



GHRA In Action

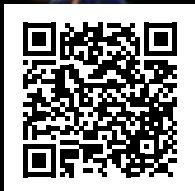
OUR MEMBERS ARE OUR MISSION! VOL. 11 | JANUARY 2024

GHRA Shares Spirit of Giving With Houston Food Bank

Page 12

Start Thinking About Customer Operating Zones

Page 10



Driving Fuel Customers Into the Store

Page 14



January Spanner Board



Pepsi 1-liter*

Net Case Cost	\$19.82
Feature Retail	2 for \$4.00
Blended Margin	44.8%
Regular Retail/GM%	\$3.19 (59%)
Promo Retail/GM%	\$2.00 (34%)

Doritos XXVL (2.75oz)*

Net Case Cost	\$1.54
Feature Retail	2 for \$4.00
Blended Margin	28.8%
Regular Retail/GM%	\$2.49 (38%)
Promo Retail/GM%	\$2.00 (23%)

Mix & Match Pepsi & Doritos

Net Case Cost	\$2.86
Feature Retail	2 for \$4.00
Blended Margin	37.2%
Regular Retail/GM%	\$5.68 (50%)
Promo Retail/GM%	\$4.00 (29%)

January Posters

Red Bull 12oz

Net Case Cost:	\$49.95
Feature Retail:	2 for \$5.79
Blended Margin:	36.1%
Regular Retail/GM%:	\$3.99 (48%)
Promo Retail/GM%:	\$2.90 (28%)

Dr Pepper 20oz*

Net Case Cost	\$29.00
Feature Retail	2 for \$4.00
Blended Margin	43.2%
Regular Retail/GM%	\$2.39 (49%)
Promo Retail/GM%	\$2.00 (40%)

Muscle Milk Genuine 14oz*

Net Case Cost	\$26.71
Feature Retail	2 for \$6.49
Blended Margin	38.0%
Regular Retail/GM%	\$4.29 (48%)
Promo Retail/GM%	\$3.25 (31%)

Note: January invoice cost shown. Does not reflect quarterly rebate.

In Store SIGNAGE

Brand	Signage Type	Message	
KDP Vita Coco	Static Cling	2 for \$5	
KDP Snapple		2 for \$4	
KDP C4 Smart Energy		2 for \$5	
KDP Core Water 30.4oz		2 for \$4	
Pepsi Rockstar & Amp		2 for \$3.33	
Pepsi Aquafina 1L		2 for \$3.49	
Red Bull 8.4oz		2 for \$5.00	
ZenWTR		2 for \$4.59 (1L)/2 for \$4.00 (23.7oz)	
NOS & Full Throttle 16oz		2 for \$5.00	
Frito Lay		Keep December signage in place through January	
Coke - Dunkin w/Brk Pastry		Static Cling and Shelf Card	
Hershey's		Shelf Card	NEW Reeses Fast Break! Refuel and Go!
Arcor Bon O Bon			Keep December signage in place through January
AD King Brands	Keep December signage in place through January		
Pennzoil	Keep December signage in place through January		
FERRARA - NERDS	NEXT LEVEL OF NERDS		
Sour Patch - King size	SOUR, SWEET, GONE!		
Country Archer	GRASS-FED BEEF JERKY		
PRAN - Noodles, Lillopops, Biscuits, Jelly	TASTE OF LIFE!		
Camo Energy Shot	Keep December signage in place through January		
Dsquared CBD gummies	Keep December signage in place through January		
Sour Patch - 8 oz	Wobbler	Keep December signage in place through January	
Pizoot		Keep December signage in place through January	
Manzela		Keep December signage in place through January	



Coming Up:
FEBRUARY PROMOTIONS

SPANNER
Pepsi 1-liter &
Doritos XXVL (2.75oz)

POSTERS
Dr Pepper/7UP 20oz
Red Bull 12oz
Tropicana Juice 12oz



Save money by purchasing fuels through GHRA Fuels

We're a fuel distributor specializing in high-quality, cost-effective **unbranded fuel**. By uniting the purchasing strength of all our members, we aim to expand our supply services to a broader customer base with the primary goal of passing on the benefits to our members.

