two minutes to install and provides a long-term solution for riders of all skill levels. It has an SRP of \$30.

Will it see the light of day in chains such as Rotten Robbie? "A lot of the general-merchandise items aren't coming through [at this time]," says Musser. "I would rather wait and see if the items have demand before bringing it in, as our space is limited and I don't want to get caught with something I can't sell."

36.38%

**Kickstarter product
success rate**

Source: Kickstarter



47

BOHEMIAN SERIES LIGHTERS**BIC USA Inc.**

The lighters in this series are based on design elements from tapestries and blown glass, making them a good accessory for consumers who want to express their inner free spirit, the company says. The lighters in this series are made in the United States, with a suggested retail price of \$1.89 per lighter. bicworld.com

48

MARDI GRAS KING CAKE COFFEE**Community Coffee Co.**

Bringing back one of Louisiana's most beloved coffee flavors, Community Coffee has announced the return of Mardi Gras King Cake flavored coffee, a limited-time offer blended with light vanilla and cinnamon flavoring. The variety is available in 12-ounce bags and single-serve K-Cup pods. communitycoffee.com

49

TESSEMAE'S ALL NATURAL DRESSING & MARINADE**Tessemae's All Natural**

Tessemae's All Natural fresh dressing and condiments lineup is elevating its ingredient profile with a 100% USDA organic certification starting this year. The organic designation will include 14 dressings and five condiments, and it joins the manufacturer's list of key product attributes, including gluten-free, dairy-free, no added sugar and no preservatives or additives. tessemaes.com

50

MUSSELMAN'S NATURAL APPLE SAUCE LINE EXPANSION**Knouse Foodservice**

Knouse Foods is adding four unsweetened flavors to its Natural Apple Sauce lineup: Cherry, Cinnamon, Peach and Strawberry, in 4.5-ounce cups. The variety satisfies the minimum daily fruit requirement, is gluten-free and contains no artificial colors, flavors or sweeteners. Shelf-stable plastic cups eliminate the need for preparation and cleanup, allowing increased labor savings. knousefoodservice.com

51

LIFE SUPPORT HANGOVER PREVENTION**Life Support**

Rolling out is a new hangover prevention product in the form of a healthy functional beverage. Its active ingredient is derived from Japanese raisin tree extract and other vitamins and minerals to metabolize alcohol and aid the body in recovering from alcohol-consumption effects. It includes glutathione and amino acids, plus vitamins B1, B3, B5, B12 and C. lifesupport.com

SUB OHM = CLOUD NINE?

This could be the trend that brings vapers back to your stores

By Kristina Peters

It's a common problem for retailers: Vaping customers buy a starter kit and a liquid, then come back and buy a liquid and a tank.

But then they disappear—often flocking to vape shops.

To break this cycle, Mistic E-Cigs, Charlotte, N.C., introduced the Haus Craft Collection, which was driven by retailers whose basket analysis showed the aforementioned scenario, says John Wiesehan III, vice president of sales for Mistic.

The Craft Collection includes new e-liquid flavors and a mod-style starter kit with a sub-ohm tank and

coils. The key is sub ohm: “[It] is the next generation in the product life cycle of the vaping and e-cig category,” Wiesehan says.

Sub-ohm coils have less than 1 ohm of resistance. This lower resistance (normal tanks fire at 1.5 to 2.2 ohms) creates more vapor, a stronger throat hit and a bigger cloud.

“Sub-ohm tanks were a huge trend in 2015,” says Steve Hong, a principal at Roebeling Research, a New York-based market research firm for the vape industry. The firm, along with ECigIntelligence, E-Cigarette Forum and the Smoke-Free Alternatives Trade Association, released the 2015 Vape Shop Index, which tracked data and trends from 540 vape shops spanning 42 states.

The index found that e-liquid with lower nicotine concentration was “most popular,” Hong says, which was “driven in large part by sub-ohm vapers who consume a high volume of liquid daily and don’t want to ingest too much nicotine.”

