



GHRA In Action

OUR MEMBERS ARE OUR MISSION!

VOL. 9 | APRIL 2022

**Activate
Your Silent
Salespeople**

**New Gas Theft
Tactics Emerge**



10 Ways to Promote Teamwork

ANNUAL GHRCF GOLF TOURNAMENT

REGISTRATION IS NOW OPEN

LOCATION: SWEETWATER COUNTRY CLUB

DATE: MONDAY, MAY 9TH 2022

TIME: 7:30 AM

The GHRCF Annual Golf Tournament is our main fundraising event of the year.

Greater Houston Retailers Charitable Foundation commits itself to providing financial support to families of Houston area Peace Officers and Firefighters who have lost their lives in the line of duty.

"REGISTRATION IS REQUIRED TO PARTICIPATE". The deadline to register is **April 8th, 2022.**



WWW.GHRCF.ORG



GHRCF commits itself to provide financial support to the families of Houston area Peace Officers and Firefighters who lost their lives in the line of duty. GHRCF Board of Directors had the pleasure of meeting with the family members of Sergeant Richard John Frankie and Deputy Sheriff John Edward Moon.



Sergeant Richard John Frankie

Sergeant Frankie had served with the Fort Bend Independent School District Police Department for over three years. He had previously served with the Houston Independent School District Police for over 24 years. He is survived by his sister.

Deputy Moon had served with the Waller County Sheriff's Office for 23 years. He is survived by his mother and son.



Deputy Sheriff John Edward Moon



A NOTE FROM THE CEO

BRIAN TROUT, CEO

Greetings Members,

Welcome to Springtime! The weather is warming up and customer traffic is picking up which means more sales. We have been beefing up staffing to handle the increase in business and to tackle the objectives I shared with you all during our townhalls in December.

Our reset process is in full swing and progressing nicely. The schedule is posted on-line and of course your Member Services Representative is fully aware of the schedule and is your main contact for any needs you may have.

Our efforts to improve the warehouse operations are taking hold. One big change we have made is our operational schedule with an increased focus on in-stock conditions. We have streamlined the receiving, stocking, and shipping operations to allow for better fulfillment and ease of shopping the Cash-N-Carry section. The supply chain is still struggling to fill every purchase order we place but we do see margin increases in product availability. We continue to focus on our procurement efforts.

We have created GHRA Fuels, LLC which is the fuel distribution arm of the company. We have hired Gary Aston to lead the effort. Gary is in the process of creating all the systems and process necessary to supply fuel to our members that choose to use us. He will be sharing information with the membership soon.

As you know we have been hard at work developing a C-Store brand for our members to use. Our new store brand is almost ready for unveiling and will be supported with best-in-class marketing. More information will be made available in May of this year.

Finally, we will be holding a general body meeting in May, and I look forward to seeing you all there.

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!

Sustainability & Convenience Stores: An Opportunity for the Industry

Operators must align with the values of the unique community their store supports.

By Convenience Store News

As consumers develop a more in-depth understanding of how their personal consumption and shopping habits affect the environment, they are also assessing the impact of the stores at which they shop most frequently. To build a strong connection with modern shoppers, convenience stores must begin to think about their sustainability strategies.

The urgency for stores to implement sustainability initiatives is clearly demonstrated in the newest study from the NACS/Coca-Cola Retailing Research Council (CCRRC), *Convenience Store Customers and Sustainability: The Journey to Creating Brand Ambassadors*. Consumers are navigating their own sustainability journeys, and the report highlights the expectation they have for the stores in their community to support them.

In many ways, the COVID-19 pandemic has focused shoppers on how important convenience stores are to their communities. Of the consumers surveyed and interviewed for the study, 68 percent said they visit a c-store as often or more than pre-pandemic.

During the times when shoppers struggled to find supplies and were fearful of shopping trips, convenience stores stood out as a place to obtain important goods in a smaller and seemingly safer environment. Through the years and even prior to COVID-19, customers have come to look at local convenience stores as an essential community partner which, in turn, means they expect the store to reflect their values and priorities — and sustainability is high on the list.