To learn more and sign up for GHRA Fuels, please contact

Imraan Nabi - Director of Fuels

(281) 295-5342 | Inabi@ghraonline.com

Donald Taylor - Fuels Territory Manager

(281) 295-5378 | Dtaylor@ghraonline.com



Sign up now by scanning the QR Code



A NOTE FROM THE CEO

BRIAN TROUT, CEO

Greetings Members, Happy New Year, and welcome to 2024,

I am hopeful that each of you enjoyed the holiday season with your family and friends, are well rested, and excited for the opportunities we face in the new year! Thank you to all the members who attended the town halls in December. It is always nice to see and hear directly from our members. 2023 has been a very productive year for GHRA and its membership with many successes enjoyed. GHRA now represents more than 2100 stores, established a fuel delivery platform, opened the first KUDOS branded location, has over forty-five Big Madre restaurants under contract, renegotiated electrical aggregation contract for a large majority of our members saving you millions of dollars, held the largest Tradeshow in GHRA history, and our warehouse and distribution center continues to grow. The value of GHRA has never been greater, and we will continue to expand our services and products to continue this great growth.

With 2023 behind us, we set our sights on the plan for the coming year, and there is no shortage of opportunities. We will continue to invest in and develop our Information Technology capabilities and platforms across all our business lines. Foremost is the Warehouse, we are implementing a new Warehouse Management System (WMS) this year, and we are eager to achieve the benefits this new system will bring to the membership.

Our 2024 cooler vault reset process is now underway, and we expect to be able to reset all stores by the end of March. This is a very aggressive schedule, and I encourage all members and their management teams to be prepared for the reset. The MSR team is out in force supporting this process. The Member Portal has all the planograms and the details of the reset process. So, if you have not spoken to your Member Service Representative about the reset process, please do so.

I want to wish you all the best of luck and good fortune in the new year.

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

Sincerely,

Brian Trout

OUR MEMBERS ARE OUR MISSION!

What's New with GHRA Fuels



Imraan Nabi, GHRA Director of Fuels

Greeting Members,

It's a pleasure to greet you as we embark on a new year. I'd like to introduce myself as the new Director of Fuels for GHRA. I recently joined GHRA this past November and have been a resident of the Houston area since 1996. I graduated high school in Clear Lake and completed my college degree from the University of Houston in Business Administration. I have spent the past 15 years supporting the energy industry with testing, inspection, and certification of oil, gas, and chemical products, along with a supervisory role in procurement and supply chain logistics.

I had the honor to meet many members this past month during our town halls in North Houston, Stafford, and Webster. This opportunity provided me with the chance to speak with many members one-on-one and learn more about them, their stores, and their expectations from GHRA, and the Fuels department. I have been speaking to many members daily on the phone, and as time goes on, I have plans to personally visit member stores to make a formal introduction.

I look forward to extending value to GHRA and its members by improving our sourcing of fuel from terminals and suppliers within our operating region. I have been diligently working with additional carriers to improve the number of trucks we have available for our deliveries and shorten the time it takes to complete delivery, once an order is placed. Concurrently, our teams are working with our back office to streamline our registration process for members to receive pricing and place orders. We are in the process of launching a new GHRA Fuels website in the first quarter of 2024, which will allow you to setup an account and have secured member access to obtain daily prices, and place orders from your phone or computer.

I am extremely grateful to all the members that have supported GHRA Fuels in 2023 by registering and placing orders for their fuel requirements. Like all businesses, our success is dependent on the support we receive from our community, and I am grateful to see the number of members that are benefiting from the service they are receiving from our fuels division. As we move forward, we will continue to grow together for the benefit of our members.

Thank you once again for your support and I wish you a great start to 2024! I welcome you to reach out to me if you have any questions regarding our fuel program or if I can be of support to you in your needs from GHRA.

Warm Regards,

Imraan Nabi

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In This Issue

JANUARY 2023



- 15 *Innovation* IN ACTION
- 29 *Warehouse* IN ACTION
- 33 *In Store* IN ACTION
- 45 *Brands* IN ACTION
- 49 *Partners* IN ACTION

Welcome Members

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

NORTHSIDE MARKET	SJ 1960 FOOD MART	DJ TOMBALL FOOD MART
DJ MAIN FOOD MART	SJ HWY 6 FOOD MART	SAJ HWY 35 FOOD MART
FUEL ZONE #08	SJ ATASCOCITA FOOD MART	SJ LITTLE YORK FOOD MART
FRESH MART #1	TU CASA	SAJ BROADWAY FOOD MART
SJ SOUTH SHAVER FOOD MART	SAJ HWY 6 ALVIN FOOD MART	SPEEDY EXPRESS 48
SJ 529 FOOD MART		FONDREN FOOD MARKET



