



# GHRA In Action

OUR MEMBERS ARE OUR MISSION!

VOL. 9 | MARCH 2022



## Supply Chain Disruptions Impede C-Store Industry's Ability to Meet Needs

What Are Your  
Employees'  
Worst Fears?

*Is It Time to  
Consider a New Cash  
Logistics Solution?*









# A NOTE FROM THE CEO

BRIAN TROUT, CEO

Greetings Members,

Spring is almost officially upon us, the weather is warming up, and the Houston rodeo is in full swing. This means an increase in customer traffic and the opportunity for more sales. To help you prepare for the upcoming selling opportunities the 2022 plan-o-grams have been posted on the portal and the cooler resets have started and will continue through May. Contact your Member Services Rep for details on the program.

Our Merchandising team negotiated a new rebate program with 5-Hour Energy coming to you this year which means you will get additional savings for the racks you already have in your store! Your Member Services Rep has the specific details of the program to share with you and will be reaching out to discuss and survey your store. Your rebate is based on the size of the 5-hour Energy rack and the volume of product you purchase through the GHRA Warehouse. If you don't have a rack or want a larger rack to maximize the rebate, your Member Services Rep will be able to assist.

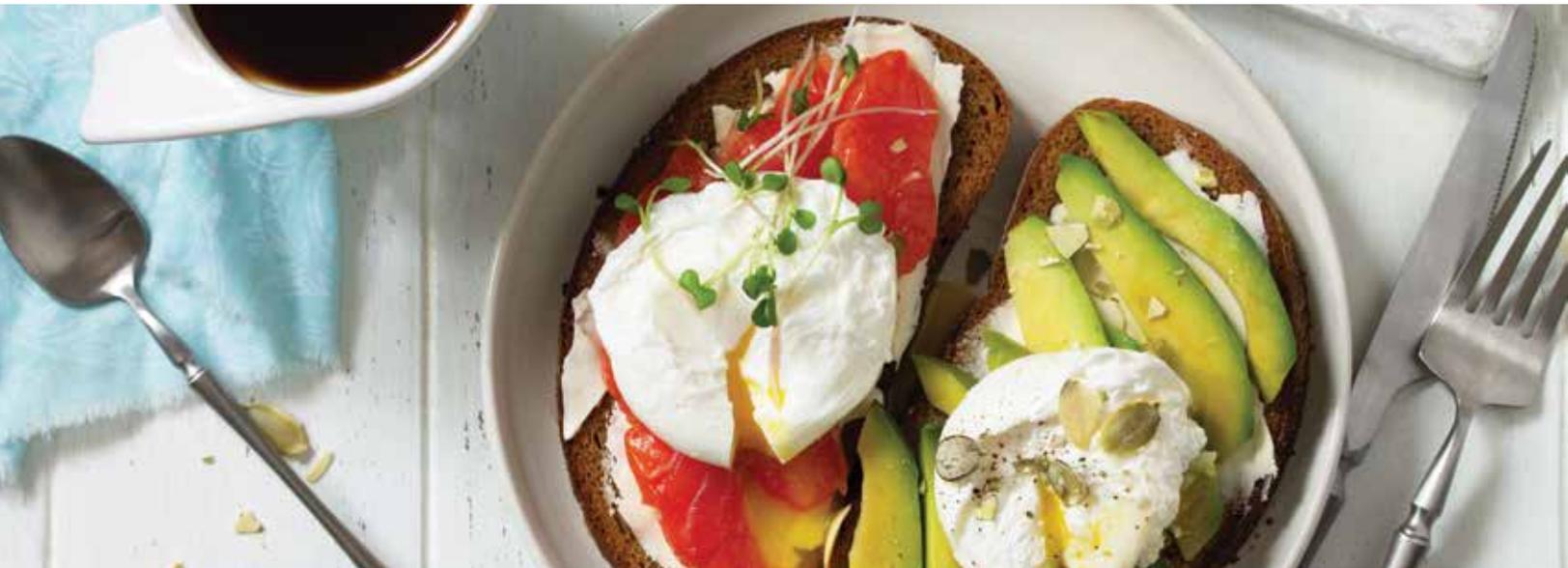
The supply chain challenges continue but there are signs of improvement. While January was especially difficult, yet our vendor partners and our procurement team's effort have increased our product availability substantially in February. We are optimistic for the future and know the operational changes we have made at the warehouse are having an impact.

We are proud to serve you and will continue to work hard for your benefit. Thank you for your support and as always, continued blessings!

