



GHRA In Action

OUR MEMBERS ARE OUR MISSION! VOL. 8 | DECEMBER 2021

**Leveraging
the Customer
Experience to
Increase Sales**

**Small Format,
Large Impact:
*Why Clustering
Is Key to
Convenience
Success***

'Tis the Season for Crime





HOLIDAY *Hours*

CORPORATE OFFICE

In Observance of the Christmas Holiday, the GHRA Corporate Office will be CLOSED Friday, December 24th.

WAREHOUSE & DISTRIBUTION CENTER

In Observance of the Christmas Holiday, the GHRA Warehouse & Distribution “Cash and Carry” will CLOSE EARLY on Friday, December 24th at 3 p.m.

All deliveries planned for Friday, December 24th, will be delivered as scheduled.

The Warehouse will be CLOSED on Saturday, December 25th.

We will re-open Monday, December 27th.



CORPORATE OFFICE

In Observance of the New Year holiday, the GHRA Corporate Office will be closed on Monday, January 3rd.

WAREHOUSE & DISTRIBUTION CENTER

In Observance of the New Year’s Day Holiday, the GHRA Warehouse & Distribution “Cash and Carry” will CLOSE EARLY on Friday, December 31st at 3 p.m.

We will re-open “Cash and Carry” on New Year’s Day, Saturday, January 1st at regular business hours.

All deliveries planned for Friday, December 31st, will be delivered as scheduled.





A NOTE FROM THE CEO

BRIAN TROUT, CEO

Greetings Members,

The holiday season is upon us which means the year will soon be over. As we approach the end of the year, I like to take account of the things that occurred over the past year. 2021 has brought great change to country, the business world and GHRA. We have experienced many changes over the past year. Personally, these changes have been significant for me and my family as we started a new adventure with GHRA and relocated to the Houston area. Professionally, the changes have been exciting and motivating. I believe in the mission of GHRA and am incredibly privileged to lead such a fantastic organization.

The challenges and opportunities in the convenience store industry are ever evolving, and we will overcome these challenges and take advantage of the opportunities presented to increase the value and impact of GHRA for our members, our employees, and the communities we serve.

The Board of Directors and I have been working together over the past six months to affect positive change for the GHRA company and membership. Early in December, we will be holding Townhalls to share in detail with you all the plans we have for 2022 and beyond. I hope you all will be able to attend one of the five Townhalls.

GHRA is well positioned for growth in 2022 and beyond, and I look forward to working with all of you. Thank you all for the chance to serve as part of the GHRA team. I am truly grateful.

Wishing you continued blessing and very joyous holiday season,

Brian Trout

OUR MEMBERS ARE OUR MISSION!

GHRA Meets with Consulate General of Pakistan

GHRA Board of Directors and the GHRA CEO Brian Trout had the pleasure to meet with the Consul General of Pakistan, Mr. Abrar Hashmi, to discuss growth opportunities in Pakistan.





Salgirah Mubarak

December 13, 2021

On the occasion of our beloved Mawlana Hazar Imam's birthday, GHRA Board of Directors & Staff wishes you and your family a joyous Salgirah Mubarak!

Regards,
Imvan Ali
President, GHRA



BIG MADRE

Tacos·y·Tortas

JOIN OUR GROWING FAMILY!

- 🔥 High ROI, low upfront costs
- 🔥 Ongoing training and support
- 🔥 Most owners have 2+ locations
- 🔥 Perfect for Owner/Operators



BigMadre.com



Why Big Madre Tacos y Tortas from a Big Madre Operator

For some time, everyone has heard from me on why you should add Big Madre into your locations, but now you get the perspective from actual members who operate Big Madre. These two members are multiple unit Big Madre operators and enjoying loads of success.

Time Maxx Group

Why Big Madre? One of the many reasons that attracted us to the brand was the similar goals and concepts that we and GHRA shared, and we felt that long term this would be the best fit for us in the food/deli sector.