Staying ahead of these vaping trends and evolving with an ever-changing category will better position c-stores to compete with vape shops. But Mistic found with the Craft Collection that pricing also plays a part.

“[Vaping customers] are price-conscious, and I think they found out really quick they can save anywhere from \$40 to \$50 buying the unit at a current retailer vs. a vape shop,” says Mistic’s Wiesehan. “Hopefully it’s a good enough experience to keep them forever. If not, we absolutely want to, at the very least, keep them longer.”

“HOPEFULLY IT’S A GOOD ENOUGH EXPERIENCE TO KEEP THEM FOREVER.”

AT PLAY:

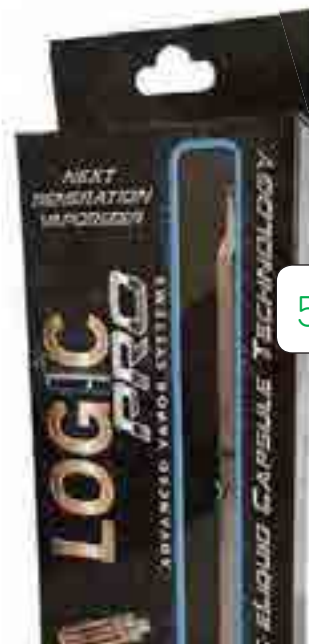
Mistic’s Haus Craft Collection with sub-ohm tank aims to draw vapers back to retail.





52

55



54



53

52

**BLACK WORKS
STUDIO CIGARS****Black Label Trading**

With an emphasis on enhancing the cigar blending process, the company is rolling out a new brand, Black Works Studio, manufactured from its new factory in Esteli, Nicaragua. Three cigars now offered include NBK, Killer Bee and Rorschach varieties.

blacklabeltrading.com

53

**GAME LEAF
BLACK CHERRY****Swedish Match
North America**

Game Leaf is introducing its first limited-edition flavor, Black Cherry, to its lineup of natural rolled leaf cigars. It joins the lineup of four everyday flavors: Sweet Aromatic, Wild Berry, Natural and Cognac. The limited-edition cigarillo is offered in "2 for 99 cents" and "Save on 2" pricing formats.

swedishmatch.com

54

LOGIC PRO SERIES**Logic**

The Logic Pro starter kit includes a Pro Series vaporizer with a powerful 600mAh batter, USB charger, wall adapter and Logic Pro lanyard. The Logic Pro Advanced Vapor System is a "closed-system" vaporizer pen that uses proprietary capsules instead of e-liquids. Traditional open-system vaporizers allow consumers to purchase liquids online, but the Logic Pro works only with prefilled, vacuum-sealed eLiquid capsules, which are featured at retail, the company says.

logiccig.com

55

**X2O KRONOS
60-TC VAPORIZER****Kronos**

Placing an accent on versatility, the 60-TC can handle any tank or RDA, according to the company. Included is a 2500 mah 35A 18650 battery and three color options: black, blue and silver. The 60-TC also features 5W to 60W in power mode and 200 to 600 degrees Fahrenheit or 94 to 315 degrees Celsius in temperature control mode.

x2o-usa.com

M

ike Jammu couldn't keep popcorn on his shelves. And that's not necessarily a good thing.

The Los Angeles-based 7-Eleven franchisee recently cut back on higher-end, exotic varieties of premium popcorn in his two stores due to theft.

"We now focus on mainstream brands such as Act II microwavable popcorn, Frito-Lay brands and (7-Eleven's own proprietary) 7-Select," Jammu says.

As chips and pretzels pushed the envelope on exotic flavor innovation, popcorn sat behind the innovation curve. Not anymore. Consumers are intrigued by the innovation boost and are paying more for premium popcorn, says Susan Viamari, vice president of thought leadership for Chicago-based IRI. She cites SkinnyPop as a brand that "does a nice job conveying the benefits of its brand—all while selling at a significant premium."

