



GHRA In Action

OUR MEMBERS ARE OUR MISSION! VOL. 10 | DECEMBER 2023

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Donate \$40,000 to Houston Food Bank***

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Salgirah Mubarak

On this special occasion of Salgirah Mubarak, the GHRA Board of Directors and Staff wishes you and your family Salgirah Mubarak, with prayers for peace, happiness, good health, and barakat. Ameen.

REGARDS,

Imran Ali

PRESIDENT, GHRA



A NOTE FROM THE CEO

BRIAN TROUT, CEO

Greetings Members,

Happy holidays, and welcome to December. I am hopeful that all of you were able to have a wonderful Thanksgiving holiday with family and friends to reflect on all the blessings each of us have.

I want to invite you all to join the GHRA Board of Directors and staff at the upcoming 2024 Town Hall meetings. The meetings will be held on Dec 5th, 6th and 7th, and I hope each of you will join us to learn about the 2024 Cooler reset program and learn about the significant improvements made at your GHRA warehouse. Meeting information is being emailed and texted out to the authorized representatives.

I also want to encourage all our members to pay attention to the promotional opportunities our vendor partners are making available. There are some amazing discounts that your customers get paid for by the vendor and the members get full retail prices. It just takes a little focus from the store team.

We are in the last month of the year, and we are very close to achieving the extra 5% rebate on all Coke purchases for the year. I am asking all members to make purchases from Coca-Cola Southwest and help ensure all members receive the extra 5% rebate for the year's volume.

I want to thank you for your participation in GHRA in 2023. We have had record-setting performance across all business lines this year, and we have so much more to accomplish in 2024 and beyond.

Thank you for your trust and your continued support, and as always, continued blessings!

Sincerely,

Brian Trout

OUR MEMBERS ARE OUR MISSION!



CHRISTMAS HOLIDAY HOURS

CORPORATE OFFICE

In Observance of the Christmas Holiday, the GHRA Corporate Office will be **CLOSED Monday, December 25th**.

WAREHOUSE & DISTRIBUTION CENTER

In Observance of the Christmas Holiday, the GHRA "Cash and Carry" will CLOSE EARLY on **Saturday, December 23rd at 3 p.m.** and will be closed on Monday, December 25th.

We will re-open **Tuesday, December 26th** during regular business hours.

Deliveries will occur one day later than normal, from Tuesday to Saturday for week of 12/26.

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Welcome Members

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

COOL MART
HUMBLE EXPRESS
CRADLE CORNER STORE
COYOTE MARKET
MIKES FOOD MART #1
PICK N PAY #3
INDEPENDENCE CORNER

LOUISE TRUCK STOP
ROADTRAC #8
FALCON EXPRESS LONG POINT
ROCK FUEL
CULLEN FOOD MART
FRESH MART #2
CLASSIC FOOD MART
CLEVELAND FOOD MART

INTIME WESLAYAN
MARK'S CORNER
PICK N PAY #4
TIME MART #11
SWIFT LEGACY
TIME MART #2
MAINLAND FOOD MART



NEW YEAR HOLIDAY HOURS

CORPORATE OFFICE

In Observance of the New Year holiday, the GHRA Corporate Office will be closed on **Monday, January 1st**.

WAREHOUSE & DISTRIBUTION CENTER

In Observance of the New Year's Day Holiday, the GHRA Warehouse & Distribution "Cash and Carry" will CLOSE EARLY on **Saturday, December 30th at 3 p.m.**

All deliveries planned for **Monday, January 1st** will be delivered as scheduled.

We will re-open **Monday, January 1st** at regular business hours.

Warehouse Newsletter



Anees Burhani, VP of Supply Chain Operations

Greetings Members,

As we approach the end of another remarkable year, I am honored to reflect on the outstanding achievements and milestones we've accomplished together. I am thrilled to share our collective successes and express my heartfelt gratitude for your unwavering support.

Throughout this year, our warehouse team has overcome multiple challenges to ensure a seamless flow of products. We are proud to announce that our in-stock levels have consistently improved year over year, allowing us to meet your expectations. This achievement is a testament to the dedication and resilience of our team, and we are deeply appreciative of your trust in our ability to deliver.