The study demonstrates that shopper loyalty can be built and reinforced by progressive action on a range of social issues, including sustainability. In fact, many shoppers say their loyalty, and their willingness to promote or recommend specific stores to others, could be improved or diminished depending on how their local stores address these issues.

The challenge many operators face is how to address a broad issue like sustainability in a realistic and financially sensible fashion. Fortunately, the current CCRRC/NACS study includes a simple road map that convenience store operators can use to identify the most appropriate initiatives for their stores.

Appearing on page 10 of the report, the road map outlines various actions operators can take, ranking them by both the difficulty of each action and the impact it is likely to have on shopper opinions. Operators should consider this a tool to help decide which actions can be easily implemented within their unique sustainability strategy based on the resources available to them.

For example, some of the most manageable actions with high levels of impact are related to the current COVID-19 situation. Offering hand-sanitizing stations, requiring masks and social distancing rank high among consumers as factors that help them decide where to shop.

Consumers surveyed for the report also indicated they would like to see their local convenience stores create incentives for shoppers to be more sustainable by encouraging reusable and recyclable drink containers. They would also like stores to offer environmentally friendly options such as paper straws.

Other initiatives such as the use of energy-efficient light bulbs and electric vehicle charging stations are viewed favorably, but are recognized as large financial investments for operators.

Ranking equally as high among sustainability concerns is consumers' desire for c-store operators to exhibit value and appreciation for their staff. Diversity, inclusion and employee health and safety are important factors for shoppers, as well as increased wages and benefits. Consumers want to see their convenience store staff reflect the racial and ethnic diversity of the local community they serve, and they appreciate when store staffers are encouraged to volunteer with local groups.

While each initiative outlined in the report may not serve every convenience store the same way, making any positive change toward a more sustainable operation is a win.

As the values of shoppers evolve, it's increasingly important for operators to meet consumer expectations by implementing initiatives they can support long term. By aligning with the values of the unique community your store supports, it is possible to not only gain customer loyalty, but also become a part of the solution for environmental issues.

The entire report can be downloaded for free from the council's website.

Michael Sansolo currently serves as the research director of the Coca-Cola Retailing Research Councils of North America. Since 1978, CCRRC has established a trusted history of helping grocery and convenience retailers grow their business through relevant and exciting research topics.

Editor's note: The opinions expressed in this column are the author's and do not necessarily reflect the views of Convenience Store News. ■



New Gas Theft Tactics Emerge

Thieves have changed techniques. Here's what's happening and what you can do to protect your property.

By *NACSDaily.org*

High gas prices have led to an increase in gas theft. While gas theft has traditionally meant drive-offs or siphoning, prepay requirements for cash customers and the prevalence of locking gas tank caps have led to new forms of theft.

Here are a few of the newest tactics:

Pump bypass systems: Across the country, retailers have been hit by thieves who are changing the pulsar inside the dispenser that reads gallons dispensed, and at what price. In most cases, criminals allow multiple cars to fill up at the same pump at a greatly reduced price.

"It changes the price but keeps the gallons the same, so they can change the amount that they're being charged down to a nickel or down to a penny a gallon, and they could pump 100 gallons," Ned Bowman, executive director of the Florida

Petroleum Marketers and Convenience Store Association, told Tampa Bay's Fox News 13.

Stealing from USTs: Other thieves are parking minivans over underground storage tank (UST) lids and then pulling hundreds of gallons of fuel into large holding tanks that are filled via a trap door. In Houston, thieves hit the Fuqua Express station three days in a row, stealing more than 300 gallons of fuel each time, according to CNN.

Drilling gas tanks: Even more common across the country, drivers are reporting that their car gas tanks have been drilled into and the gas was siphoned. Thieves steal up to 20 gallons of fuel in larger vehicles, leaving vehicle owners with a \$1,000 repair bill and spilled fuel in driveways or roadways. Businesses with car fleets parked overnight are particularly susceptible to this crime.