PepsiCo to Reduce Sodium in Lay's Classic Potato Chips

Company also aims for 75% of its convenient foods portfolio volume to meet World Health Organization's category targets by 2030

By CSP Daily News

PepsiCo is aiming for a 15% sodium reduction in its U.S. Lay's Classic Potato Chips, a Frito-Lay brand, which would result in a sodium level of 140 milligrams per 28 gram serving. PepsiCo's new sodium reduction goal considers guidance from public health experts including the World Health Organization (WHO).

"An industrywide approach is necessary to meaningfully reduce sodium intake and introduce important sources of nutrition to help diversify diets," said René Lammers, executive vice president and chief science officer at PepsiCo. "And it's important for us to take a leadership position to help be a catalyst for change."

Excess sodium intake is a leading risk factor for diet-associated disease and disability, prompting global public health authorities to call on the food industry to reduce sodium in their products. The WHO recommends less than 2,000 milligrams of sodium per day for adults. The sodium intake in daily diets from savory snacks is currently around 3%, according to the U.S. National Health and Nutrition Examination Survey.

PepsiCo aims for at least 75% of its global convenient foods portfolio volume to meet or be below category sodium targets by 2030.

The Purchase, New York-based company also aims to deliver 145 billion portions of diverse ingredients annually in its global convenient foods portfolio by 2030 to promote a more nutritionally diverse diet. Such ingredients include legumes, whole grains, plant-based proteins, fruits and vegetables, nuts and seeds. Each portion will provide approximately 10% of the suggested daily amount of a diverse ingredient, based on published dietary guidelines for select countries, WHO Healthy Diet Fact Sheet and Eat Lancet Planetary Healthy Diet report.

"We are in a constant cycle of innovation to reimagine the foods we make and how we make them so we can bring better choices to our consumers, without ever compromising on taste," said Lammers. "Consumers enjoy our products more than one billion times a day, which provides an opportunity—and the privilege—to have an impact. We set a high bar to improve the nutritional profile of our products, and these new goals reaffirm our ambitions."

Since 2015, PepsiCo has been on a journey to improve its portfolio, according to the company. Agricultural experts, seasoning experts and food developers have helped PepsiCo progress its 2025 nutrition targets. ■

Warehouse Newsletter



Anees Burhani, VP of Supply Chain Operations

Dear Members,

Happy New Year and welcome to 2024. I hope everyone had a great holiday season and enjoyed some time with family and friends. As we enter the new year, I would like to take a moment to reflect on our achievements in 2023 and share our plans for 2024.

In 2023, we successfully implemented several initiatives to improve our warehouse. We introduced a new planning system that helped us improve our product availability, collaborated with all our vendors and improved overall operational efficiencies. We also added new items to our warehouse which helped us expand our category assortments. Our transportation team celebrated their 5 year anniversary and customer service call center celebrated their one year anniversary.

Looking ahead to 2024, we have several exciting projects in the pipeline. We will be upgrading our WMS to provide better inventory visibility so when you place an order, you can expect the highest fill rate. We will also be expanding our transportation fleet capabilities to ensure timely deliveries and reducing transportation costs by consolidating your deliveries. Our focus will continue to be competitive with other wholesalers on assortment and pricing.

We received your feedback during the townhall meetings, and we are already working hard on addressing your concerns. As always, we remain committed to delivering the highest quality products for your business and being the one stop shop for all your business needs. I look forward to working with you all in 2024 and making it another successful year.

Sincerely

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





Start Thinking About Customer Operating Zones

How to develop path-to-purchase foodservice communications that increase sales.

By *Convenient Store News*

Few would dispute that the typical convenience store takes a comprehensive approach to its foodservice communications. That's the problem — quantity vs. quality.

To be truly effective, c-store path to purchase (P2P) communication strategies must be developed based on understanding customers and how they operate (use and interact) within each “zone” in the store.

The most successful retail concepts have recognized that their stores are not just branded boxes; each store is a collection of many individual “customer operating zones.” Customers behave differently in each zone. Their needs and expectations are different. Their retail experience is different from one zone to the next. Each of these unique zones is right for one merchandising strategy and dead wrong for another.