What do you like the most about Big Madre? The thing I like most about Big Madre is the structure and how its ran like an established franchise with marketing materials, training, and support that is provided. The customers love the product and the experience along with the quality of the products is amazing.

Training: GHRA has provided us immense support and training. Anytime I have employees that need training or want to further their training, The Big Madre training crew is always there for us.

What would you tell a Big Madre member who is considering putting a Big Madre in their store? I would tell them that if you are looking for a well-established brand that offers great quality food, training, and the support of an amazing organization, then look no further.

Samir Maknojiya

In early 2020, our company was looking for fast food partner for our brand-new truck stop location. We explored many fast-food businesses. Then we came across Big Madre, our own fast-food franchise. While comparing Big Madre with many other national and regional fast-food company, our selection criteria were based on branding, food quality, operations, cost, and long-term sustainability. Big Madre came at top for all our criteria. Good brand presence in the Houston market, excellent food quality and comparable with any national brands in the market, very low startup cost, and, most importantly, very easy to operate with minimum employees.

Today, we all are seeing labor shortage in market, finding right employees is the number one challenge in retail and the food industry. Big Madre identified this problem earlier and worked on the solutions to resolve these issues. Big Madre provided an end-to-end solution for our fast-food business, selecting menus, recipes, supplier, setup store, training employees, operations and POS solutions. One-week setup and training was key to start Big Madre at our location.

Food quality is consistent. We have experienced repeated customers and excellent reviews on quality of food and prices. Rapid changes in cost of raw material were a big challenge during the pandemic. Big Madre continuously monitor prices and explored other sources for purchasing to keep customer prices reasonable and still make business profitable.

Big Madre's ongoing support is remarkable. Support includes regular site visits and training new employees, promotions and adding new items to the menu board. The most recent addition of the Kilo Burrito (2.2 lb.) is a big hit. What keeps Big Madre unique from our independent fast-food operation is marketing and brand presence at our location. Every quarter, Big Madre promotes products with professional posters and various signs and digital menu boards.

Overall, I strongly suggest Big Madre over an independent deli in any store for various reasons:

1. Brand Presence
2. Low Startup Cost
3. Low Ongoing Franchise Fee
4. Vendor Partnership
5. Ease of Operations with minimum employees. We are not dependent on a particular chef or employees. Anyone with little to no experience can operate a Big Madre.
6. Product Promotions and Marketing.

All of these can be achieved with little effort on our side because Big Madre takes care of most of the work their franchises. ■

BIGGEST

Burrito in Houston!



LIMITED TIME!

\$10⁹⁹

THE KILO BURRITO

2.2LBS OF DELICIOSO

BIG MADRE
Tacos · y · Tortas

New Research Delves Into Consumers' Preferences & Purchase Behaviors Around Chocolate

Mood is the biggest purchase driver for dark, milk or white chocolate.

By Convenience Store News

Chocolate is a consumer favorite during ordinary and pandemic times, with shoppers treating themselves and others with chocolate in support of their emotional wellbeing.

The National Confectioners Association's (NCA) second edition of *Getting to Know Chocolate Consumers 2021: Exploring Consumer Demographics, Consumption Preferences and Shopping Habits for Mainstream, Premium and Fine Chocolate* aims to bring an understanding of the consumer perceptions, attitudes and behaviors regarding chocolate.

"Chocolate has always been a consumer favorite, but preferences for type and format vary widely based on consumers' age, income and lifestyle," said NCA President and CEO John Downs. "This past year was a strong one for chocolate. COVID-19 dramatically changed shopping behaviors, spurring tremendous growth in chocolate e-commerce, for instance. The research in this new report breaks down the changes we're seeing to help the confectionery industry continue to adapt, grow and thrive."