“The spiraling cost of gasoline has meant skyrocketing reports of gasoline theft from retailer’s stations across the country—and that’s to no one’s surprise given the greater the potential attraction for thieves,” long-time c-store loss prevention consultant Rollie Trayte told NACS.

Trayte offered suggestions to help retailers minimize the likelihood of gas theft at their locations:

- **Go prepay:** Most gas stations and c-stores realize that prepay can help control loss, even if it is less convenient. NACS research found that gas theft peaked in 2005 after gas prices first topped \$3 per gallon, but many stations addressed the problem by requiring prepay.
- **Lighting:** Fueling canopies should be well lit—not just for safety but also because good lighting can be a proven loss deterrent.
- **Watch your fill caps:** Watch the fill-cap area of your parking lot where tankers fill your tanks. Be especially aware of any vans, trucks or trailers parked over the fill caps. Thieves can drop a hose into tanks to pump gas out of the ground and into large storage tanks hidden inside a truck or van. Position exterior cameras to monitor the tanker-drop area. Consider using locking fill caps if theft from underground tanks is a problem in your area.
- **Reduce window clutter:** Keep store windows clear or at least arrange promotional signage to permit a good line of sight from the counter/checkout area to gas pumps to monitor activity.
- **Monitor pumps on the periphery:** Pay particular attention to the dispensers furthest from the store front. The furthest pumps often are the favorite place for thieves to try stolen credit cards or manipulate dispensers.
- **Record at the forecourt:** Invest in quality digital cameras to monitor the parking lot and fuel dispensers. The cost of high-quality cameras producing sharp images has dropped considerably and can make license plate images easily readable in the event of damage or loss.
- **Review validated security measures:** Communicate with local police officers to stay attuned to local crime trends, review loss-prevention measures with team members, and never, never fight, chase or confront thieves—call the police and be a good witness. ■



GHRA's Involvement in Fuel Theft

GHRA continues to monitor the theft of High-Flow and Slow-Flow/Auto diesel fuel. This type of suspicious activity is happening mostly at night. Members not open 24 hours, or without an onsite system to monitor activity at the pumps, are encouraged to shut off the power to pumps to prevent thieves from stealing fuel.

Members should continue to be aware of suspicious activity that may result in stolen fuel.

If you experienced fuel theft, and have not already reported it to GHRA, please contact GHRA corporate so we can collect data to better understand the impact on members.

Contact Anisa Waseem at GHRA with the following details:

- ✓ **Date of incident**
- ✓ **Amount of fuel lost**
- ✓ **What brand is your dispenser/pump?**
- ✓ **Do you have surveillance video of the incident?**





Online Ordering Brings New Loyalty Pool for Food Retailers

Fast-casual chain Panera Bread shares how it's moved beyond email marketing to grow its customer experience.

By Convenience Store News

NEW YORK — With consumers changing how, when and where they get food, retailers and restaurants now have a new avenue to build up their loyal customer base: online ordering.

But first, it's time to turn the whole concept of loyalty on its head, according to John Meister, senior vice president and chief information officer at Panera Bread, operator of more than 2,100 bakery-cafes in 48 states and Canada.

"For years, customers have registered with food retailers who then marketed to those customers. The reality is, in today's world, what you need to think about is easing the customer's journey and experience," Meister explained during the recent NRF 2022: Retail's Big Show hosted by the National Retail Federation (NRF).

To do this, Panera Bread focuses on three key questions:

- How can it reduce the friction?
- How can it increase a customer's access?
- How can it grow the customer experience into a customized experience?

Another important piece of building a loyal customer base is measuring each interaction — before and after. "We are trying to determine what causes people to decelerate visits or accelerate visits," Meister said. "You can learn from both."

Reducing Friction & Improving the Guest Experience

Gone are the days of collecting email addresses for marketing messages. Today, the customer interaction can start with storing a delivery address or payment credentials — anything

to make the customer journey a little easier each time.