Sincerely,

*Brian Trout*

OUR MEMBERS ARE OUR MISSION!



# Breakfast, Morning Snack & Lunch Business Returning at U.S. Restaurants

On-premises dining is also recovering, although not reaching pre-pandemic levels.

By Convenience Store News

CHICAGO — The breakfast, morning snack and lunch dayparts that were impacted by people not being outside their homes during the depths of the COVID-19 pandemic are starting to improve, with restaurant visits for these meals and snacks increasing.

In the three months ending November 2021, online and physical visits to restaurants for breakfast increased by 11 percent, compared to a 10-percent decline in the same period a year ago, reported The NPD Group. From a pre-pandemic view, breakfast traffic is now at the same level as September through November in 2019.

The morning snack daypart improved visits by 6 percent compared to a 7-percent decline in 2020 and down 1 percent for the same period in 2019. Lunch improved by 4 percent for the same period vs. 2021 when visits were down by 11 percent. The daypart is beginning to recover but still 7 percent below pre-pandemic levels, according to NPD.

More good news can be found in dining on-premises that is recovering, even during morning and lunch occasions. NPD research revealed:

- Visits to dine-in at breakfast increased by 51 percent in September through November compared to the same

period in 2020 when on-premises traffic was down 55 percent.

- The morning snack daypart increased dine-in visits by 51 percent compared to the reported period the prior year when on-premises traffic declined by 48 percent.
- Lunch improved on-premises traffic by 44 percent in September through November compared to the 60-percent decline in the same period in 2020.

However, NPD stressed that despite substantial gains in recent months, traffic levels for all dayparts at on-premises restaurants remain well-below pre-pandemic levels.

“The increased mobility this fall contributed to year-over-year gains at key restaurant dayparts, although visits are not fully back to pre-pandemic levels,” said David Portalatin, NPD food industry advisor and author of *Eating Patterns in America*. “We’re in a steady-state for the next several months, perhaps with a bump up or down here and there, but we expect to lag pre-pandemic traffic levels through 2022 slightly.”

Based in Chicago, the NPD Group offers data, industry expertise and prescriptive analytics to help clients grow their businesses in a changing world. ■



# Supply Chain Disruptions Impede C-Store Industry's Ability to Meet the Fill-In Needs of Shoppers

Retailers also report difficulty in finding alternative products for out-of-stock items.

By Convenience Store News

Empty shelves, a common sight in grocery stores throughout the pandemic, are now a problem for convenience stores and their consumers who turn to the channel for midweek trips.

C-store retailers are pointing to supply chain challenges as the reason they cannot not adequately meet the fill-in needs of consumers, according to CNN.

TXB CEO Kevin Smartt told the news outlet he has been closely monitoring weekly product availability reports from his distributors. "Here's the magnitude of the problem right now," Smartt said. "As a chain, we're probably averaging 6,500 to 8,000 outs a week from manufacturers."

Across TXB, out-of-stock products are averaging 12 percent to 13 percent currently. "In a normal environment, it would be about 1.5 percent," he said.

Finding an alternative brand to fill the spot is also proving difficult, Smartt added.

The problem is especially felt in markets where TBX is the only store in town. "In those places, the convenience store is

a lifeline for the community," Smartt said. "There's a lot of frustration from customers. Anything on top of the supply chain challenges, like bad weather, is making the situation worse."

Spicewood, Texas-based TXB operates 50 stores.

Arko Corp., the parent company of Richmond, Va.-based GPM Investments LLC, is facing the same challenge. Its network includes more than 1,400 c-stores in 28 states.

"In a lot of communities, we're it," said Mike Welsh, the company's senior vice president of operations. "It's a town with a mountain surrounding it, for example. There's a high school and a town hall. It's a small community where the school football team comes to us after a game to celebrate."

The stores across Arko's network are also finding few product options because of supply chain disruptions, and the uncertainty of not knowing what they'll be able to buy on any given day because of shortages is making customers anxious, Welsh told the news outlet. ■

# Seeing the Promise of a Better Year

C-store retailers are heading into 2022 with more optimism than they had a year ago

By Linda Lisanti, Convenience Store News

**LAST YEAR AT** this time, most U.S. convenience store retailers were on the fence regarding their overall business outlook for 2021 and considerably less optimistic than they were the year prior.

This year, things appear to be looking up. According to the results of the *2022 Convenience Store News Forecast Study*, half of the c-store retailers surveyed feel positive about their overall business outlook for 2022 — an increase of 13 points year over year.