Key takeaways from the report include:

- **Innovation drives engagement** — Chocolate's range of items and continued innovation in flavor, texture, ingredients, packaging and branding that reflect changing consumer preferences drives the continued high consumer engagement in household penetration, trips and spending.
- **Variety is the spice of life** — More than 80 percent of consumers partake in at least two out of the three chocolate segments. Additionally, preferences for dark, milk or white, and cacao percentages and inclusions vary widely. Mood is the biggest purchase driver.
- **A rising tide lifts all boats** — Most consumers purchase chocolate across the entire range of offerings.
- **Education can drive experimentation** — Consumer education about the product and process can result in greater appreciation of chocolate's textures and flavors and may move consumers past the price point hurdle.
- **Elevating the profile of American-made chocolate** — Many consumers either see no difference between American and European-made chocolate, or believe European chocolate is superior. Elevating the profile of American-made items is another area of joint interest among U.S. chocolate producers.
- **Social and environmental stewardship matters** — About five to six in 10 consumers care about how their food is made, what's in it, who made it, and having shared brand values.
- **E-commerce is now a must** — Chocolate e-commerce has been a big area of growth, yet there remains opportunity on the unplanned side of the business. Access, preferred consumer status and high top-of-mind awareness are key elements in driving further e-commerce growth.

The report also takes a closer look at the rapidly growing fine chocolate segment, which has seen a significant increase in frequent and exclusive consumers since the start of the pandemic.

"Over the past year and a half, we've seen consumers more willing to treat themselves to a piece of fine chocolate in order to support their emotional well-being during this stressful period," said Bill Guyton, executive director of the Fine Chocolate Industry Association. "This wave of interest in fine chocolate has spurred all sorts of new experimentation and inclusions from the fine chocolate industry as consumers find new ways to fit fine chocolate into their everyday routines — from single origin recipes to rare ingredients."

Getting to Know Chocolate Consumers 2021 is based on a survey of 1,506 consumers conducted in August 2021. The attitudinal survey findings are complemented by retail measurement and household panel data provided by insights firm IRI. ■



Small Format, Large Impact: Why Clustering Is Key to Convenience Success

C-Store operators must leverage insights to give their customers exactly what they’re looking for.

By Convenience Store News

Today, it seems like a convenience store can be found on almost every corner. But even though they are in close proximity — a block away, a mile down the road, or even on opposite edges of the same neighborhood — each location can serve a unique group of customers. As such, convenience stores must achieve a keen understanding of the customers who frequent each store.

No matter the size, there’s no reason a small-format brand can’t “think big.” Mining real-time data and adopting the practice of clustering can provide a high degree of familiarity with a customer base. In addition, sales insights

can be leveraged to have better conversations with suppliers, leading to space allocation prioritizing the right assortment mix.

Clustering Nurtures a Deeper Understanding of the Customer

The ability to cluster is a big indicator of success, highlighting store-specific category demand and product preferences.

You may look at the population living around a convenience store — for example, middle-income families with at

least two children — and tailor your assortment for that demographic. However, clustering enables you to better tailor your assortment to the exact customer walking through the door, instead of the hypothetical needs of those who live nearby.

Think about how the customer base at a convenience store can fluctuate rapidly. Say there's a construction site nearby that will be up and running for six to nine months. The construction team will stop by in the morning for coffee or energy drinks, and later for ready-to-eat options for lunch. Some may even pay a third visit as they head home at night, grabbing another soft drink or a small grocery item. Just as quickly as you begin to understand the needs and product preferences of that group, the construction work is done and they move along, both out of the geographic area and out of your daily customer base.

This is why it's important for the exercise of clustering to be run frequently. There are many factors that impact category and product demands, and clustering enables retailers to understand that with a higher degree of certainty.

Understanding Customer Needs Leads to Improved Supplier Negotiations

Clustering can help c-store operators make the right decisions for customer needs, certainly. But the practice also contributes to strategic assortment decisions — not blindly accepting what's dictated by corporate or coming from a distribution network.

Convenience retailers have the scale and resources to gauge insights from their franchisees for better decision-making, and therefore need to do a better job of educating them to be more competitive in the convenience world. And being competitive requires a two-way dialogue with the store locations and other points in the distribution network.

Providing insight such as “These products won't sell for me” or “I can think of three locations that would perform well for this product” creates a stronger assortment because the customer is at the center of the decision.

