

SPRING 2019

VOLUME 1

Convenience Foodservice News
brought to you by Rich's Foodservice

C-STORE NEWS

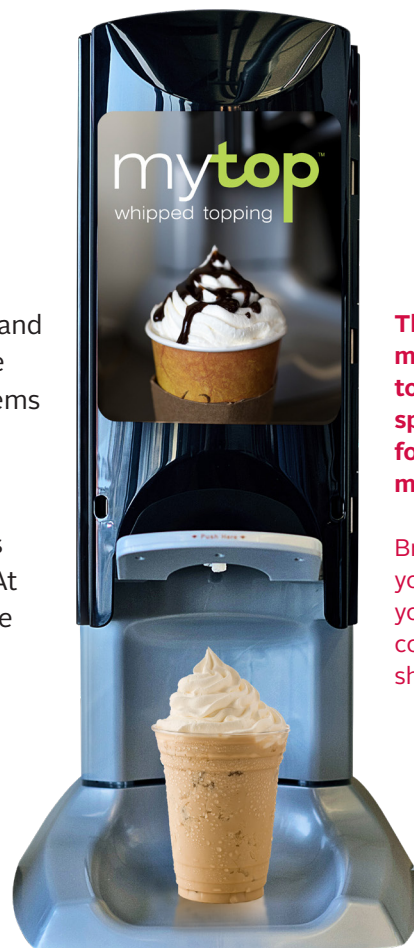


SPRING IS HERE!

As temperatures start to rise, so does the demand for cold brew and iced coffee. According to *Technomic's MenuMonitor*, convenience stores are seeing a 57% increase year-over-year of iced-coffee items offered, with younger consumers ranging 18-34 years being the primary purchasers.

Take your beverage station to the top by offering your customers the ability to personalize their beverages with whipped topping. At just pennies per dollop, Rich's mytop™ whipped topping is a simple way to add profit to your beverage station as it boosts repeat purchases and increases customer loyalty.

**For more information,
visit mytoporders.com.**



**The perfect pair!
mytop™ whipped
topping bags are
specifically designed
for the easy-to-use
mytop™ dispenser.**

**Bring both into
your operation and
you'll have a
countertop coffee
shop in no time!**



BITE-SIZED SNACKS ARE IN DEMAND!

With 43% of consumers interested in purchasing mini appetizers and desserts and only 27 percent of c-stores offering them,¹ now is the perfect time to add these grab 'n go snacks. Rich's Sweet Middles® offers a great option as a mini dessert, plus they're conveniently pre-packaged to reduce labor costs.

OUR SPECIALTY™ SWEET MIDDLES® 4-count Packages

Product Code	Description	Case/Pack
04903	Carrot Cake - 4 ct.	12/5.2 oz.
04902	Chocolate Soufflé - 4 ct.	12/5.2 oz.
04901	Crème Brûlée - 4 ct.	12/5.2 oz.

Frozen Shelf Life: 365 days

Ambient or Refrigerated Shelf Life: 21 days

INCREASING WEEKLY VISITS

With the decline of average weekly visits by consumers, c-stores are creating new loyalty programs and daily deals that are increasing repeat visits. As detailed by CS News, here are a few tips and best practices:

Employees:

Your employees are the face of your store, interacting with consumers daily. The success of your promotions and loyalty programs depends on your team. Ensure that employees are informed, eager and willing to promote them.

Providing Value:

Programs that offer value on commonly purchased items will provide the most benefit to consumers visiting your store. These include:

- Fuel
- Milk
- Bread
- Tobacco

Simplicity:

Keep your program/offers simple. The overall goal is to provide value and ease to your consumer to entice repeat visits.

HELPFUL HINT

Offer a combo deal for milk paired with a sweet treat such as a cinnamon roll, cookie or donut to leverage the traffic generated by staples such as milk.



OUR SPECIALTY™ DESSERT DIPPERS

Portion Size - 16 cookies

Product Code	Description	Case/Pack
10396	Chocolate Dessert Dippers	18/5.1 oz.
10399	Vanilla Dessert Dippers	18/5.1 oz.
13281	Cookies 'n Creme Dessert Dippers w/ Oreo® cookie pieces	18/3.1 oz.
13266	Birthday Party Dessert Dippers	18/3.3 oz.

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DARE TO DIP.

Thaw and serve straight from the freezer.
No prep or labor needed.

With the lives of the everyday consumer not slowing down, grab 'n go items are still trending within the convenience segment. Rich's new Dessert Dippers provide the convenience and indulgence that will have your customers craving these delicious shortbread cookies.



Need help merchandising?
Be sure to complete the request card included with this newsletter!



TIP OF THE QUARTER
43% of c-store visitors buy something they hadn't planned on purchasing.
(CS News)

Optimize additional impulse purchases by utilizing the area next to your checkout counter. This area contains the highest foot traffic and visibility.

NEED HELP MERCHANDISING?

In-store signage does the talking for you! Communication with your customers is crucial, so your in-store signage should be specific and concise to educate customers about your promotions. Contact your Rich's Sales Representative and get started today. We can even include your logo and store colors!

- Window Clings
- Dangers
- Counter Signs
- Posters
- Pump Toppers
- Digital at-the-Pump Videos

SPRING BLING!

Be sure to complete the included form for a chance to win a Free Merchandise Makeover for your location!



Rich Products Corporation
One Robert Rich Way
Buffalo, NY 14213



32% of customers notice signage at the pumps that showcase promotions, which influences a purchase.

CS News