On a scale of one to five — where 1 represents “Terrible, wake me up when it’s over” and 5 represents “It’s going to be our best year ever!” — 50 percent of retailers rate their expectations for 2022 at a 4 or 5. Most of the remaining half give the new year a noncommittal rating of 3. For comparison, the majority of retailers (62 percent) last year selected a rating of 3.

Retailers appear to be more decisive in their viewpoints this year than they were last year at this time. Still, there is a small contingent of c-store operators that have a very bleak outlook on the coming year: 11 percent chose the “Terrible, wake me up when it’s over” option. This represents a 9-point increase year over year.

Given the overall more optimistic outlook among retailers this year, it’s not surprising that more operators are planning to expand their store networks in 2022. Nearly six in 10 retailers (58 percent) intend to increase their store counts — up 9 points vs. a year ago. The remaining 42 percent say they will keep their network sizes as they are now.

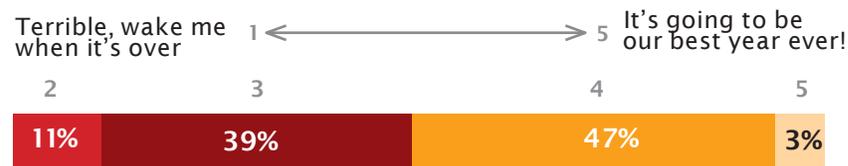
Interestingly, when asked how they will grow their networks, many more retailers this year indicated they will utilize a combination approach of acquisitions and organic growth.

The percentage of retailers who said they will only grow organically dropped by 20 points.

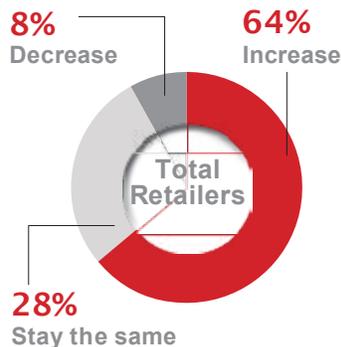
## Issues of Importance

As in past years, the *2022 CSNews Forecast Study* asked retailers to weigh

## Overall Outlook for Business in 2022

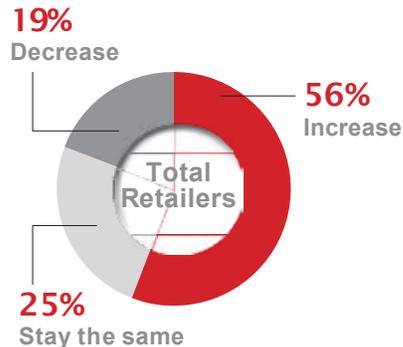


## Expectations for Average Sales Per Store in 2022



Average % Expected Increase = 18%  
Average % Expected Decrease = 15%

## Expectations for Average Profits Per Store in 2022



Average % Expected Increase = 18%  
Average % Expected Decrease = 18%

Source: *Convenience Store News 2022 Forecast Study*

in on the factors that will have the biggest impact on their sales and profitability in the new year.

Even more so than last year when it was the second-ranked issue of importance, labor turnover and hiring is high on the minds of c-store retailers as they head into 2022. Nearly four in 10 operators pegged this as their top concern, while 72 percent put it in their top three.

There are multiple dynamics at play when it comes to the labor issue, according to retailers. They cite an overall lack of applicants, a small pool of quality applicants, rising costs to both attract new employees and keep existing ones, a jump in job-hopping, and more.

“People are afraid to work in a COVID world. We don’t have enough staff to meet demand, which places stress on the staff we have and can lead to turnover,” one retailer remarked.

These labor woes are negatively affecting store operations and ultimately trickle down to the customer experience, which can then have a lasting effect on brand perception.

“Less skilled hires result in less customer service results in less foot traffic. Rinse and repeat,” lamented another *Forecast Study* participant.

Unfortunately, labor is not the only major challenge convenience retailers are having to contend with these days. Another issue top of mind is motor fuel prices. Ranked fifth last year, it is now the second-ranked issue of importance behind labor.

High fuel prices have wide-ranging effects. They impact consumers’ decisions to travel, reducing miles driven and fill-ups needed. This leads to lower foot traffic at sites. And high fuel prices also mean less funds available for discretionary spending on in-store items.

“We are getting close to \$4 a gallon, which historically is when inside sales start to be affected,” one respondent pointed out.

Last year’s No. 1 issue, the COVID-19 pandemic, is also still very much in the mix and rounds out retailers’ top three concerns for 2022. The pandemic will soon cycle through its second full year of affecting nearly every aspect of Americans’ daily lives. Still, retailers say continued uncertainty, fear and confusion are having an impact on their businesses.