Retailers should also be in the practice of testing and learning, especially with innovation in the CPG space. Be cognizant of what items you bring in. Commit to testing a brand-new item for eight to 12 weeks to see how it performs.



The key here is to hold yourself accountable to evaluating those items after that period of time. Stick with that plan, and remove products that aren't performing well or not leading to repeat purchases. In learning from one store's performance, you can either explode it out into stores with similar customer bases or let it run its course and rationalize that SKU out of your assortment.

Effectively Allocating Inventory Is Critical in a Small Store Footprint

Assortments and product options are growing, but store formats are not. Limited footprints call for an extremely agile and intelligent process to determine the right use of space, especially when most retailers have less than 90 seconds to impact a customer who comes from the pump into the store.

Add-on and impulse sales are important, so data must guide decisions for those products placed most adjacent to the checkout.

Retailers should have the ability to analyze in-store space for categories that are planogrammed, while also understanding sales generated from things like the hot dog rollers and soda fountains. This is important given that more convenience stores are embracing fast-food concepts.

And it's critical that retailers understand their in-stock position at all times, doing continual cycle counts. Retailers should stay on top of ensuring key categories are stocked for peak times of day, and understand where they may have lost sales due to out-of-stocks.

Data Is Integral to Remaining Competitive in Convenience Today

At any time, a retailer must be able to analyze space, monitor out-of-stocks, ascertain how products are performing, and uncover where opportunities for improvement might exist.

Only by using data and science can convenience retailers remain competitive, because they'll be leveraging insights to give customers exactly what they're looking for. ■



Leveraging the Customer Experience to Increase Sales

The customer experience is the foundation of your convenience store. Without loyal customers and positive customer experiences, your store would not survive – which is why it is important to go above and beyond providing “good customer service.” You need to provide an experience that that’s not only satisfying, but leaves them wanting more.

By ReadyConvenience.com

Personalize the Customer Experience

Chances are, your store probably has at least a few regulars – those customers who stop in every morning for their cup of coffee or maybe in the afternoon for a quick bite to eat. It’s important to recognize those customers and provide them with an experience that makes them feel appreciated. Some ways to personalize the experience for them can include:

- If you know their name, use it when speaking to them. Building a relationship with regular customers will make them feel more comfortable and welcome in your store.
- Engage the customer in conversation when able – make them feel like they’re more than just another transaction.
- Regular customers often have regular purchases; learn what items they usually buy so you can make recommendations based on those items.

Reward Customer Loyalty

It’s easier and more cost effective to maintain customer loyalty than to try to acquire new customers, which is why it’s important to provide a customer experience that will keep them coming back. Rewarding customers for their loyalty is an easy way to make them want to return and there are many ways you can do this.

- **Loyalty Cards:** This tried-and-true method is an easy option if you don’t have the budget for building a custom app. The “Buy 10 Get One Free” offer is particularly appealing to the regular customers who frequent your store for the same items. You can also step outside the punch card box and offer card holders a free donut with coffee, or free chips with a sandwich, or a multitude of other add-ons that reward them for their loyalty.
- **Rewards Apps:** Loyalty cards are more often being replaced by phone apps, which cut down on the clutter on a key ring and make it more convenient for your customer. The app also opens up a wide variety of possibilities for rewards – from free items, to building up points for larger rewards and discounts on fuel. You can also push specific coupons to promote certain items and bring customers into your store.

Fuel Customers

Some of your best customers may never even enter your store, but they’re equally important to your business. Create a positive customer experience at the pump by properly maintaining exterior store care. There are plenty of options for purchasing fuel and you want customers to choose you, so make sure the area around your pumps is clean and well-maintained. Also be sure you’re taking advantage of any merchandising opportunities you have at the pump to try to drive some of those customers into your store. For example, if purchases indoors can lead to discounts at the pump, you definitely want your fuel customers to know this. ■



'Tis the Season for Crime

Crime increases across the board during the holiday season, and that is especially true in retail environments. Stores are busier, registers have more cash, and unsavory people just seem more brazen.