By identifying these zones, understanding how customers behave in each zone and establishing specific business goals for each zone, you can craft zone-specific P2P merchandising strategies that are responsive to how customers use these zones and designed to achieve specific business objectives. This makes the customer experience faster, easier and more enjoyable, while distinguishing your

brand and maximizing business results.

The Cozi Process

The concept of developing P2P merchandising and communication strategies based on customer operating zones was pioneered by King-Casey decades ago. This blend of science and creativity is used to help retail stores manage the entire customer P2P experience — a curb-to-curb journey.

The acronym COZI (Customer Operating Zone Improvement) captures the methodology. COZI involves a multistep process, as follows:

Step 1: Conduct Zone Assessment

The first step is to understand your selling environment and your customers.

Begin by identifying all the COZI zones within your store. What are your zones of opportunity? A typical c-store is likely to have the following zones in which to merchandise its foodservice offerings:

- Street Zone
- Forecourt & Pump Zone

- Entry Zone
- Foodservice Zone
- Grab & Go Zone
- Hot Beverage Zone
- Fountain Zone
- Cooler Zone (Beer Cave)
- Pay Zone
- Exit Zone

Once all your zones are identified, note how customers use and interact with these zones. Measure the time they spend in each zone. Probe to discover customer needs, expectations, attitudes and behaviors for each zone. What problems do they encounter in these zones? Do they understand what's being communicated to them? Here's where consumer focus groups, interviews and video tracking studies can be very helpful.

Now, walk around the store and do an assessment of your current foodservice P2P merchandising and communications. Are your foodservice messaging strategies appropriate for the zones they call home? Do you have the right message for the right zone? How can messages in each zone be optimized to drive sales?

Step 2: Develop Zone Strategies

This step consists of three elements: what is it that you want to achieve; what is it that you want to say; and how you are going to say it?

- **Business Objective** — Begin by identifying your foodservice business strategy for each of the zones. What is it that you hope to achieve in this zone? How will you measure improvement? Note that your business objectives may vary from zone to zone.
- **Message Content** — What is it that you must communicate to achieve your business objectives for this zone? Your foodservice message should be responsive to how customers use this zone. For example, you don't want a long and detailed message in the entry zone as research tells us that customers only take 2-3 seconds to view this message.
- **Physical Element** — What is the physical nature of communications in each zone that will best communicate your message? A poster? A window decal? Aisle toppers? Digital signage?

Step 3: Develop Design Solutions

Note that the last step in the zone strategy process is design — creating graphics, images, typography, branding, displays, etc. This is what your foodservice communications will look and feel like.

It's tempting to jump straight to this step, but don't fall into this trap. Design should be driven by thoughtful analysis and strategy. High-impact creative design does not necessarily

result in improved business performance.

Step 4: Implement Zone Strategies

By now, you have identified your foodservice business objectives, you know what you want to say, and you know how you are going to say it. During this step, finetune and finalize your P2P and zone merchandising elements. Evaluate the concepts and get team consensus. Keep things objective by using some form of research to validate the concepts with your customers.

Select several stores that will serve as pilots for your optimized P2P communications. Monitor results during the test period. Measure sales increases, customer throughput and return on investment (ROI).

Step 5: Improve & Roll Out

Continue to monitor key measures of success to identify opportunities for improvement. What's working? What's not? Why? Make modifications to optimize your business results.

Feed these "lessons learned" back into the planning process. The next round of efforts will benefit from what you learned. Use research to find out from customers what's working and what's not.

Finally, roll out your optimized P2P communications strategy to other stores in the system.

Cozi Absolutes

From our experience with hundreds of initiatives, we can identify the key things you should absolutely do:

- Avoid holistic P2P merchandising strategies. A store is a collection of many different customer zones, so identify your store's customer operating zones.
- Understand exactly how customers make use of each zone. Customer research helps objectively evaluate customer behavior and identify opportunities for improvement.
- Develop P2P merchandising strategies that are responsive to each zone.
- Develop strategies that are designed to achieve specific business objectives and are responsive to customers' behavior in these zones.
- Develop measures of success and monitor results. Measures will help determine ROI.
- Based on results, enhance your strategies to continually improve outcomes and customer satisfaction.