SkinnyPop in Original, Black Pepper, White Cheddar and Naturally Sweet flavors markets what it calls "Pure Popped Perfection."

Other new offers making a mark in 2015 include Diamond Foods' Pop Secret single-serve Kernel Pack in Double Butter and Sweet 'n Crunchy Cinnamon Roll flavors and Van Holten's Bacon Cheddar Popcorn with Wisconsin Cheddar cheese.

In related news:

› Open Road Snacks rolled out Sinfully Thin Popcorn in Caramel and Sea Salt, Herbs and Spice, and Blue Corn flavors.

› Popcorn Indiana's Popcorn Bars offer popcorn portability in Chocolate Fudge and

PREMIUM POPCORN: NOT JUST FOR THE MOVIES

Flavors so good you can't keep them on the shelf—for various reasons

By Steve Dwyer

Chocolate Lovers' flavors.

› TheSexyPop lineup of popcorn snacks celebrated a package design upgrade with the rollout of a new Pineapple Habanero variety.

In the hybrid bucket are two new protein-packed additions to Frito-Lay's Cracker Jack'D lineup: Cracker Jack'D Protein Mix in Peanut Butter Crunch and Double Chocolate flavors.

7-Eleven's Jammu assigned a 3-foot endcap to popcorn before moving the segment in-line, with 7-Select (in 1.5- and 3.2-ounce bags) offering 50% to 60% profit margins ahead of branded varieties at 35%.

Adding value to the popcorn segment will continue to achieve that growth, says Aaron Mace, center-store category manager for La Plata, Md.-based Dash In. "Sales are not yet high enough to devote promotional space and resources, but I expect that will change within the next few years given the forecasted growth," he says.

And with flavors good enough to steal? Only time will tell how high that growth can pop. 🍿

\$127.9
million

Dollar sales of top-selling Smartfood ready-to-eat popcorn for the 52 weeks ending Feb. 22, 2015, according to Statista




56

57

58

60

59
56
TOTINO'S PIZZA CHIPS
General Mills Inc.

Combining the flavor of pizza with the crunch of a light and crispy chip, new Totino's Pizza Chips are available in two popular pizza flavors: Pepperoni and Cheese. Each comes in a 1.25-ounce package for an SRP of \$1.49. Totino's Pizza Chips are the latest addition to a suite of new products customized for c-store consumers.

generalmillsconvenience.com
57
MRS. FRESHLEY'S PEANUT BUTTER BROWNIES
Flowers Foods Snack Group

Expanding its lineup of chocolate and peanut-butter snacks, Mrs. Freshley's is launching Peanut Butter Brownies. The snack line features a chocolate brownie with peanut-butter icing. The conveniently packaged treat is available in 3-ounce single-serve packages at 48 packages per case for an SRP range of 99 cents to \$1.39.

flowersfoods.com
58
UPROOTED VEGETABLE CHIPS
Kettle Brands, Diamond Foods

The extra-crunchy and boldly flavored kettle-cooked potato-chip line is incorporating a new crop of root vegetables: sweet potatoes, beets and parsnips. Kettle Brand Uprooted features real sliced vegetables and are lightly seasoned with oil and sea salt. It is available in two varieties: Sweet Potatoes, Beets and Parsnips; and Sweet Potatoes.

diamondfoods.com
59
LAWLESS JERKY BBQ SPARE RIB PORK JERKY
Lawless Jerky

Rolling out is the company's first pork flavor—BBQ Spare Rib—inspired by the iconic Sichuan dish. The SKU features all-natural ingredients with a lightly grilled BBQ flavor, hints of ketchup, apple cider vinegar and touches of cinnamon, clove and ginger. The brand is American-made jerky from 100% grass-fed beef and pork.

lawlessjerky.com
60
MINI PANETTONE AND PANDORO SPECIALTY CAKES
Bauli USA Inc.