By ReadyConvenience.com

Criminal Risks to Your Convenience Store

The biggest risks for crime at your store include:

- **Robbery and theft.** Being open long hours with a small number of employees have long made convenience stores targets for robbery and theft. During the holiday season, these crimes increase across all industries.
- **Skimming operations.** Skimming occurs when thieves attach skimming devices to fuel pumps, ATMs, self-checkout kiosks, and other point-of-sale units. With more people on the go and in a rush, criminals are counting on people paying less attention when they use their cards.
- **Phone scams.** Like skimming thieves, phone scammers target convenience stores because they're looking for easy targets with employees who are too busy to catch onto the trick. Phone scammers will claim to be from a prepaid card company, a utility, a vendor, or even someone from higher up in your own company, then scam employees into giving information or money.
- **Inside jobs.** Many thieves, especially those associated with skimming or scamming rings, are master manipulators. Even your best employees may fall victim to the stories these criminals create to get help from the inside. Unfortunately, employees aren't always innocent in these activities. Financial pressure of the holidays may make them more likely to give into the temptation of what they think will be easy money. Employee theft is also an increased risk for convenience stores during the holiday season.

How to Reduce Your Risk

Here's the good news about crime: you're not powerless against it. Just because it's more prevalent during the holiday season, doesn't mean it has to happen to you. Get prepared now by communicating your policies, making sure your staff is fully trained on how to prevent different types of crime, and update your security and technology systems if necessary. ■



Elevating the Modern Oral Nicotine Category

C-Stores can do more to help modern oral products reach their full backbar potential.

By Convenience Store News

The alternative smokeless tobacco segment, otherwise known as modern oral products, is rising in sales and category importance within convenience stores.

Modern oral nicotine, which consists primarily of pouches, tablets, gum and lozenges, currently has 91 percent distribution in the convenience channel, according to Swisher, which distributes oral nicotine products in partnership with Rogue Holdings.

More than 70 percent of adult tobacco consumers in the United States have expressed interest in modern oral products, notes Brittany Lockard, senior manager, brand and innovation communications for Reynolds American Inc. (RAI), which last year bought pouch manufacturer Dryft and incorporated it into its VELO oral pouch line.

While the convenience channel has embraced modern oral products, there is more that c-store operators can do to elevate this new segment to its full backbar potential.

Constant evaluation and evolution of the backbar real estate is essential to meet the demands of today's adult tobacco consumer, according to Matt Domingo, senior director of external relations at Reynolds Marketing Services Co.

Be it via product assortment, the impact of merchandising space, or both, choice must be offered to today's adult tobacco consumer, who is willing to try different options such as oral nicotine to meet today's societal demands, he explained.

Put the Emphasis on Pouches

Industry insiders agree that the modern oral nicotine category is being driven by pouches. According to recent data from Management Science Associates Inc. (MSA), volume in the category has almost doubled from last year and now accounts for 14 percent of the smokeless volume in c-stores. For the 26 weeks ended Aug. 1, 2021, nicotine pouches made up 98 percent of modern oral dollar sales.

ZYN nicotine pouches are driving Swedish Match North America's business forward, notes Jason Walker, associate brand manager for ZYN Marketing. Since launching in 2014, ZYN has grown to be the top smokeless brand in several states.

"[It's] currently outselling juggernaut moist snuff brands in states like Utah and Oregon," Walker relayed. "Most exciting, we have yet to find the ceiling; ZYN continues to grow in the face of significant price competition and brand proliferation."

Highlight It Separately

Through both dedicated space and prominent permanent shelving, c-store retailers are growing the modern oral nicotine category and helping consumers identify and differentiate it from other traditional tobacco products.

"We recommend merchandising nicotine pouches in their own section in a permanent display," Walker advised.

“Visibility to consumers is extremely important and, given the rapid growth of the category, they are actively looking for it at the store.”