Sounds simple? It's just common sense, you say. You're right! But it's amazing how many retail brands (even the smart ones) overlook the value of developing strategies based on customer operating zone improvement. It's time to start thinking in terms of customer zones. ■

GHRA Shares Spirit of Giving With Houston Food Bank

GHRA members and staff shared the spirit of giving and community on #NationalDayofGiving, November 28, by participating in the ABC13 Houston Share Your Holidays live event at the Houston Food Bank. GHRA donated \$40,000 and 3,900 cans of food valued at over \$7,000, and also volunteered at the Houston Food Bank and at local community donation drop off centers. The donation of \$40,000 was originally announced at the grand opening of the new Kudos convenience store in Huntsville and made in collaboration with Arca Continental Coca-Cola Southwest Beverages (CCSWB). GHRA's direct contribution of \$20,000 was matched by a community fund that CCSWB created using a portion of revenues generated from its business with GHRA convenience stores.



Houston ABC13 Anchor Jacob Rascon (left) interviewed GHRA CEO Brian Trout (center) and Board of Directors President Imran Ali (right) during the Share Your Holidays live show at the Houston Food Bank on November 28.



Shown from left, GHRA Director of Fuels Imraan Nabi, GHRA CEO Brian Trout, and GHRA Board of Directors President Imran Ali joined volunteers from other companies during the Share Your Holidays live show at the Houston Food Bank on November 28.



GHRA member service representatives worked the early shift from 4:30 to 8:30 am at the Houston Food Bank. During a short break, Jeff MacGorman took this photo of his GHRA colleagues Troy Harrup (left) and Pedro Morales.



GHRA leaders joined other volunteers at the Houston Food Bank Share Your Holidays drop off center in Sugarland. Shown above, from left to right, are: Ismaili Center Southwest Council Honorary Secretary Imran Bandoali, GHRA Board of Directors Vice President Norain Momin, GHRA Senior Vice President Navid Karedia, GHRA Treasurer Jamal Jivani, Southwest Council President Faisal Ali, GHRA Director of Human Resources Romina Kadiwal, and other community members.



Driving Fuel Customers Into the Store

PDI Technologies: Having the products customers want is key.

By *Convenient Store News*

ALPHARETTA, Ga. — Convenience store retailers need to focus on fundamentals after experiencing significant tailwinds behind the rise of in-store sales, according to a new report from PDI Technologies Inc.

Encompassing data from PDI and GasBuddy, a PDI company, “Tracking Convenience Report: From the Pump to the C-Store” urges convenience operators to convert visitors from the pump to the store, ultimately increasing overall foot traffic to drive sales and increase engagement.

“Evolving trends in the convenience retail landscape are reshaping customer behaviors, but today fuel stops remain the primary driver of convenience store visits,” said Patrick De Haan, head of Petroleum Analysis at GasBuddy. “In light of today’s unpredictable fuel market, retailers should adapt their approach to entice fuel customers to explore the store, especially during peak visit hours, in order to drive sales growth and increase customer engagement.”

Key insights from the report include:

- Increase units per basket for foundational growth: During 2023, convenience retailers experienced significant tailwinds behind the rise of in-store sales (up 2.2 percent), spend per basket (up 3.9 percent) and average price per unit (up 4.1 percent). But most of this growth has been driven by persistent inflation.
- Get to know the in-store consumer mindset: Store trips were down 1.7 percent in 2023, but the overall

percentage of shoppers spending five to 10 minutes per trip in the store has grown year over year. Many consumers are displaying a different mindset at different times of the day, the report found.

- Know what customers are craving: According to PDI Insights and Analytics data, three key categories experienced especially high growth in 2023: alternative snacks, liquor and wine.

“This year, the retail landscape is defined by modest growth in in-store sales, primarily driven by price inflation rather than more trips or larger baskets,” said Greg Crow, vice president of Insights at PDI. “To thrive in this environment, convenience retailers need to get creative in how they approach balancing convenience and value to address consumer concerns about rising costs. Utilizing data-driven strategies is key to maintaining shopper engagement and building customer loyalty.”

To download “Tracking Convenience Report: From the Pump to the C-Store,” visit <https://pditechnologies.com/resources/report/2023-tracking-convenience>.

Alpharetta-based PDI Technologies resides at the intersection of productivity and sales growth, delivering powerful solutions that serve as the backbone of the convenience retail and petroleum wholesale ecosystem. Today, the company serves more than 200,000 locations worldwide with solutions like the Fuel Rewards program and GasBuddy, two brands representing more than 30 million users. ■



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