In addition to maintaining high levels of in-stock inventory, we have successfully introduced innovative products across several categories to cater to your evolving needs. Your feedback has been invaluable in shaping our assortment expansion, and we are excited about the positive responses we've received. Our commitment to quality and customer satisfaction remains steadfast, and we look forward to continuing this journey of growth and innovation with you.

Looking ahead to the new year, we are enthusiastic about the possibilities it holds, and we are confident that we will achieve even greater heights. We are excited to announce that we are enhancing our category growth capabilities to offer you an even more diverse and comprehensive product assortment. Your evolving needs inspire us to broaden our horizons, and we are committed to being at the forefront of innovation in our industry.

To further improve our service to you, we are investing in additional fleet to expand our delivery capabilities. This expansion aims to provide you with faster and more reliable delivery options, ensuring that your orders reach you with the efficiency and care you deserve. This December, we are also celebrating our 5 year anniversary for the transportation group.

As the year draws to a close, I want to express my sincere gratitude for your business and support. Your trust in our services has been the driving force behind our success, and we are truly grateful for the opportunity to serve you. Your loyalty is the cornerstone of our achievements, and we are committed to strengthening our partnership in the years to come. I wish you a wonderful holiday season and a prosperous New Year. May this festive season bring you joy and success.

Warm regards,

A handwritten signature in black ink, appearing to read 'Anees Burhani'.



3rd-Quarter Outlook 'Cautious' for Packaged Beverages in C-Stores: Report

**Sales healthy but slowed to a 4.4% gain from 2nd-quarter's 6.6%,
Goldman Sachs survey shows**

By CSP Daily News

Third-quarter beverage sales trends in the convenience-store channel remained healthy but slowed, up 4.4% versus 6.6% in the second. Retailers, meanwhile, expect growth of about 5% this year versus about 6% previously, with about 5% in 2024.

This outlook comes from New York-based Goldman Sachs' third-quarter Beverage Bytes survey, which represents about

40,000 retail locations—or about 27% of the c-store channel.

Retailers overall remain very positive about the growth trajectory for Constellation Brands, with about 11% year-over-year growth expected in 2023 and 8% in 2024, as well as and the energy drink category, with double-digit growth expected this year and next, the survey said.

Retailers, however, “remain concerned about broader economic pressures/fears of recession and residual fallout from the Bud Light controversy, albeit moderating,” Goldman Sachs said.

Other Notable Takeaways

- The pricing environment remains healthy/rational with many retailers expecting incremental pricing by both non-alcohol beverage manufacturers and brewers this year and next.
- In the last few months, beer promotional activity appears to have leveled off as most retailers are not seeing a rise in promotional activity and think brewers can push through incremental pricing.
- Conversely, Goldman Sachs said, promotional activity in non-alcohol beverages is still picking up as manufacturers continue to drive promotions to support unit growth.
- The big winners of incremental shelf/cooler space this year are, once again, energy drinks, particularly Celsius, Monster and C4, and Constellation Brands and Monster’s new The Beast Unleashed.
- Hard seltzer category declines moderated in the third quarter, and retailers expect the moderation to continue for the full year, down 2% year over year versus down 5% previously, and into 2024.

“Despite retailers’ slightly more cautious outlook for broader beverages, we reiterate our buy ratings on both MNST (Monster Beverage) and STZ (Constellation Brands) given their exposure to attractive growth categories and accelerating trends,” Goldman Sachs said. “They remain two of our top stock picks.”

Goldman Sachs said it continues to view Constellation Brands as one of the best growth stories, noting that retailer feedback on Modelo Especial and Modelo Oro is very positive.

With Monster, Goldman Sachs expects healthy third-quarter “topline demand despite some investor concern over a broader slowdown within the category, which is largely attributable to the lapping of price increases that were implemented in September of ’22. We also think investors are failing to appreciate the potential upside that Bang represents on both the top/bottom line, while longer term we see tremendous outsized growth given MNST’s full innovation pipeline, further international expansion opportunities and incrementality from alcohol.”