Now that the category is more established, consumers are also looking for variety in their favorite pouch brands. “We see that the retailers who carry more than 16 SKUs of ZYN outsell retailers who do not — by nearly double,” Walker told *Convenience Store News*.

Chris Dillard, category manager for tobacco at The Spinx Co., a convenience store chain based in Greenville, S.C., shared that the retailer is pleased with its decision to highlight modern oral nicotine and create a designated space that makes it easier for adult tobacco customers to see the different modern oral options within its innovative tobacco products selection. As a result, he believes customers “are starting to be more aware of the nicotine alternatives.”

Understand How Consumers Have Changed

“As times change, adult nicotine preferences also shift,” according to RAI’s Lockard.

In light of restrictions regarding where certain tobacco products can be consumed, she explained that some adult smokers are looking for smoke-free alternatives, and some adult dippers are looking for spit-free alternatives.

“When we talk to nicotine pouch consumers, the thing that they find most appealing is the convenience. They gravitate toward the smoke-free, spit-free and hands-free benefits as key reasons for adoption,” Walker echoed.

At the same time, he added that the entire U.S. population has been reevaluating priorities amidst the COVID-19 pandemic and based on this reevaluation, “we have seen seismic changes in consumer behavior. Nicotine consumers are no different, and consumers’ perceived benefits of modern oral nicotine mirror some of the behavioral changes that we are seeing on a macro level.”



C-store operators would be wise to recognize this and educate their staff on these changes and how modern oral products can fit in to the post-pandemic tobacco consumer’s world.

Keep Taking Chances

C-store operators that are willing to differentiate and take on new and emerging categories and forms of tobacco are the ones that are leading in oral nicotine to begin with. But that doesn’t mean they should stop now, according to Domingo.

C-stores that take chances in the category “are typically the ones who end up capturing the bigger slices of the volume that becomes available from market to market,” he said. ■

Modern Oral Product Currently Available at GHRA

| Item Name | Item # | Price |
|----------------------------------|--------|---------|
| Rogue Pouch | | |
| Apple/Cinnamon 6MG, 10ct Display | 27988 | \$49.99 |
| Honey Lemon 6MG, 5ct | 26634 | \$25.39 |
| Mango 3MG, 5CT | 26633 | \$25.39 |
| Mango 6MG, 5CT | 26637 | \$25.39 |
| Peppermint 3MG, 5ct | 26638 | \$25.39 |
| Peppermint 6MG, 5ct | 26639 | \$25.39 |
| Wintergreen 3MG, 5ct | 26640 | \$25.39 |
| Wintergreen 6MG, 5ct | 26641 | \$25.39 |
| VELO Hard Lozenge 5ct | | |
| Berry 1.08MG | 26432 | \$31.59 |
| Crema 1.08MG | 26433 | \$31.59 |
| Dark Mint 1.08MG | 26430 | \$31.59 |
| Mint 1.08MG | 26431 | \$31.59 |
| VELO Pouch 5ct | | |
| Citrus 2MG | 27147 | \$24.99 |
| Mint 2MG | 27148 | \$24.99 |
| Black Cherry 4MG | 27728 | \$24.99 |
| Cinnamon 4MG | 27137 | \$24.99 |
| Citrus 4MG | 27149 | \$24.99 |
| Citrus Burst 4MG | 27141 | \$24.99 |
| Coffee 4MG | 27918 | \$24.99 |
| Dragon Fruit 4MG | 27140 | \$24.99 |
| Mint 4MG | 27150 | \$24.99 |
| Peppermint 4MG | 27727 | \$24.99 |
| Spearmint 4MG | 27139 | \$24.99 |
| Wintergreen 4MG | 27138 | \$24.99 |



Available on the GHRA Member Portal

2022 GHRA Membership Renewal

Please complete the online application and sign all required documents.

Only Authorized Representatives can renew each store(s) membership under their login.