According to one retailer, the pandemic is “still too big of an unknown with vaccine mandates going to court and lockdowns coming and going.”

**Sales & Profit Projections**

Despite the obstacles, nearly two-thirds of c-store retailers (64 percent) project their total sales per store will grow in 2022. Only 8 percent are bracing for a decline in sales, while the remaining 28 percent project their sales will stay the same year over year.

Optimism for profit growth is slightly weaker, with more than half of retailers (56%) expecting their total profits per store to increase in 2022. A quarter of retailers expect no change in their profits year over year, while 19 percent are anticipating a decrease.

Inflation concerns appear to be driving the lower expectations for profits, as retailers note that they will either have to sacrifice margin or push prices up to maintain current margins. They worry, though, about higher prices hurting their foot traffic.

“Inflation is bad and getting worse,” one retailer observed.

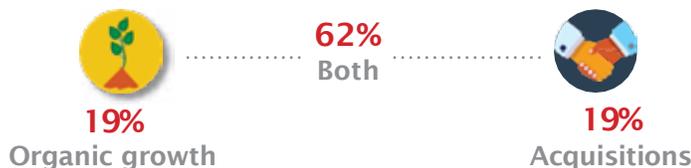
**Anticipated Impact of Issues on Sales & Profitability in 2022**  
(% of Total Retailers identifying as "Biggest Impact" and in Top 3)

	Ranked Biggest Impact	Ranked in Top 3
Labor turnover & hiring	39%	72%
Motor fuel prices	6%	53%
Tobacco/e-cig regulations	6%	28%
Rise in e-commerce	11%	22%
Changing expectations of "convenience"	11%	19%
Declining foot traffic	0%	19%
Emerging technologies	3%	17%
Price and market competition	0%	17%
Industry consolidation	0%	14%
Demographic changes	3%	8%
E-commerce competition	3%	6%