Bauli has launched its newest seasonal cakes, Mini Panettone and Pandoro specialty cakes. The Mini Panettone and Mini Pandoro cakes are produced in the same authentic fashion as the larger products and with the same natural ingredients. Bauli's core holiday products also include Il Panettone di Milano and Il Pandoro di Verona.

bauliusa.com

IT DOESN'T GET MUCH SWEETER THAN THAT

Seven trends in 2015 that shaped confection

Out of the more than 300 possible retail categories, confectionery is growing faster than 184 of them. Over the 52 weeks ending on Nov. 1, 2015, confectionery kept up with total store growth at 3.2%. And dollar sales grew 3% for chocolate and nonchocolate candy combined.

The reason for all that positive growth is simple: Candy is delicious, and your customers want to treat themselves once in a while. That's never changed. What has changed is what they're reaching for once they make that decision. What follows are the seven trends that shaped confection last year, according to the National Confectioners Association (NCA):

Chewy: Bold (sour) flavors, fun shapes and packaging have helped make chewy candy a growth leader in confection. It's also the largest subsegment within nonchocolate, with high single-digit and even double-digit growth over the past several years.

Minty: In 2015, mints saw consistent dollar growth of around

4% to 5%. The NCA is correlating this trend with "the nation's intrigue with spicy and flavorful foods."

Fancy: Gourmet and premium chocolate saw 11% growth in 2015. This category includes high-end chocolate that is organic and contains high cocoa percentages, and imported chocolates. This chocolate also sports buzzword descriptions such as GMO-free, fair trade, etc.

Daring: Fun and daring flavor combinations are favorites of the millennial crowd. Flavors such as hot red peppers, bacon, lavender and ginger liven up old standbys.

Nutty, fruity: A survey by the NCA showed that among 1,400 shoppers, 41% purchase chocolate with fruits and nuts for a better-for-you treat. Dollar sales back up these claims, the association says. Chocolate infused with hazelnuts is up 9%, almonds up 4% and dried fruits up 56%.

Mini: Bite-sized confection in resealable packaging saw a compound annual growth rate of more than 10% in 2015. This on-the-go, shareable convenience in bags/boxes grew by more than \$1 billion from 2009 through 2014, according to NCA. It is expected to continue to grow at that pace through 2019.

Dark: About 70% of shoppers will at least occasionally switch to dark chocolate as a better-for-you alternative to milk chocolate. Figures proved as much, with dark-chocolate sales growing by more than 9% in 2015.

57%

Shoppers who will shift up to a higher cocoa percentage when looking for healthier-for-you alternatives

Source: National Confectioners Association



61

62



64



63



65



64

65

WRIGLEY MEGA PACK**Wm. Wrigley Jr. Co.**

Wrigley is launching the category's first front-end bulk pack in sticks with Extra gum. Flavors include Extra Spearmint and Extra Polar Ice. The 35-stick packs are available for an SRP of \$2.49. The front-end bulk gum segment is the fastest-growing segment in the gum category, having doubled over the past five years, according to the company.

wrigley.com**"STAR WARS: THE FORCE AWAKENS" GIFT BOX, GALAXY MIX PEG BAG****Jelly Belly Candy Co.**

Jelly Belly welcomes two packages to its Star Wars Collection: an 8.5-ounce "Star Wars: The Force Awakens" 20 Flavors Gift Box and 6.5-ounce Galaxy Mix Peg Bag. The gift box flavors include 12 sparkling jelly beans, while the Galaxy Mix features sparkling versions of Berry Blue, Blueberry, Cream Soda, Very Cherry, Grape Soda and Wild Blackberry.

jellybelly.com**BLAST POWER GUM****Blast Energy LLC**

Blast Power Gum is a high-energy caffeinated chewing gum that keeps consumers alert. Each piece of gum contains 80 milligrams of caffeine—the equivalent to a can of energy drink, the company says. Available in three flavors, spearmint, mango and peppermint, the gum is manufactured in the United States.