Deadline - December 15, 2021

Welcome Members

On behalf of the Board of Directors and staff at GHRA,
please welcome our new members:

SUNRISE SUPER STOP

HANNA FOOD MART

J'S MART 3

RESCO

ROADWAY

FUEL MAXX #71

BAYTOWN CHEVRON

BUYBYE

MCCARTY SWIFT

ELLA X-PRESS MART

FALCON EXPRESS ANGLETON

7 SEAS

BUILD YOUR VARIOUS OPEN POSITIONS
CAREER WITH US!



WE'RE HIRING



SUBMIT YOUR RESUME AT CAREERS@GHRAONLINE.COM



FOR MORE DETAILS VISIT US AT WWW.GHRAONLINE.COM

TCEQ Mandatory Underground Storage Tank (UST) A/B Operators Training

GHRA is excited to provide this online training,
for only \$65.

- Members purchasing the online training will receive a unique code from GHRA.
- This training takes about 4-6 hours and must be completed within 30 days from start.
- Pay by money order or deduct \$65 from your quarterly rebate.

REGISTRATION FORM IS AVAILABLE AT
WWW.GHRAONLINE.COM



Supplier Contact List 2021

| Company Name | Contact Person | Contact Number |
|--|------------------|------------------|
| ATM Link | Customer Service | (281) 568-4443 |
| Barcel Dist. (Intelligent Mexican Marketing) | Customer Service | (972) 999-5614 |
| Blu Beverage | Sunny Bhatt | (832) 767-5573 |
| Blue Rhino | Customer Service | (800) 258-7466 |
| Borden | Customer Service | (281) 821-0008 |
| Cintas Corporation | Customer Service | (713) 856-1900 |
| Coca Cola Refreshments (Monster) | Customer Service | (800) 438-2653 |
| Community Coffee | Customer Service | (800) 525-5583 |
| Conquest Pest Services | Ishan Pittalia | (832) 786-9792 |
| Del Papa (Budweiser/Bud Light) | Customer Service | (888) 433-5727 |
| Dr Pepper | Customer Service | Call GHRA Office |
| Farmer Brother Coffee (Boyd) | Customer Service | (877) 322-6898 |
| Frito Lay | Customer Service | (800) 352-4477 |
| Frito Lay S2U | Customer Service | (888) 600-6620 |
| In-Time Distributors, Inc. | Asif Shamsi | (832) 630-9980 |
| Jack Hilliard's (Nesquik/Redline/Fiji) | Customer Service | (979) 775-9047 |
| Miller Faust (Miller Lite/Coors Light) | Customer Service | (713) 673-5111 |
| Monster Energy | Customer Service | Call GHRA Office |
| National ATM | Customer Service | (888) 225-9184 |
| Oak Farms | Customer Service | (713) 547-7100 |
| Pepsi and Rockstar Energy Drink | Customer Service | Call GHRA Office |
| Red Bull (North Distribution) | Customer Service | (346) 888-2504 |
| Red Bull (South Distribution) | Customer Service | (832) 648-1103 |
| Red Bull (Beaumont) Giglio | Customer Service | (409) 838-1654 |
| Red Bull (Victoria) Hartman DC | Customer Service | (361) 573-5248 |
| Red Bull (Bryan/College Station) Kristen DC | Customer Service | (979) 775-6322 |
| Royal Coffee/Royal Ice | Customer Service | (281) 227-0500 |
| Silver Eagle Distributors | Customer Service | (713) 869-4361 |
| Transnet Payment System | Customer Service | (713) 988-9400 |
| Tastee Kreme (Blue Bunny) | Customer Service | (713) 290-0123 |
| Universal Merchant Processing | Customer Service | (281) 565-2425 |
| Warren Southwest Refrigeration | Customer Service | (713) 869-6221 |
| Waste Management | Customer Service | (713) 686-6666 |
| YUMI Ice Cream/V8/Simply | Customer Service | (713) 861-1200 |

Tobacco Contact List

| Company Name | Contact Number |
|--------------|----------------|
| PM USA | (866) 928-3510 |
| RAI | (800) 974-2227 |
| ITG | (888) 474-9111 |
| LVB | (877) 415-4100 |