With Molson Coors Beverage Co., Goldman Sachs remains broadly constructive given feedback from retailers suggesting Miller Lite and Coors Light could hold onto at least some of its recent share gains.

“We believe the risk-reward for the stock is skewed positive ahead of its Q3 earnings,” Goldman Sachs said.

With Boston Beer Co, Goldman Sachs is modestly more cautious given retailer feedback suggesting hard seltzer sales trends remained weak in the third quarter—down 3% year over year for Truly and the category, while White Claw continued to gain share, up 1% in sales year over year.

Highlights for Non-Alcohol Beverages

The energy drink category remains very strong, including Monster, and the outlook remains positive with expectations for sustained double-digit percentage growth in 2023 and 2024.

In addition, retailers are bullish on Monster Energy Zero Sugar’s recent performance, although less than before, with about 23% of respondents, versus 42% in the second-quarter survey, suggesting sales have been “very strong” while about 45% suggesting sales have been incremental to Monster.

Nearly all retailers expect Red Bull’s recently announced price increase to stick, and most expect Monster to follow.

Shelf space allocation this fall for non-alcohol beverages remains broadly unchanged versus 2022, although most plan to allocate incremental shelf/cooler space to energy beverages, led by Celsius, C4 and Monster.

Finally, promotional activity is picking up, although most retailers believe manufacturers can still push through incremental pricing, and most retailers expect extra pricing this year and in 2024.

Highlights for Alcohol Beverages

Beer sales growth in c-stores accelerated modestly, up 5% in the third quarter, with retailers expecting the category to grow 6% in 2023, up from 3% expected in the second-quarter survey, and 4% in 2024.

Category growth for hard seltzer remained pressured in the third quarter, down 3% year over year versus being down 4% in the second quarter. Retailers expect the category to decline 2% for the full year, versus a previously expected decline of 5%, and to be about flat in 2024.

Truly’s momentum is still not improving, according to about 78% of retailers, despite the brand’s new packaging and ad campaigns.

Twisted Tea’s momentum remains strong, although many retailers now expect a slowdown over 2023’s fourth quarter; however, retailers do not expect Monster’s new Nasty Beast Hardcore Iced Tea to take share from Twisted.

Alcohol beverages’ shelf space allocation in 2023 remains broadly unchanged versus last year, though Constellation Brands and Molson Coors remain the big winners.

Finally, share losses for Bud Light have stabilized, and most retailers expect the brand to regain a limited amount of market share through 2024. ■



How to Grow Foodservice Sales

Retailers recognize that an effective food program helps position them as a destination for on-the-go consumers. Creating competitive points of differentiation in today's hyper-competitive environment.

By CStoreDecisions

Understanding what your customers want and how to sell it to them is more important than ever. Competition for the convenience customer's disposable income has never been higher, and this is especially true for foodservice. QSRs are embracing delivery, and supermarkets are redesigning their stores to accommodate busy customers with more front-door parking and emphasizing the front end to get people in and out quickly.

This is all being done with one goal in mind: to convert convenience store customers.

As restaurants emphasize delivery, Amazon has jumped into the fresh foodservice market and delivery business to influence how consumers purchase their meals. Other third-party delivery services have gained momentum, keeping customers away from convenience stores in favor of home delivery. To remain competitive, convenience store operators must keep pace to maintain sales in this crucial category.

Traditionally, one of the biggest barriers to foodservice acceptance at convenience stores was that the industry lacked the skillset, space and labor to produce fresh food daily. While the labor issue still persists, the other issues have evaporated thanks to the leadership of top-quartile

convenience store chains, which are as much a household name in their markets as McDonald's.

To keep moving the needle forward, convenience stores must track foodservice trends and keep tabs on the competition. Here's a look at some consumer trends that are driving foodservice purchases:

Changing Customer Preferences. Bold and exotic flavors, snacking and health and wellness are at the forefront of consumer food preferences, and the millennial generation is frequently driving those choice options with their adventurous palates.

Packaging. On-the-go, convenient packaging, like bowl-based choices, will grow in demand as eager consumers look for quick but healthy eating options. Bowls, in particular, are an ideal solution for convenience stores. Packaging must pass the commuter test. That means it can't leak when transported in a car, and it must seal properly to retain heat and freshness. The worst thing chains could do is serve outstanding food and then fail the packaging test.