blastpowergum.com**"STAR WARS: THE FORCE AWAKENS" CANDY NOVELTIES****CandyRific LLC**

CandyRific is partnering with Disney Consumer Products to feature characters from "Star Wars: The Force Awakens" on its new candy novelties. Star Wars Spin Pops feature Kylo Ren and Stormtrooper characters on 0.42-ounce lollipops for an SRP of \$4.99. Spin Pops ship in six 12-count displays per case.

candyrific.com**FIVE STAR CHOCOLATE CARAMEL BARS****Lake Champlain Chocolates**

Chocolate Caramel Five Star Bars feature caramel infused with 72% dark chocolate, roasted Guatemalan cocoa nibs and dark-chocolate chunks. The nibs add texture and flavor to the bar to deliver the ultimate dark-chocolate experience, according to the company. The 2-ounce bars have an SRP of \$4.99, and they ship in 16-count cases.

lakechamplainchocolates.com

IF THESE MACHINES COULD TALK

New solutions are making it easier for kitchen devices to share their feelings with operators

By Abbie Westra

Forget your gas pumps. Never mind the back office.

The “Internet of things” is coming to commercial kitchens. It’s allowing the ovens, fryers and fountains to communicate with store managers or corporate headquarters, thereby reducing downtime and improving the consumer experience.

The need to keep the kitchen up and running has been a priority since early humans first controlled fire.

But today’s technology demands more advanced, “smart” systems.

For its part, Emerson Climate Technologies Retail Solutions is positioning itself as the Switzerland of kitchen connectivity, working with manufacturers to standardize communications across different pieces of equipment into one service. What’s more, the Kennesaw, Ga.-based company is making its Connected Kitchens program part of its “Intelligent Store” framework, which includes lighting systems, refrigeration and HVAC.

For Connected Kitchens,



Emerson is focusing on equipment maintenance, uptime and the ability to send a new menu or update to a piece of equipment. It’s the last objective that’s “probably the biggest hot button we’ve encountered,” says Paul Hepperla, director of new solutions development and enterprise product management.

When an operator simply trusts someone to plug in a thumb drive to update a piece of equipment, there’s no confirmation that the information was uploaded properly. “We talked to one retailer who said that a year and a half after they’d done a menu change, they walked into a store and realized none of the ovens in that store had been operating,” says Hepperla.

Connected Kitchens allows the operator to confirm updates.

All this connectivity can lead to a lot of noise. Countless beeps and buzzes can quickly numb your managers to crucial communications. Fortunately, along with the technology, streamlined communications is coming. “It’s the difference between data and information,” says Hepperla. 🌈

30
billion

Number of alarms
Emerson gets yearly for
equipment. Less than 10%
result in any sort of a store
contact.

Source: Emerson Climate Technology

66



70

67



68



69



66

INTELLIGENT TOAST-QWIK

Hatco Corp.

The Intelligent Toast-Qwik with Spot-On technology from Hatco holds up to 18 product settings and can toast multiple products from bagels to Texas toast and hash browns. This product features individually controlled top and bottom heating elements, a multispeed two-directional conveyor belt and programmable touchpad.

hatcocorp.com

67

SCOTCHGARD SURFACE PROTECTION FILM 2200

3M Co.

3M has introduced Scotchgard Surface Protection Film 2200, which is designed to protect stone and vinyl flooring, bathroom surfaces and walls. This thin floor film provides nearly invisible protection from a variety of finish-eroding events, from high foot traffic and furniture to harmful liquid drips and spills. It reduces the time, cost and labor required for surface maintenance, the company says.