"The key is reducing friction," said Meister. "In the first days of web commerce, we used to say that if you could reduce a second off web performance time, revenue from that channel will go up about 10 or 11 percent. That actually applies to the whole customer journey."

Food retailers need to not only think about getting the order, but also fulfilling the order. He cited three examples of easing friction in the fulfillment part of the customer journey:

1. A customer logs onto the WiFi in the restaurant's parking lot, orders through their mobile device and inputs a parking space number;
2. Restaurant employees find the customer outside — without the need for a parking spot number — based on geolocation; and
3. A receipt verifies what is in the order.

As Meister pointed out, the more channels a customer uses, the more that customer's frequency increases. "There is a series of channels they will graduate to," he said, noting that not everyone is the same. "Not every consumer is going to graduate to the mobile phone; most will. However, there are some who are more aspired by a cashier at the point-of-sale or a kiosk, so their ideal use case is different."

Armed with this information, a company can tailor its rewards and thinking, and encourage people to cross channels and even dayparts, Meister advised.

This year's NRF event took place at the Jacob K. Javits Convention Center in New York from Jan. 16-18. The show put a focus on the tie-in between foodservice and technology. ■



Activate Your Silent Salespeople

By Ready Training Online

With all the challenges you face as a convenience store manager, here's one way you're lucky – your customers visit your store to buy, not browse. For the most part, customers walk through your door with a specific transaction in mind – they may be pre-paying for fuel, trying their luck with a lottery ticket, redeeming their free coffee from your loyalty program, or needing a quick to-go food option. The key to convenience store profitability is to create additional sales beyond simply what the customer had already planned. This is where your merchandising displays come in.

Merchandising Displays for Increased Sales

Since you can't always place staff members throughout your store to guide customers toward extra purchases, your merchandising displays serve as your "silent salespeople." There are a few different types of merchandising displays:

- A **value display** promotes a great price on a popular product.
- An **impulse display** triggers the purchase of a product a customer will enjoy but hadn't planned on purchasing, such as chips or candy.
- A **seasonal display** centers around an important current event – such as a holiday, the Super Bowl, or back-to-school. During the pandemic, prominent displays of items such as masks and hand sanitizer also fit into this display category.
- A **new product display** features an item that customers may not be aware of but will likely be interested in, or a well-advertised new product from a popular brand.

While each type of merchandising display serves a different purpose, they all have the same goal of increasing your

store's profitability. The way you set up your displays determines how effectively they perform. Visual appeal is your top priority. Merchandising displays should be appealing, neat, and well-organized. Point-of-purchase signage on the display should wow the customer with eye-catching colors and clear messaging.

The safety of your displays is also important. Displays that are too low to the floor or not aligned with the aisles are a tripping hazard. Displays that are too high can be knocked over easily. For your merchandising displays to serve as silent salespeople, they must not disrupt the flow of traffic through your store in any way.

From promotional displays to stocking the shelves, your merchandising efforts impact your profitability. Whether or not that impact is positive or negative is up to you! When you follow merchandising best practices and your category management planograms, you'll be well on your way to increasing sales and profitability in your store. ■





How Can C-Stores Grow Beer Sales in 2022?

From keeping popular brands in-stock to mastering pricing, c-stores can improve beer sales in 2022 by focusing on best practices.

By C-Store Decisions

Many convenience stores sell beer, but some savvy retailers have made their stores destinations for cold beer sales, resulting in increased revenue. Growing beer sales at your convenience store can be accomplished in a variety of ways.

First, know what brands are most popular. According to IRI, for the 52 weeks ending Dec. 26, 2021, overall beer sales for the convenience store channel were just over \$24 billion, a 2.0% increase over the previous year. Top brands were Bud Light with \$3.1 billion in sales, a 6.3% drop; Modelo Especial with sales slightly over \$2 billion, up 16.1%; Michelob Ultra with sales of \$1.6 billion, an 8.3% increase; and Corona Extra at \$1.3 billion in sales, a 9.4% increase.

