



GHRA In Action

OUR MEMBERS ARE OUR MISSION! VOL. 12 | SEPTEMBER 2025

Corrective Statements Period for Tobacco Retailers Ends

Page 09

Why C-Store Customer Experience Is More Important Than Ever

Page 08

Six Trends Driving the Future of Convenience Retailing

Page 07





GHRA TRADE SHOW
2025

GHRA
STRONG
TOGETHER. TODAY. TOMORROW.



SAVE THE DATE

GHRA TRADE SHOW 2025

WEDNESDAY, OCTOBER 29TH 2025

NRG CENTER - HALL E , HOUSTON TX

MEMBER REGISTRATION OPENING SOON!

In This Issue

■ SEPTEMBER 2025



13 *In Store* IN ACTION

33 *Partners* IN ACTION

Welcome Members

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

SWIFT 249	FUEL MAXX #109	ATLAS MARKET	SNAX MAX #9
A3 FUELS #21	A3 FUELS #23	ROADTRAC #15	SNAX MAX #10
A3 FUELS #22	A3 FUELS #24	FUEL ZONE #09	SNAX MAX #11
KARE MARKET #9	A3 FUELS #25	FUEL ZONE #16	SNAX MAX #12
KARE MARKET #10	EXPRESS FUEL #3	CORNER STOP #2	SNAX MAX #13
FUEL MAXX #103	EXPRESS FUEL #7	METRO MART	ON ROUTE #2
FUEL MAXX #106	KICK MART LLC	KWIK MART FOODS	POP IN #3



SAVE ON FUEL POWERED BY YOU, FOR YOU

You're not just saving on fuel — you're driving something bigger.

As a GHRA member, you're part of a united network that owns the success of GHRA Fuels. Together, we've built a powerful fuel distribution system that delivers high-quality, unbranded fuel at competitive prices — **exclusively for our members.**

By combining our resources, we reduce costs, expand our reach, and secure better deals through our unified approach. Every drop delivered is a direct result of your partnership and participation.

THIS ISN'T JUST OUR FUEL. IT'S YOURS.

Interested in joining GHRA Fuels?
Get in touch to learn more and sign up



Scan and join the
GHRA Fuels WhatsApp group
and stay fueled
with the latest updates!



Scan QR code to
Sign Up Today!



Imraan Nabi - Director of Fuels
281-295-5342 | lnabi@ghraonline.com



Rahim Lakhani - Fuels Customer
Service Representative
281-295-5336 | alakhani@ghraonline.com



Six Trends Driving the Future of Convenience Retailing

The C-store of tomorrow is equal parts kitchen, media network and energy hub.

By Convenience Store News

NATIONAL REPORT — A new report from Intouch Insight reveals six trends that will drive the future of convenience retailing, where foodservice now rivals fuel, tech-enabled touchpoints extend dwell time and loyalty programs bridge the gap between on-site and digital engagement.

The "2025 Convenience Store Trends Report" is an annual deep dive into how American shoppers define great convenience — and how leading chains are turning those expectations into revenue.

"By pairing on-site mystery shop and audit results evaluating performance at leading convenience-store brands with consumer survey data, this study shows exactly where the bar sits and how operators can clear it," said Cameron Watt, president and CEO at Intouch.

The six trends are:

1. Made-to-order (MTO) goes mainstream

- **What the data reveals:** Eighty-five percent of U.S. shoppers have tried MTO food at a convenience store,

and hot-meal purchases climbed from 29% in 2024 to 35% in 2025.

- **Why it matters:** Foodservice growth raises customer expectations to QSR-levels. Execution benchmarks need to change to capture market share, according to Intouch.

2. Value parity with QSRs

- **What the data reveals:** Seventy-two percent view c-stores as a viable alternative to quick-service restaurants, up from 56% a year ago.
- **Why it matters:** Cross-industry competitive meal bundles and pricing analytics are table stakes to protect share-of-stomach.

3. Loyalty as an engine

- **What the data reveals:** Seventy-two percent of shoppers are in a c-store loyalty program and 85% would join if rewards are personalized, yet cashiers failed to mention loyalty 65% of the time during audits.
- **Why it matters:** In-store coaching and prompts can unlock digital engagement, increased loyalty and incremental spend.