**Expectations for Total Store Count in 2022**



**Approach for Increasing Store Count in 2022**

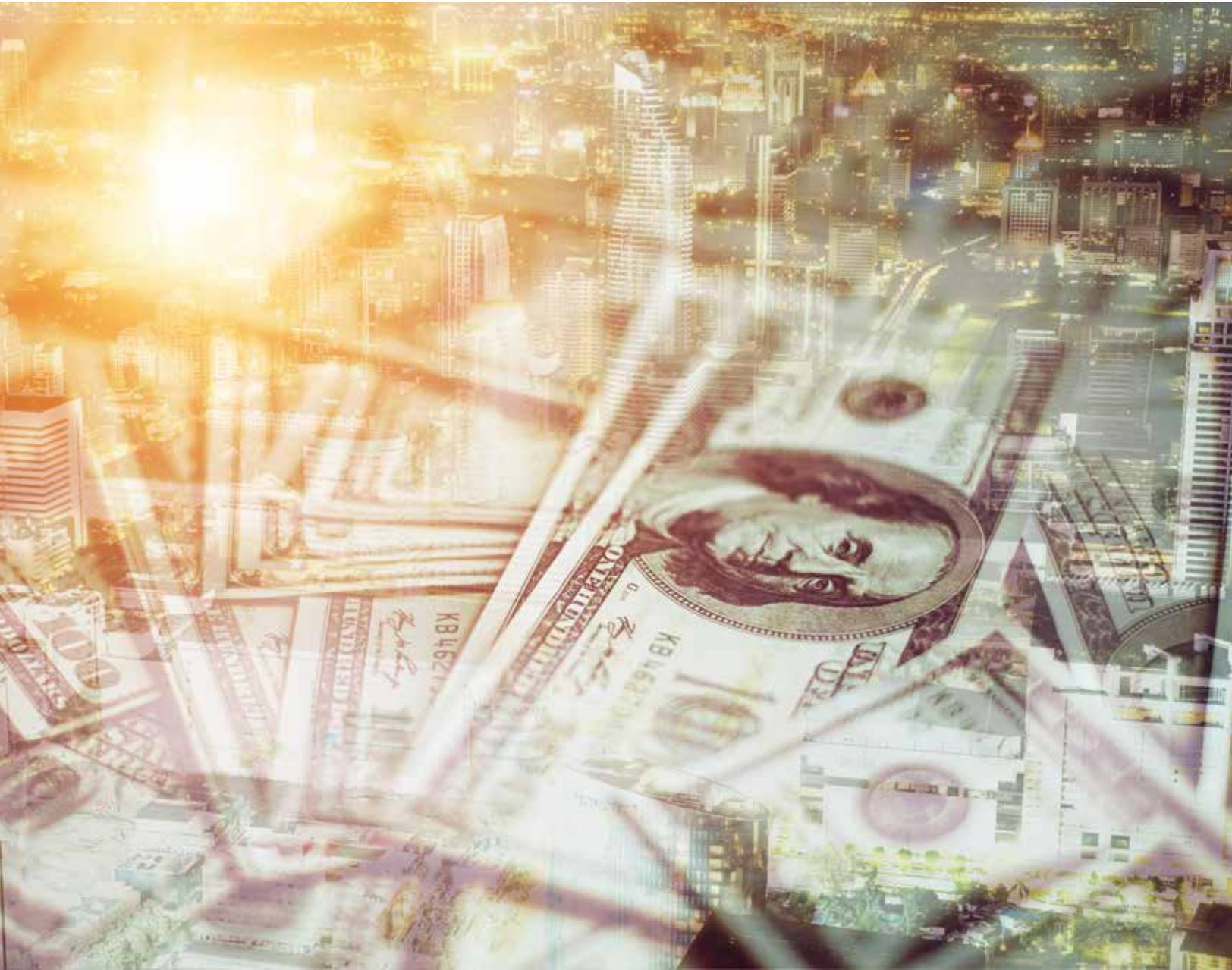


Source: *Convenience Store News 2022 Forecast Study*

To boost sales and profitability in 2022, c-store retailers are eyeing multiple initiatives from enriched foodservice offerings, to more aggressive loyalty programs and mobile app promotions, to data analytics programs, to the addition of “enhanced convenience” services.

Currently, mobile payment at the pump (available at 53 percent of c-store retailers) and in-store mobile payment (available at 47 percent of retailers) are the most widely offered “enhanced convenience” services in the channel. In the coming year, an additional 19percent of retailers plan to add mobile pay at the pump, and an equal amount plan to add it in-store.

Other “enhanced convenience” services expected to increase in availability this year are at-the-pump ordering for in-store items (22 percent plan to add this), contactless shopping using a kiosk (19 percent plan to add), and curbside pickup (19 percent plan to add).



# Is It Time to Consider a New Cash Logistics Solution?

The past year has been transformative, but cash still remains a preferred payment method, especially at convenience stores.

*By Cash Connect*

In the highly competitive convenience store market, time is money. The more customers you can serve, the better it is for your bottom line. And a key way store owners can maintain their bottom line is by having sound cash logistics practices in place to help with budgeting, forecasting and time-saving measures.

Leveraging an all-in-one cash logistics solution has many benefits. Beneath the surface, the right solution can help support longer-term profitability, and prevent security issues that individual methods may not be able to deter. Given that most convenience stores are round-the-clock operations, they assume a greater risk when it comes to the safe

handling and transport of cash, so these methods should be evaluated regularly to identify options to increase security and limit on-premises cash. An all-in-one solution can provide services ranging from cash forecasting and armored carrier management to smart safes, creating a soup-to-nuts support system.

The past year has been transformative, especially for those in the cash logistics industry, as we have seen rapid adoption of new technologies, changing consumer behaviors, and evolving payment preferences. But cash still remains a preferred payment method, especially at convenience stores.

A recent Cash Connect study found that 40 percent of respondents prefer to use cash for their purchases and, on the business side, 39 percent of business owners said they have a cash-only policy for purchases less than \$20 (with 43 percent of those businesses' purchases being less than \$20).

With all the learnings of the past year in mind, now is an ideal time for convenience store owners to evaluate whether their current methods still suit their needs, or if it is time to consider a different option. When evaluating your cash logistics practices, consider the following:

### Cash Handling Time & Costs

By nature of the business — high volume of transactions with lower priced items — convenience stores run a high risk of threats, including cash shrinkage (a.k.a. internal theft) and inefficient cash handling.

Identify the amount of time you and your associates spend handling cash. Once that amount of time is calculated, determine the labor costs to support just cash handling efforts alone. For example, a smart safe or other device can save about an hour a day of an employee's work time, and with the minimum wage increasing to \$15 per hour, this could result in a \$450 savings per month.

Soft and hard costs can add up and can typically justify implementing a cash logistics solution like a smart safe. Smart safes enable businesses to deposit money directly into a secure safe that automatically calculates the amount of money deposited, removing human error from the equation. The money deposited is then available in the business' bank account the next day, without having to visit a bank in person.