At the same time, keep up with the latest trends, and branch into craft beers or even local beers if it fits the demands of your store's demographic.

Second and third, get pricing right, and make sure your store makes swinging by to grab some beer convenient for customers.

"Having the right selection for your area and customers is the No. 1 factor in getting your customer's attention," said Oliver Herting, category manager and buyer for FastBreak Convenience Stores. "Grocery stores run lower margin on beer, especially when they are on promotion. Deep promotion on selected packages and items to be able to compete with grocery stores would be the deciding factor for a customer to grab beer at your store instead of going into the grocery store. Being able to offer the convenience factor of quick in and out on top of comparable prices can

be the deciding factor for the customer. The biggest value we offer is convenience."

Next, appreciate how consumers have come to love lite beers.

"Some of the top beer brands in the U.S. are Bud Light, Coors Light, Modelo Especial and Miller Lite as of 2021," according to Khalid Peerbaccus, senior innovation researcher for beer and convenience stores for GlobalData.

The reason for the popularity of the light beers could be due to the lower calorie count. According to GlobalData's Q2 2021 consumer survey, 39% of consumers in the U.S. said that they are trying to actively reduce their calorie consumption and a further 31% say they are consuming calories in moderation.

"The c-store channel remains the largest single channel for beer," noted Brian Sudano, managing partner for Beverage Marketing Corporation in New York City. "The products that historically have done best are those that are accustomed to be purchased in a single-serve format such as FMB's (flavored malt beverages). Hard Seltzer went mainstream with variety packs which skew more toward big box versus small format."

Large package sizes also outperform in convenience, said Sudano. "You can purchase one can/bottle of 24-ounce-plus versus needing to purchase multiple packages. You can also fit more liquid on the shelf." ■



10 Ways to Promote Teamwork

By Ready Training Online

What is a “team” in your convenience store? It’s not just another word for “staff.” A team is a group of people – in your case, your employees – who work together to achieve a common goal. Effective teamwork increases productivity, boosts morale, and enhances customer service. Take a look at the different ways you can improve teamwork in your convenience store:

- 1. Clarify roles and goals.** If employees don’t know who is responsible for what, they can’t be expected to work together effectively. Similarly, if they don’t know what they’re working toward, they can’t be expected to move together in the right direction.
 - 2. Set teams up for success.** Teamwork is hard work that requires specialized training not just on policies, procedures, and tasks, but also on soft skills like communication and problem-solving. You can’t promote teamwork without providing training.
 - 3. Practice pro-active conflict management.** Conflict is a natural part of teamwork. When managed correctly, it can create opportunity rather than division.
 - 4. Reward team excellence.** Every team has a star player, and every star player will burn out without team support. Make sure your rewards and incentives programs focus on team successes.
 - 5. Maintain an open door policy.** Your team members need to know they can depend on you, no matter what the issue. If you are available for them, they’ll go the extra mile for you.
 - 6. Understand that feedback goes both ways.** Your team needs to hear from you, both when they do well and when they can do better. As much as you should give feedback, you also need to be willing to listen to it. Ask questions, and listen to the answers your team members give.
 - 7. Provide opportunities for individual career development.** While there’s no “I” in “team,” employees will be better teammates when they are confident in their own abilities. Custom training paths help employees develop skills that they can apply toward the overall success of the team.
 - 8. Lead by example.** If you want teamwork to be important to your employees, you need to show them that it’s important to you, too. Be mindful of the workplace culture you create and always treat team members with respect.
 - 9. Hire with the team in mind.** With the labor crisis hitting convenience stores particularly hard, you may be tempted to hire just about anyone who can pass your background check. For your team’s sake, slow down. Take the time to hire for long-term success based on how candidates are likely to work within the team you already have.
 - 10. Celebrate differences.** Effective teams have diverse memberships. This includes age, backgrounds, work methods, learning styles, and personalities. Where one team member struggles, another soars – that’s what makes a team work.
- And remember, teams need coaches. That’s you! Being a coach is different than being a boss. Coaches promote teamwork by bringing people together; bosses encourage apathy by working only toward their own self-serving goals. ■