Delivery Services. Home delivery is one of the most convenient options foodservice operators can offer to address consumers' needs for convenient meal solutions. And operators have new options available to them when entering the delivery market. Furthermore, c-store owners no longer need drivers, vehicles and insurance to offer their customers a delivery option. Third-party delivery services can fill this need. Some work with select restaurants only, some charge restaurants a fee to offer their services and others do a mix of both, charging the customer and restaurant.

Food Safety. Various healthy, fresh food options are currently accessible from most c-stores, as many have adapted their facilities to meet consumer demand. C-stores also offer prepared food options and onsite food preparation stations as store concepts converge to keep up with consumer tastes. As a result, delivering fresh food that customers want while keeping the food safe, reliable and profitable is a growing issue. Customers need to know the food is fresh and safe, especially as chains like Chipotle struggle with repeated outbreaks of foodborne illnesses.

High Expectations. Consumers of all ages wish to establish trust with food providers, and young consumers are expected to continue this trend in future years. Some 68% of millennial consumers prefer local sourcing of ingredients, and 66% of them are willing to pay a little more for food that comes from local producers, according to a Y-Pulse study titled *The Modern Consumer: Understanding Tomorrow's Tastemakers Today*.

Convenience stores will need to react to this consumer group to continue to earn their business. The key is understanding what you can do well and doing it consistently. Be innovative, be fast, be fresh, but above all else, you have to be good. ■

GHRA TRADE SHOW 2023

More Than 2,000 Convenience Retail Leaders Connect at 2023 GHRA Trade Show

The 2023 GHRA Trade Show, “Next Gen – Collaborating to Achieve” was our association’s 12th and largest ever annual trade show with more than 2,000 independent convenience store owners and operators, suppliers, vendors, and other industry leaders participating.

More than 191 local, regional, and international exhibitors showcased more than 500 new consumer products and other resources available to convenience retail owners and operators. Trade show activities, held on Oct. 25 at NRG Center in Houston, highlighted innovation, new products, relationship building, celebration of achievements, and commitment to community.

Commenting on this year’s trade show theme, GHRA Chief Executive Officer Brian Trout said: “Working together, our members, vendors, suppliers, and staff are defining and delivering the next generation of convenience retail. Their success is important to the many customers, communities, and neighborhoods they serve throughout Greater Houston and southeast Texas.”

According to GHRA Board of Directors President Imran Ali, who has an ownership position in 25 GHRA member stores, “The event showcased new and upcoming products and technologies and trends on where they are heading. Most importantly, the trade show was an opportunity for GHRA members to meaningfully interact with each other and with vendor partners who are critical to our business success and to delivering products and services that our retail customers need and want.”

A Convenience Store of the Future exhibit highlighted “next generation” business and consumer-experience solutions. The exhibit featured innovative approaches and new technology opportunities including outdoor and indoor digital displays that provide cost effective, efficient, flexible,

and engaging options for convenience store operators to communicate and interact with their on-the-go customers.

More than 500 new products and services were featured in the GHRA’s New Items exhibit and throughout the trade show floor by various vendor partners. In addition, GHRA showcased its new food service offer that includes freshly breaded and fried chicken. GHRA’s chicken tender samples were mentioned as a favorite feature by many trade show attendees.

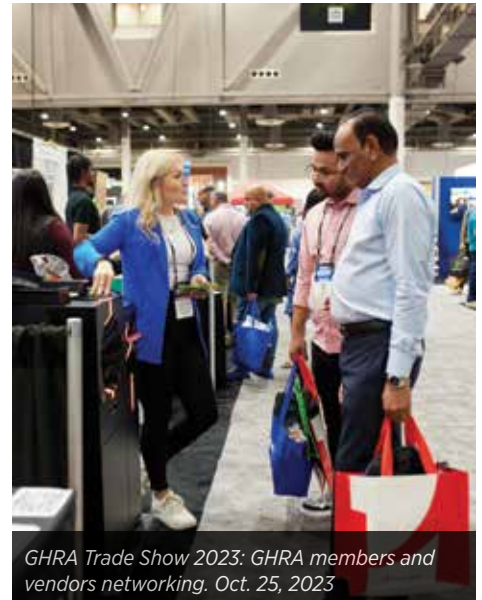
GHRA exhibits also featured:

- Kudos, GHRA’s new convenience store concept, which includes a kitchen with chicken recipes, breakfast and deli sandwiches, biscuits, and fries;
- Big Madre Tacos y Tortas, a restaurant brand now providing food service at 37 convenience store locations in southeast Texas;
- GHRA Fuels, which offers unbranded gas station fuels distribution services for GHRA members;
- and GHRA Warehouse and Distribution Center, a flagship product procurement and distribution resource that is conveniently located in Houston.

Premium sponsors of the 2023 GHRA Trade Show represented Pepsi, Monster Energy, Tally Quick, Coca-Cola, MPACT Beverage Company, Frito-Lay, Hershey, Red Bull, Keurig Dr. Pepper, Celsius, Warren Southwest Refrigeration, Speed Petroleum, Motiva Enterprises, and Schwan’s Food Service. ■



GHRA Trade Show 2023 entrance (Houston NRG Center, Hall E). Oct. 25, 2023





GHRA Recognizes Convenience Industry Suppliers and Store Operators With Inaugural Kudos Awards

GHRA presented five convenience retail vendors with Kudos Awards for their achievements in the past year during the association's inaugural "Kudos Unite" evening reception of celebration and collaboration on Oct. 24. The Kudos Awards are named after GHRA's new Kudos convenience retail brand that aims to serve every customer as an everyday hero and recognize achievements of those who serve and help others.

GHRA's 2023 Kudos Vendor Award recipients include:

- GHRA Kudos Award for Innovation to Monster Energy
- GHRA Kudos Award for Best Customer Service to Cintas
- GHRA Kudos Vendor of the Year (Tobacco) to Altria
- GHRA Kudos Vendor of the Year (Warehouse Distribution) to Hershey
- GHRA Kudos Vendor of the Year (Direct Store Delivery) to Frito-Lay

Also, GHRA recognized five GHRA member convenience store operators with the highest grocery sales from the GHRA Warehouse and Distribution Center.

Kudos Awards for GHRA Warehouse and Distribution Center Customers with Highest Grocery Sales are:

- Time Maxx # 1, 16160 Interstate Highway 10 in Baytown, owned by Lehjatali M. Momin
- Hamlet's Market Place, 2665 Reed Road in Houston, owned by Riyazali P. Momin
- Easy Lane Food Mart # 12, 987 County Road 3550 in Cleveland, owned by Amirali W. Dhukani
- Big Kountry, 10100 Highway 59 South in Shepherd, owned by Rahim H. Momin
- Swift, 2601 Highway 69 North in Nederland, owned by Shaukatali K. Momin

Big Madre Tacos y Tortas Presents Inaugural Captain's Awards For Exemplary Food Service

GHRA's Big Madre Tacos y Tortas leadership team presented three convenience retail store operators with awards to recognize their 2023 exemplary food service investment and operating achievements.

Receiving the 2023 Big Madre Tacos y Tortas Captain's Awards were:

- For Best Operator, Yippee's, 1222 North Farm to Market 3083 West in Conroe, Texas, owned by Kasheef Dhukani
- For Highest Sales Growth, Buy Bye, 3500 Harvey Road in College Station, Texas, owned by Karim Momin
- For Most Locations Opened, owner Lehjatali Momin, who operates Big Madre Tacos y Tortas restaurant service at 11 convenience stores in Anderson, Baytown, Centerville, Cleveland, Houston, Magnolia, and Tomball. ■



The GHRA 2023 Kudos Vendor Award for Innovation was presented to Monster Energy. Shown, from left, are: Anees Burhani, Vice President of GHRA Warehouse and Distribution; Jeffrey Reeder, GHRA Vice President of Retail; Brian Woodard, Monster Account Manager; Imran Ali, GHRA Board of Directors President; and Brian Trout, GHRA Chief Executive Officer. Oct. 24, 2023