### Cash to Local Bank Branch

If you or one of your employees are physically taking cash from your business to a local bank branch, you must consider the associated risks, especially if they follow a routine for this process. A full-service partner will not only ensure you have the appropriate amount of cash on hand based on current activity and trends, but can safely handle transport without risk of harm to your employees or cash loss.

### Armored Car Service

Speaking of transport, if you have an armored car service,

it will typically require more frequent pickups to ensure you have consistent cash flow (generally three to five times a week). This can become expensive due to frequency, indicating the need for a Remote Cash Capture (RCC) solution with provisional credit.

RCC is the deployment of secure, validating currency-accepting and recycling equipment — like smart safes and cash recyclers — at merchant locations, coupled with armored carrier transportation, remote device management, information reporting and provisional credit systems.

Smart safes and RCC devices allow merchants to have the benefit of the daily credit, while only having the armored carrier come out weekly or even every other week, creating an instant return on investment.

### Reporting, Business Intelligence & Reconciliation

If you are experiencing reconciliation challenges, implementing cash automation technology with reporting features can provide critical business intelligence, especially when managing and monitoring cash flow across several locations. This frees up more time for your employees to be assisting customers.

Now could be an optimal time to rethink your cash logistics solutions and consider whether an all-in-one partner could help you better compete in the market, or if some new à la carte options could solve the individual challenges you're facing. ■





# Charting a New Course for CBD

The market is changing as a wider age range seeks lower-priced products for regular use.

By Convenience Store News

The CBD category has high growth potential, but more than its fair share of growing pains for retailers, who are still working out which products and brands to offer to which consumers for the best outcome.

To succeed, convenience store operators need to educate themselves on the state of the CBD industry, its legal status, and ongoing consumer research, according to a recent presentation delivered as part of the 2022 Tobacco Plus Expo (TPE).

In the United States, the hemp-derived CBD market was expected to reach \$4.7 billion in retail sales in 2021, up 2.5 percent from 2020, noted presenter Bethany Gomez, managing director at the Brightfield Group research firm. After consumer products derived from hemp became legal as part of the 2018 version of the U.S. Farm Bill, the CBD industry saw “massive growth,” she said.

However, the market experienced challenges last year due to factors such as a lack of regulatory clarity from the Food and Drug Administration (FDA), the COVID-19 pandemic, competition from cannabis and cannabis-derived products,

and price compression related to a shift in product mix toward lower-priced items, such as CBD gummies. Many CBD consumers have made this switch to enable more frequent consumption.

Today, CBD is sold at a wide variety of retailers, from smoke and vape shops to convenience stores to pet retailers and natural food outlets — but not at mega-chains such as Target, which are waiting until there is regulatory movement from the FDA. This has resulted in some slowdown in CBD growth, but also strong penetration across independent retailers.

Despite a stagnant market, there has been strong category growth among existing CBD consumers, with those making a CBD purchase within the past three months jumping from 8 percent in 2020 to 13 percent in 2021, according to Evergi consumer insights.

CBD users also increased their frequency of consumption throughout 2020 and into 2021, with many transitioning from occasional consumers to consistent daily users. More than half of CBD consumers report using it at least five days per week.

CBD is also penetrating a more diverse age range. At its onset, the market was dominated by millennials, but today’s growth is “bifurcating,” Gomez said, noting that both baby boomers and Gen Z constituted a greater proportion of overall CBD consumers in 2021.

This bifurcation is contributing to a shift in the CBD product market. Gummies and drinks are projected to dominate growth in the short- and longer-term forecast periods, with more established CBD products such as tinctures declining in market share. Consumers are increasingly seeking out less-expensive products that fit into their daily routines.

“You don’t really see tinctures in other aspects of daily life,” Gomez said. “It’s kind of a strange product.”

Further product innovation is likely to serve as a major source of differentiation for brands, and as a growth driver for the CBD industry at large.

The fact that mega-chain retailers do not hold significant share of the CBD market means continued opportunities for growth in independent retail channels, which also have longer-term growth opportunities based on strong product selection and high levels of employee knowledge. At smaller stores, there is time and space to discuss CBD products and answer questions, which is particularly important since CBD is still a category that has a lack of understanding, especially when it comes to differentiating between brands and form factors.