3m.com

68

FLEXFUSION AND EVOLUTION ELITE

Henny Penny

The FlexFusion combi oven enables operators to cook with flexibility and precision. It has a green design, intuitive touch controls and more functionality, according to the company. The Evolution Elite offers four model options and allows operators to cook with 40% less oil, and it features an automatic oil top-off mode and four-minute filtration.

hennypenny.com

69

EMBRACEABLE PACKAGING

Anchor Packaging

This package features a clear, anti-fog and vented lid, which contains an integral sealing flange that forms a lid and leak-resistant seal over the paper container. The 11-inch-by-8-inch black, oval platter is designed and patented with a locator ring in the bottom to hold a standard 8-ounce squat paper food container.

anchorpackaging.com

70

PC8-PRECISION PRESSURE COOKER

All-Clad

Comfort foods continue to trend on menus in every dining segment, but many dishes rely on long, slow cooking that can tax the kitchen. All-Clad's energy-efficient PC8-Precision pressure cooker has boiled down the time required to braise and stew meats and vegetables, while its two-step cooking process locks in flavor.

all-clad.com

A LOCK ON CONVENIENCE

7-Eleven expands its locker program to serve more retailers

By Greg Lindenberg



7

-Eleven Inc. is making space for more lockers at a number of its stores.

Over the past year, the Dallas-based company has added lockers that let customers pick up packages from FedEx Corp. and United Parcel Service Inc. The program began in 2011, when 7-Eleven partnered with Amazon to install lockers in several U.S. locations.

And 7-Eleven announced in October that it would install Wal-Mart lockers in locations in Toronto as well, according to *The Wall Street Journal*. Wal-Mart Canada's Grab & Go locker network will expand to six 7-Eleven stores in the greater Toronto area. The retailers have agreed to a six-month pilot of the project to evaluate customer response and usage.

The announcement marks the first time in Canada two retailers have teamed up to offer a locker service. Wal-Mart provides customers using Walmart.ca a free shipping option that allows them to pick up their order 24 hours a day, seven days a week, at no cost.

And now, any retailer that ships via UPS or FedEx now has

a similar delivery option. Customers in the United States and Canada who don't want packages left on their doorsteps can arrange to have online orders from retailers delivered to lockers at 200 locations so far. Customers open the lockers by scanning bar codes sent via email to their smartphones.

But there is a risk: less space for merchandise. Each locker unit takes up about the same amount of space as one large shelf, which by some estimates could represent thousands of dollars in lost sales each year.

The lockers are part of a larger strategy to keep customers coming to 7-Eleven stores as more commerce moves online, said the report. "The locker program is another segment of our omnichannel strategy of delivering what people want, when and where they want it," says 7-Eleven spokesperson Margaret Chabris.

Fees from the lockers and the added foot traffic that results could also help the chain carve out a small slice of e-commerce business, even if 7-Eleven is

largely a brick-and-mortar retailer, Raja Doddala, vice president of new ventures, told the *Journal*.

7-Eleven officials didn't disclose the fees it charges partners for the lockers, nor how franchise owners are compensated. They said the locker program is still in the testing stages.

2

billion

**Number of items
Amazon sold worldwide
in 2014**

Source: Amazon



71

SL FIXTURE LINE

Terralux

The SL Fixture Line is available with a variety of options, installing quickly using existing conduit, pendant and junction box locations. Available in 1-, 2- and 4-foot lengths, the SL12, SL24 and SL48 have options for an integrated occupancy sensor and battery backup. Energy use can be reduced by as much as 80%.

terralux.com

72

MOTOMOP

Betco Corp.

Betco's MotoMop, a small-area cleaning machine, scrubs floors and leaves them dry, eliminating the potential for costly slip-and-fall accidents. MotoMop cleans four times faster than a mop and bucket and is 38 times more effective in picking up soils, the company says.

betco.com

73

PROLITEC GENIE

Prolitec Inc.

Using patented AirQ technology, the Genie hygiene high-performance odor-neutralizing system is computer-controlled to match the size of a room. Designed specifically for commercial restrooms facing difficult-to-solve malodor problems, Genie comes in four fragrances: Clean Cotton, Tidal Wave, Waterfall and Spring Fresh.

prolitec.com

74

SMART ANTENNA

iSIGN Media Solutions Inc.