Monster Energy Account Manager Brian Woodard accepted the GHRA Kudos Vendor Award for Innovation. Oct. 24, 2023



The GHRA 2023 Kudos Vendor Award for Customer Service was presented to Cintas. Shown, from left, are: Anees Burhani, Vice President of GHRA Warehouse and Distribution; Jeffrey Reeder, GHRA Vice President of Retail; Kevin Gravley, Cintas Enterprise Global Account Manager; Imran Ali, GHRA Board of Directors President; and Brian Trout, GHRA Chief Executive Officer. Oct. 24, 2023



Cintas Enterprise Global Account Manager Kevin Gravley accepted the GHRA 2023 Kudos Vendor Award for Customer Service. Oct. 24, 2023



The GHRA 2023 Kudos Vendor of the Year Award in the Tobacco Category was presented to Altria. Shown, from left, are: Jeffrey Reeder, GHRA Vice President of Retail; Anees Burhani, Vice President of GHRA Warehouse and Distribution; Jackie Ansiaux, Altria Houston Market Manager; Jessie Mehloff, Altria Account Manager; Imran Ali, GHRA Board of Directors President; and Brian Trout, GHRA Chief Executive Officer. Oct. 24, 2023



Accepting the GHRA 2023 Kudos Vendor of the Year Award in the Tobacco Category for Altria are, shown from left: Altria Account Manager Jessie Mehloff and Altria Houston Market Manager Jackie Ansiaux. Oct. 24, 2023



The 2023 Kudos Award to the GHRA Warehouse Vendor of the Year was presented to Hershey. Shown from left, are: Jeffrey Reeder, GHRA Vice President of Retail; Anees Burhani, Vice President of GHRA Warehouse and Distribution; Ryan Moran, Hershey Category Analyst; Adrian Johnson, Hershey C-Store Operations Consultant; Caleb Kender, Hershey C-Store Operations Consultant; Imran Ali, GHRA Board of Directors President; and Brian Trout, GHRA Chief Executive Officer. Oct. 24, 2023



Accepting the 2023 Kudos Award for GHRA Warehouse Vendor of the Year to Hershey are, shown from left: Hershey Category Analyst Ryan Moran and Hershey C-Store Operations consultants Adrian Johnson and Caleb Kender. Oct. 24, 2023



The 2023 Kudos Award for GHRA Vendor of the Year Direct Sales Delivery was presented to Frito Lay. Shown from left, are: Jeffrey Reeder, GHRA Vice President of Retail; Anees Burhani, Vice President of GHRA Warehouse and Distribution; Brenden Lopez, Frito Lay North America Southwest Region Customer Account Manager; Imran Ali, GHRA Board of Directors President; and Brian Trout, GHRA Chief Executive Officer. Oct. 24, 2023



Brenden Lopez, Frito Lay North America Southwest Region Customer Account Manager accepted the 2023 Kudos Award for GHRA Vendor of the Year Direct Sales Delivery. Oct. 24, 2023



The 2023 Kudos Awards for the warehouse customers with highest grocery sales were presented to Time Maxx # 1, 16160 Interstate Highway 10, in Baytown, Texas, owned by Lehjatali M. Momin; Hamlet's Market Place, 2665 Reed Road, in Houston, Texas, owned by Riyazali P. Momin; Easy Lane Food Mart # 12, 987 County Road 3550, in Cleveland, Texas, owned by Amirali W. Dhukani; Big Kountry, 10100 Highway 59 South, in Shepherd, Texas, owned by Rahim M. Momin; and Swift, 2601 Highway 69 North, in Nederland, Texas, owned by Shaukatali K. Momin.

Shown, from left, are: GHRA Vice President for Retail Jeffrey Reeder, Vice President of GHRA Warehouse and Distribution Anees Burhani, Amirali W. Dhukani, Lehjatali M. Momin, Riyazali P. Momin; GHRA Board of Directors President Imran Ali, and GHRA Chief Executive Officer Brian Trout. Oct. 24, 2023

GHRA and Arca Continental Coca-Cola Southwest Beverages Collaborate to Donate \$40,000 to Houston Food Bank

Highlighting GHRA's commitment to communities that our members serve, GHRA in collaboration with Arca Continental Coca-Cola Southwest Beverages (CCSWB) announced during the 2023 GHRA Trade Show a donation of \$40,000 to the Houston Food Bank as part of the ABC13 Houston Share Your Holidays annual campaign.