TPE 2022 International took place as a hybrid event this year, with TPE Ignite online educational series occurring Jan. 10-14 and a live trade show occurring Jan. 26-28 in Las Vegas. All of this year’s educational sessions are live on TPE’s Facebook page and will be available later on TPE’s YouTube channel. ■

# Pandemic-Driven Spending Habits Are Here to Stay

A significant number of Americans are reconsidering the meaning of essential spending

By Convenience Store News

Despite rising optimism regarding an eventual return to pre-pandemic life, a large number of Americans say that even after the COVID-19 pandemic ends, they plan to keep spending less, or switch up the products and brands they spend money on — or do both, according to a consumer survey recently released by global consulting firm AlixPartners. The poll was conducted among 1,015 U.S. consumers aged 18 and older, with demographics balanced across gender, age, income, education, and location (city/rural/suburban). Other findings from the survey include:



**73%**

of consumers in the United States are optimistic about vaccines and about the future — which is up from 67% in winter 2020.

However, at the same time, more than a third of U.S. consumers (**36%**) say their pandemic-hardened buying habits will continue even after the pandemic ends.



Of those who say their pandemic-driven spending habits will endure:

**36%**

plan to keep spending less than they did pre-pandemic

**20%**

say that while they plan to spend the same amounts, they will switch the product categories and brands on which they spend their money

**62%**

of Americans in the all-important 18-to-34 age group say they intend to trade down, trade up, or shift their spending to other categories and brands — well above the

**40% average** for Americans of all ages.



Of those who reported spending less in recent months (the preceding three months), **51%** say they have reevaluated what “essential spending” means to them.





# M&M'S Brand Launches New Global Platform to Increase a Sense of Belonging in the World

Consumers will see a focus on inclusivity across all of the brand's touchpoints around the globe.

By Convenience Store News

NEWARK, N.J. — Mars Inc.'s M&M'S brand announced a new brand strategy featuring a global commitment to "creating a world where everyone feels they belong, and society is inclusive." The company promises to use the power of fun to include everyone, with a goal of increasing the sense of belonging for 10 million people around the world by 2025.

"M&M'S has long been committed to creating colorful fun for all, and this purpose serves as a more concrete commitment to what we've always believed as a brand: that everyone has the right to enjoy moments of happiness, and fun is the most powerful way to help people feel that they belong," said Cathryn Sleight, chief growth officer at Mars Wrigley. "As one of the world's most iconic candy brands, who better to commit to a world with more moments of fun by increasing a sense of belonging around the globe than M&M'S?"

M&M'S incorporated research to create the M&M'S FUNd to track the brand's impact on its mission, which will offer resources, mentorship, opportunities and financial support in the arts and entertainment space to help ensure people have access to experiences where everyone feels they belong.

The new commitment will also include:

- A fresh, modern take on the looks of its characters and more nuanced personalities to underscore the importance of self-expression and power of community through storytelling;
- An enhanced focus on the brand's iconic color palette and the use of different shapes and sizes of M&M'S lentils across all touchpoints to prove that all together, we're more fun;

- An added emphasis on the ampersand, a distinctive element within the M&M'S logo that serves to connect the two Ms, to demonstrate how the brand aims to bring people together; and
- An updated tone of voice that is more inclusive, welcoming and unifying, while remaining rooted in its signature jester wit and humor.

"We're excited to reveal our new M&M'S brand look and feel, which fans will see come to life across all M&M'S touchpoints around the globe," said Jane Hwang, global marketing vice president at Mars Wrigley. "From new product innovations to brand campaigns, our evolved characters and our experiential retail stores, we'll incorporate colorful visuals, inclusive messaging and our purpose into all we do to prove that all together, we're more fun. In fact, this purpose is already on full display at the new M&M'S store in Berlin, which features multiple languages on signage as an invitation to all, and our most diverse associate base that celebrates those from different cultures, backgrounds and generations."

Mars Inc. is also making additional commitments to an inclusive society, including gender-balanced leadership teams, running an independent annual diversity audit of its advertising, and taking on a role as vice chair of the Unstereotype Alliance, part of UN Women.

Newark, N.J.-based Mars Inc. is manufacturer of such brands as Dove, Extra, M&M'S, Milky Way, Snickers, Twix, Orbit, Pedigree, Royal Canin, Skittles, Ben's Original, Whiskas, Cocavia, 5 and more. ■



# What Are Your Employees' Worst Fears?

As a convenience store manager, you always want your team to be performing at its best – but sometimes employees can let their fears get in the way of success. Convenience store employees are faced with a lot of difficult situations on a daily basis. When they overcome their fears, employees perform their jobs better while helping your business run more smoothly.