An effective tool for driving in-store traffic and lift sales, Smart Antenna is regarded as measurable, accountable and flexible, and is compatible with smart mobile devices. Integrating with existing signage or as a stand-alone component, it supports communication in any language and has opt-in features for consumer interaction. Smart Antenna is waterproof and operates in extreme temperatures.

isignmedia.com

75

PHOENIX SQL LITE

OPW, a Dover Co.

Providing the power to intervene quickly when unaccounted fuel losses arise, Phoenix SQL Lite Fuel Management Software is a stand-alone Windows-based application that automates reconciliation processes to single-user operations and streamlines inventory data management through a user-friendly interface. The program can be downloaded and installed on Windows-compatible PCs.

opw-fc.com

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76	Yunker Industries

THE TOP-SELLING NEW PRODUCTS IN CONVENIENCE STORES ACROSS AMERICA IN THE FINAL QUARTER OF 2015

* The items were isolated as top consumer velocity items with sales only in the year 2015 by segment.



SNICKERS XTREME

MARS CHOCOLATE NORTH AMERICA

Snickers Xtreme features a single layer of crunchy roasted peanuts and caramel enrobed in milk chocolate. The bar is packaged in a 3.56-ounce “2 to Go” format. Consumers selected the brand name in an initiative sponsored by the manufacturer on Facebook from a list of five options, including Go Nuts, #MoreNuts, Nuts Galore and Nuts.



LIVING ESSENTIALS LLC

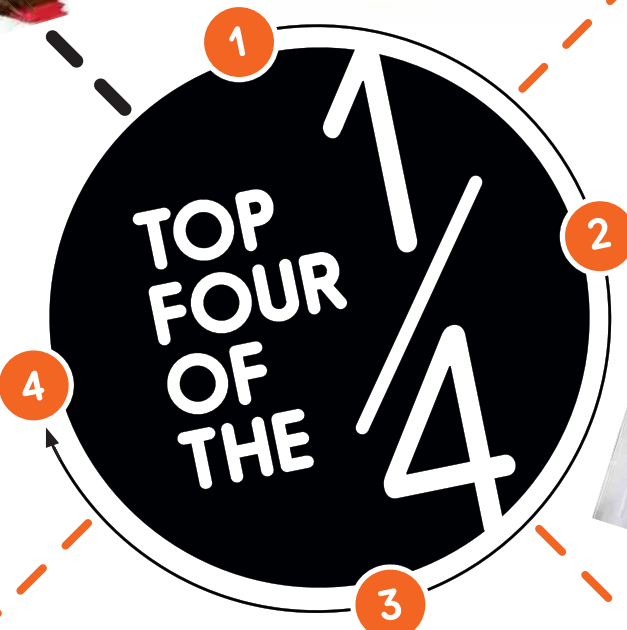
This shot is both delicious and effective, the company says: “We just couldn’t decide between palatable peach and mouthwatering mango flavors. Now, you don’t have to either.” This energy shot comes in extra strength, with a blend of B vitamins, amino acids and caffeine, with no sugar or herbal stimulants.



DIAMONDS CIGARILLO

SWISHER INTL. INC.

Created by master tobacco blenders, Swisher Diamonds Cigarillos is an unsweet variety that provides a smooth, rich taste. Swisher Diamonds Cigarillos are available in a two-count resealable pouch at three price points: 99 cents, \$1.49 and nonpriced “Save on 2.”



KELLOGG'S RICE KRISPIES TREATS BLASTED WITH M&M'S MINIS

KELLOGG CO.

Kellogg's is introducing Rice Krispies Treats Blasted with M&M's Minis. The new snack, which delivers the traditional crispy marshmallow taste of Rice Krispies Treats with M&M's Minis, was launched exclusively in the convenience channel. This treat joins a line of big bar flavors that include Original, Double Chocolatey Chunk, Buttery Toffee and Chocolatey Chip.