2022 GHRA NCB Plan-o-gram Allocation Sign-Up Form

updated 1/12/2022

GHRA Member # _____
 Store Name _____
 Owner/Mgr. Name _____
 Date _____
 Signature _____

My Store Allocation Selections

Total # NCB Shelves	Energy w/ Functional	Tea	Isotonic	Water	Enhanced Water	Juice	Juice Drinks	Coffee	Protein / Milk	*Store Option
My Shelving Allocations:										

Fill in Boxes Above

Suggested Category Allocation

Category	Energy w/ Functional	Tea	Isotonic	Water	Enhanced Water	Juice	Juice Drinks	Coffee	Protein / Milk	Store Option	APPROX. Annual Shelving Payment
% Allocation	35.5%	7.2%	19.0%	13.0%	4.3%	6.0%	2.3%	6.0%	1.7%	5%	
Total # NCB Shelves	Suggested Category Shelving Allocations										
23	8	1 1/2	4 1/2	3	1	1 1/2	1/2	1 1/2	1/2	1	\$4,298
24	8 1/2	1 1/2	4 1/2	3	1	1 1/2	1/2	1 1/2	1/2	1	\$4,485
25	9	2	5	3 1/2	1	1 1/2	1/2	1 1/2	1/2	1 1/2	\$4,671
26	9	2	5	3 1/2	1	1 1/2	1/2	1 1/2	1/2	1 1/2	\$4,858
27	9 1/2	2	5	3 1/2	1	1 1/2	1/2	1 1/2	1/2	1 1/2	\$5,045
28	10	2	5 1/2	3 1/2	1	1 1/2	1/2	1 1/2	1/2	1 1/2	\$5,232
29	10 1/2	2	5 1/2	4	1	1 1/2	1/2	1 1/2	1/2	1 1/2	\$5,419
30	10 1/2	2	5 1/2	4	1 1/2	2	1/2	2	1/2	1 1/2	\$5,606
31	11	2	6	4	1 1/2	2	1/2	2	1/2	1 1/2	\$5,793
32	11 1/2	2 1/2	6	4	1 1/2	2	1/2	2	1/2	1 1/2	\$5,979
33	11 1/2	2 1/2	6 1/2	4 1/2	1 1/2	2	1	2	1/2	1 1/2	\$6,166
34	12	2 1/2	6 1/2	4 1/2	1 1/2	2	1	2	1/2	1 1/2	\$6,353
35	12 1/2	2 1/2	6 1/2	4 1/2	1 1/2	2	1	2	1/2	2	\$6,540
36	13	2 1/2	7	4 1/2	1 1/2	2	1	2	1/2	2	\$6,727
37	13	2 1/2	7	5	1 1/2	2	1	2	1/2	2	\$6,914
38	13 1/2	2 1/2	7	5	1 1/2	2 1/2	1	2 1/2	1/2	2	\$7,101
39	14	3	7 1/2	5	1 1/2	2 1/2	1	2 1/2	1/2	2	\$7,287
40	14	3	7 1/2	5	1 1/2	2 1/2	1	2 1/2	1/2	2	\$7,474
41	14 1/2	3	8	5 1/2	2	2 1/2	1	2 1/2	1/2	2	\$7,661
42	15	3	8	5 1/2	2	2 1/2	1	2 1/2	1/2	2	\$7,848
43	15 1/2	3	8	5 1/2	2	2 1/2	1	2 1/2	1/2	2	\$8,035
44	15 1/2	3	8 1/2	5 1/2	2	2 1/2	1	2 1/2	1	2	\$8,222
45	16	3	8 1/2	6	2	2 1/2	1	2 1/2	1	2 1/2	\$8,409
46	16 1/2	3 1/2	8 1/2	6	2	3	1	3	1	2 1/2	\$8,595
47	16 1/2	3 1/2	9	6	2	3	1	3	1	2 1/2	\$8,782
48	17	3 1/2	9	6	2	3	1	3	1	2 1/2	\$8,969
49	17 1/2	3 1/2	9 1/2	6 1/2	2	3	1	3	1	2 1/2	\$9,156
50	18	3 1/2	9 1/2	6 1/2	2	3	1	3	1	2 1/2	\$9,343
51	18	3 1/2	9 1/2	6 1/2	2	3	1	3	1	2 1/2	\$9,530
52	18 1/2	3 1/2	10	7	2	3	1	3	1	2 1/2	\$9,717
53	19	4	10	7	2 1/2	3	1	3	1	2 1/2	\$9,903
54	19	4	10 1/2	7	2 1/2	3	1	3	1	2 1/2	\$10,090
55	19 1/2	4	10 1/2	7	2 1/2	3 1/2	1 1/2	3 1/2	1	3	\$10,277
56	20	4	10 1/2	7 1/2	2 1/2	3 1/2	1 1/2	3 1/2	1	3	\$10,464