*By Ready Training Online*

1. **Fear of hearing “no” from a customer:** Increasing sales is always a goal in the convenience business, and employees should be able to suggest additional items to customers whenever possible. Sometimes the fear of hearing a “no” will prevent an employee from even trying to sell. You can help employees overcome this fear by encouraging them to brainstorm items to recommend in advance and role-play amongst themselves for additional practice.
2. **Fear of making mistakes:** Everyone makes mistakes, but in the convenience store industry those mistakes could have serious consequences. The fear of those consequences could impact an employee’s ability to do their job well if they’re second-guessing every action. Confidence is fear’s worst enemy. When employees are properly trained and that training is reinforced with constructive feedback, employees will approach their jobs knowing they’re capable of success.
3. **Fear of dealing with angry customers:** Nobody likes having an angry customer yelling at them, but an employee too timid to do their job is an ineffective employee. Training your employees on problem solving techniques or conflict resolution will provide them with the skills they need to handle situations involving unhappy customers.
4. **Fear of safety issues:** The first thing that comes to mind when thinking of convenience store safety is most likely the possibility of robbery or theft. However, there are a lot of other safety concerns that employees have to worry about throughout the day – from the more mundane slips and falls that could happen to anyone, to the potential for fuel spills. The good news about workplace safety is there’s a lot you can do to prevent accidents and crime at your convenience store. When employees understand the policies and procedures you have in place to help keep them safe, they’ll be able to play a role in prevention and be prepared when safety issues do arise.
5. **Fear of compliance stings:** The prospect of an undercover agent coming into your store at any time to test your employees on how they handle age-restricted sales can be rather intimidating. The consequences of failing a compliance sting are steep, and that can be a lot of pressure for your employees. Even if federal or state laws do not require you to do so, you should still make sure your employees are properly trained on all compliance-related topics so they do not have to worry about making a mistake during a sting. If you are able, setting up your own compliance checks will expose any knowledge gaps and give employees additional practice. ■

# 2022 Packaged Beverage Resets Are Now Underway!

The approved GHRA Packaged Beverage planograms for 2022 are posted on the Member Portal. Take some time to review the planograms to prepare for your reset.

There are fewer changes in 2022 planograms versus prior years. Many categories, including Carbonated Soft Drinks (CSD) were simply updated with new labels and flavors. Supplier space does not change in the CSD doors versus the 2021 planogram.

Categories with planogram changes include:

- **Energy/Functional Energy** – Energy and Functional Energy items have been combined into one category to better align with the consumer’s item selection process. Functional Energy products, several of which were considered “member option” last year have earned space in the planogram in 2022. The Energy/Functional Energy segments grew last year more than any other category at GHRA. The space allocation chart recommends an expansion of this category to keep up with the continued growth.
- **Isotonics** – Electrolit and Gatorade functional items have been moved to the Isotonic category to merchandise Functional Isotonics alongside traditional Isotonics.
- **Water** – Ozarka water has been an approved Member Option item for years, and has been the only Member Option item to be merchandised within the category (versus at the end of the planogrammed categories).

NEW IN 2022... you will receive shelf payment for Ozarka water! Shelf payment applies to the following single serve packages in 2022; 20oz, 700ml and 1L.

- **Juice** – Based upon volume growth, Simply Juice is now merchandised in a juice planogram as small as two shelves. In prior year’s planograms, Simply was included in larger set sizes.

The reset process begins with space allocation. The 2022 Cooler Reset Form included in this magazine (and available on the Member portal) is a tool designed to help you easily accomplish this process:

- Count the total number of non-carbonated product shelves in your cold vault.
- Complete the 2022 Cooler Reset Form with the percentage of space you want allocated to each category

Please keep in mind:

- Member Option space should be limited to Approved Member Option items to maximize cooler profitability,
- GHRA recommends that product not listed as an Approved Member Option item be merchandised outside of the cooler, in member-owned equipment.

Your Member Services representative will contact you one week prior to your scheduled reset to let you know when the team is coming.

The reset team will:

- Set the cooler to the approved planogram per the space allocation provided by the member
- Replace glides as needed – each supplier will provide their own replacement glides
- Tag the back side of the cooler shelves to the correct item – each supplier will provide their own shelf labels
- Remove all excess boxes and glides
- Mark discontinued product for return or merchandise them in Member Option space

Your Member Services rep will conduct a post-reset evaluation on their visit following the reset.

Thank you for your continued support! ■



**"THERE ARE NO  
SECRETS TO  
SUCCESS. IT IS THE  
RESULT OF  
PREPARATION,  
HARD WORK AND  
LEARNING FROM  
FAILURE."**

**— COLIN POWELL**