During a presentation at GHRA's 2023 Trade Show on Oct. 25, Houston Food Bank Chief Development Officer Amy Ragan said the contribution of \$40,000 is significant because it will fund 120,000 meals.

Houston Food Bank representatives met with GHRA members, vendors, and exhibitors throughout GHRA's annual trade show to share information on how businesses and communities can support its mission.

Providing remarks at the trade show, GHRA Chief Executive Officer Brian Trout said "GHRA is pleased to support the Houston Food Bank because it serves our neighbors in need throughout Houston and southeast Texas. The Houston Food Bank and its many partners serve communities in which GHRA member stores are located – collaborating with local



partner organizations to help enhance the wellbeing of communities throughout and surrounding Houston including and beyond Baytown, Cleveland, Conroe, Hempstead, Huntsville, Magnolia, Sealy, Sugarland, and Willis."

GHRA Board of Directors President Imran Ali added, "One of the pillars of GHRA and our brands is giving back to enhance the wellbeing of the communities where we work and live. We are pleased to recognize the Houston Food Bank as the recipient of GHRA's most recent community investment. The Houston Food Bank is an excellent example of an organization that collaborates effectively with others, working tirelessly throughout the year to ensure individuals and families have nutrition and other healthy living basics that they need."

Trout explained that \$20,000 of the contribution is directly from GHRA and the other half is a match from a community fund that CCSWB created using a portion of revenues generated from its business with GHRA members.

CCSWB Account Executive Michael Parsons said, "We recognize that GHRA represents a community of convenience store operators who place significant value on giving back to our community. Arca Continental Coca-Cola Southwest Beverages is pleased to continue our support to the Houston Food Bank with this collaborative donation, which is consistent with our ongoing commitment to GHRA members, our mutual customers, and to our own company's community investment focus."

Acknowledging the GHRA donation, Brian Green, president/CEO of Houston Food Bank added, "'No one is useless in this world who lightens the burdens of another.' Those are the words of Charles Dickens, but they could easily be a motto of the Houston Food Bank. We provide access to 120 million nutritious meals in 18 counties in southeast Texas through our community partners of food pantries, soup kitchens, social service providers and schools, but it could not be done without the generosity of our supporters, including Greater Houston Retailers Cooperative Association.

"Like the Houston Food Bank, GHRA is part of and serves all the communities of the food bank's entire coverage area," Green said. "The need is great right now, and the support of organizations like the Greater Houston Retailers Cooperative Association is essential. Thank you for helping us to provide food for better lives to our neighbors." ■



GHRA Trade Show 2023 Entrance – Houston NRG Center. Oct. 25, 2023



Houston Food Bank representatives networked with GHRA members and vendors in the main lounge area of GHRA Trade Show 2023. Oct. 25, 2023



Greater Houston Retailers Cooperative Association, Inc. (GHRA) presented a \$40,000 donation to Houston Food Bank in collaboration with Arca Continental Coca-Cola Southwest Beverages (CCSWB). Shown, from left, are: GHRA Board of Directors President Imran Ali, Houston Food Bank Chief Development Officer Amy Ragan, GHRA Chief Executive Officer Brian Trout, and CCSWB Account Executive Michael Parsons. Oct. 25, 2023



Greater Houston Retailers Cooperative Association, Inc. (GHRA) presented a \$40,000 donation to Houston Food Bank in collaboration with Arca Continental Coca-Cola Southwest Beverages (CCSWB). Shown in front of GHRA's Kudos Exhibit at the GHRA Trade Show 2023, are, from left: GHRA Board of Directors President Imran Ali, Houston Food Bank Chief Development Officer Amy Ragan, GHRA Chief Executive Officer Brian Trout, and CCSWB Account Executive Michael Parsons. Oct. 25, 2023



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