4. Retail media turns screens into salespeople

- **What the data reveals:** Forty-seven percent of shoppers noticed digital ads on-site —almost double last year's 27% — and more than one-third bought because of them.
- **Why it matters:** Coordinating content, placement, and measurement converts eye-share into high-margin ad revenue.

5. Electric vehicle (EV) charging drives incremental visits

- **What the data reveals:** Twenty percent of consumers choose a store specifically for its EV chargers, with millennials over-indexing at 45%.
- **Why it matters:** Longer dwell times create an opportunity for bigger baskets if amenities like food, seating and Wi-Fi, and service standards meet expectations.

6. Clean stores, trusted food

- **What the data reveals:** Seventy percent say overall cleanliness influences whether they believe food is fresh.
- **Why it matters:** Consistent standards and audit routines build confidence, repeat visits, and positive reviews.

"The c-store of tomorrow is equal parts kitchen, media network and energy hub," added Watt. "Operators who harmonize those roles won't just meet expectations; they'll redefine convenience for the next decade." ■



Why C-Store Customer Experience Is More Important Than Ever

From friendly workers to helpful technology to a loyalty program that's worth their time, shoppers increasingly value the personal touch, according to new data from Intouch Insight.

By C-Store Dive

Dive Brief:

- C-stores that offer a more personal touch, whether in the store or through the loyalty program, stand to win with customers and improve the bottom line, according to a recent report from Intouch Insight.
- Mystery shoppers highlighted employee engagement with customers as an area for improvement at convenience stores, with only 13% of workers suggesting additional items to purchase and 35% mentioning their store's loyalty program at checkout.
- Convenience stores are increasingly turning to technology to address customer service concerns by automating mundane tasks to let workers focus on creating a more personalized and quality customer experience.

Dive Insight:

Whether it's through remote forecourt monitoring targeting mobile ads to rewards program members, technology is becoming vital to c-stores. This also can include unique payment options or even retail media.

"Every pump screen, checkout lane, and app interaction is a chance to connect with customers and drive measurable impact," Intouch Insight said in the report.

When it comes to loyalty, 56% of customers said a good rewards program affects where they decide to shop. Personalization is a key part of that, as 85% of respondents said they were more likely to join a loyalty program whose rewards match their shopping habits, according to the report.

"C-stores that are getting loyalty right are pushing high-margin products with personalized offers, shaking in upsells through gamified rewards and keeping things fresh so customers don't check out — mentally or physically," said Intouch Insight in the report.

For retailers offering food, technologies like self-cleaning robots or automated staff training are important in turning one-off shoppers into repeat customers. The report noted that customers consider how clean the store is, the behavior of staff handling the food and the condition of packaging when deciding if the food is fresh. ■



Corrective Statements Period for Tobacco Retailers Ends

The point-of-sale signs have been required since October 2023.

By Convenience Store News

NATIONAL REPORT — After nearly two years of displaying corrective statement signs, tobacco retailers can now take them down.

In a message on July 1, the National Association of Tobacco Outlets (NATO) alerted members that the implementation period had expired. As the association noted, the settlement agreement reached by the U.S. Department of Justice (DOJ), Altria Group Inc., Philip Morris USA Inc., R.J. Reynolds Tobacco Co. and ITG Brands LLC required the corrective statement signs to be displayed at retail since Oct. 1, 2023.


The implementation period ran for 21 months, a timeline that ended June 30, 2025, NATO added.

"With the implementation period under the settlement agreement ending on June 30, 2025, this means that retailers can remove corrective statement signs from their stores on or after July 1, 2025, but not prior to July 1, 2025.

The signs do not need to be retained by retailers but can be discarded," explained Thomas Briant, the legal representative for NATO on the Corrective Statements Working Group.

The corrective statements were a result of a 1999 civil racketeering lawsuit against the largest U.S. cigarette companies, which was filed in the U.S. District Court for the District of Columbia. Following a 2004-2005 trial, the court found that the cigarette companies had defrauded consumers about the health dangers associated with cigarette smoking, according to the DOJ.

The point-of-sale corrective statements remedy was the last one issued by the trial court to be implemented. Starting in 2017, the corrective statements also appeared as ads on TV and in newspapers, on cigarette packages, and on the companies' websites and cigarette-brand social media pages, as *Convenience Store News* previously reported. ■



“The best way to find
yourself is to lose yourself
in the service of others.”

– Mahatma Gandhi