57	20 1/2	4	11	7 1/2	2 1/2	3 1/2	1 1/2	3 1/2	1	3	\$10,651
58	20 1/2	4	11	7 1/2	2 1/2	3 1/2	1 1/2	3 1/2	1	3	\$10,838
59	21	4	11	7 1/2	2 1/2	3 1/2	1 1/2	3 1/2	1	3	\$11,025
60	21 1/2	4 1/2	11 1/2	8	2 1/2	3 1/2	1 1/2	3 1/2	1	3	\$11,211
61	21 1/2	4 1/2	11 1/2	8	2 1/2	3 1/2	1 1/2	3 1/2	1	3	\$11,398
62	22	4 1/2	12	8	2 1/2	3 1/2	1 1/2	3 1/2	1	3	\$11,585
63	22 1/2	4 1/2	12	8	2 1/2	4	1 1/2	4	1	3	\$11,772
64	22 1/2	4 1/2	12	8 1/2	2 1/2	4	1 1/2	4	1	3	\$11,959
65	23	4 1/2	12 1/2	8 1/2	3	4	1 1/2	4	1	3 1/2	\$12,146
66	23 1/2	5	12 1/2	8 1/2	3	4	1 1/2	4	1	3 1/2	\$12,333
67	24	5	12 1/2	8 1/2	3	4	1 1/2	4	1	3 1/2	\$12,519
68	24	5	13	9	3	4	1 1/2	4	1	3 1/2	\$12,706
69	24 1/2	5	13	9	3	4	1 1/2	4	1	3 1/2	\$12,893
70	25	5	13 1/2	9	3	4	1 1/2	4	1	3 1/2	\$13,080



Packaged Beverage Resets

With 2,000+ members, Packaged Beverage resets at GHRA are the biggest reset project in the South Texas market!

Reset scheduling is intended to be fair to everyone involved. The schedule is designed to maximize efficiencies and complete resets in a large number of stores in a (relatively) short period of time.

The link on this page will allow you to review the packaged beverage reset schedule through the first week of May. Updated schedules will be communicated via the In the Loop emails moving forward. Please follow up with your MSR to confirm your scheduled reset.

It is important that the resets are completed according to the schedule to ensure that all GHRA Member stores are reset in a timely manner. Minimizing changes to the reset schedule will help to accomplish this.

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. The reset at your store will include:

- Setting the cooler to the approved planogram per the space allocation provided by the member
- Replacing glides as needed – each supplier will provide their own replacement glides
- Tagging the back side of the cooler shelves to the correct item – each supplier will provide their own shelf labels
- Removing all excess boxes/glides
- Marking discontinued product for return or merchandising them in Member Option space

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. ■



SCAN QR CODE FOR
RESET SCHEDULE



GHRA CORPORATE OFFICE
12790 South Kirkwood Road
Stafford, Texas 77477
281.295.5300 Phone
281.295.5399 Fax

GHRA WAREHOUSE
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