



# GHRA In Action

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

## **Snack Sales Reach \$693 Billion Globally**

Page 07

## **Snacks Category Changes to Meet the Needs of the GLP-1 Consumer**

Page 08

## ***Survey Uncovers Consumer Perceptions & Food Safety Concerns in C-Stores***

Page 10





Thanksgiving

THE GHRA OFFICES WILL BE **CLOSED**  
ON THURSDAY, NOVEMBER 27,  
AND FRIDAY, NOVEMBER 28, 2025.



# In This Issue

■ NOVEMBER 2025



15 *In Store* IN ACTION

27 *Partners* IN ACTION

# Welcome Members

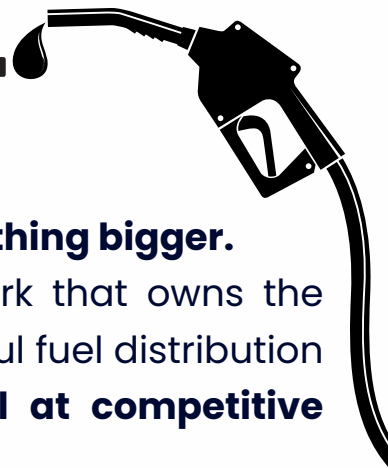
*On behalf of the Board of Directors and staff at GHRA,  
please welcome our new members:*

ROADSTAR #2	#1 FOOD STORE	T & J SUPERETTE
ROADSTAR #8	ROADTRAC #24	SMILEY'S EXPRESS #8
CRAVE IN	TIP TOP GROCERY	TRAC FUEL #11
BIG MART #16	FUEL DEPOT #25	2920 ON THE GO
T-REX CALDWELL INC	INTIME EDNA	IZZI MARKET #9
BELLFORT EXPRESS	STAR POINT C STORE	A3 FUELS #28
MI TIENDA FOOD MART	WALLY'S EXPRESS	A3 FUELS #29



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### INTERESTED IN JOINING GHRA FUELS?

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**Imraan Nabi** - Director of Fuels  
281-295-5342 | [Inabi@ghraonline.com](mailto:Inabi@ghraonline.com)



# Snack Sales Reach \$693 Billion Globally

The total marks a 2.4% increase compared to last year.

By CStoreDecisions.com

The global snack market reached a staggering \$693 billion in retail sales in 2024, according to data analytics company Euromonitor International. The uptick was driven by factors like shifting economic power and changing consumer values, with continued growth in the cards for the category.

Euromonitor International's World Market of Snacks Report 2025 highlights the industry-wide efforts and projects that the category's five-year forecast outlook will outpace its historic performance in 2019-2024, as the sector moves beyond pandemic-related strains and intensifies its focus on value-driven upgrades.

Citing the latest findings on snack insights and trends from Euromonitor International's Passport knowledge hub, Carl Quash III, global insight manager at Euromonitor International, said: "In the midst of turbulent tariffs and politics, rising producer costs and dynamic consumer habit shifts, the industry continues to realize a rise in value, resulting in a 4.2% growth to reach \$679 billion in retail sales in 2024."

In 2024, savory snacks remained the leading snack category, accounting for 35% of global value sales, while confectionery ranked second worldwide. Savory snacks continue to be a consumer favorite; however, a growing appetite for affordable indulgences is also shaping demand, with confectionery serving as a key outlet for value-conscious consumers seeking small moments of treat-driven

snack consumption.

Ice cream experienced the sharpest decline of any snack category, while sweet biscuits, snack bars and fruit snacks remained steady due to offering a stronger balance of perceived affordability and value. These shifts highlight consumers' growing emphasis on cost-effectiveness without compromising enjoyment, suggesting that affordable indulgence will be a key driver of snack choices in the coming years.

Snack brands are also increasingly extending into the health and beauty sector, using innovation to address consumer wellbeing needs from a fresh perspective. This reflects a broader blurring of category boundaries, where food and personal care intersect to support holistic health.

Notably, one in three global consumers expect to increase their spending on health and wellness in the year ahead, creating opportunities for snack brands to position themselves as lifestyle partners rather than just food providers. By leveraging trust, functionality and innovation, these brands can strengthen consumer loyalty while tapping into new growth avenues.

"The world is undergoing rapid societal shifts that are reshaping consumerism and redefining the standards that make a snack a worthy purchase," said Quash III. "To stay relevant, brands must be proactive and agile, continually evolving to meet changing consumer expectations." ■





# Snacks Category Changes to Meet the Needs of the GLP-1 Consumer

The channel mainstay is seeing a shift in focus to high protein, low sodium and smaller portions.

By CSNews.com

**NATIONAL REPORT** — With an increasing number of U.S. consumers taking GLP-1 drugs, either for medical reasons or weight loss, the question of how this will impact the food and beverage industry has been on the minds of both retailers and manufacturers. In fact, several studies have popped up

showing that these medications — which are known to curb hunger and cravings — have had an impact already and are something to continue watching as their popularity grows.

"The population to consider is more than just those who are on the drug today. We looked at those who are considering



it, have taken it and come off, and those on it," said Elizabeth Horvath, vice president of marketing, North America and Proactive Health at Kerry, a taste and nutrition partner for the food, beverage and pharmaceutical sectors.

The Beloit, Wis.-based company did a study of this consumer segment and found a 700% increase in the use of GLP-1s among American consumers without diabetes, with 6% planning to use them for life. Horvath noted that use of these drugs shows no signs of slowing down.

"Potentially a third of the population could be on these drugs at some point," she pointed out. "Six months ago, we would not have thought that, but as access to the drugs expand and they are being approved to treat other things besides diabetes and weight loss, I think this is long-term and will have an impact on the food and beverage industry on a long-term basis."

In fact, the number of people eligible for these drugs in the U.S. population currently stands at 52%, as the medications are being looked at for use with sleep apnea, heart disease and possibly addiction, according to Barb Stuckey, chief new product strategy officer at Mattson, a food product innovation specialist based in Foster City, Calif.

"It's in the single digits now (6%) using them, but that still represents millions of people," Stuckey said, noting that a study by Mattson found those on the medications did change their eating habits, including consuming products in smaller portions and with higher protein.

"I think every food and beverage category will be impacted, and [retailers and manufacturers] need to look at opportunities to serve these customers," she said.

### **Where the Opportunities Are**

Changes in eating habits are impacting some categories, like snacks, more than others. Taking GLP-1 drugs reduces a person's appetite significantly, slowing down the emptying of the stomach and making them feel full longer. Those who overeat report feeling very uncomfortable. This means users are eating less often and in smaller portions.

"Where before, they had a full meal and a 16- or 20-ounce beverage, they can no longer stomach that amount of food, so people are slashing their portion sizes," Stuckey said.

The study fielded by Kerry, which focused on people currently on the drugs, as well as those who have taken the drugs and stopped, found that 23% of respondents are eating less salty foods than before and 52% report wanting more savory snacks.

"Snack companies should be leaning into savory vs. salty now in their messaging, with flavors like herbs, chicken flavor and meaty flavor instead of salt and vinegar," Horvath advised. "There is an opportunity in snacking where these consumers may be looking at a snack as a meal replacement."

Kerry segmented these consumers into five categories, including the Dynamic Dad (comprising 27%) who is looking for portable, protein-packed snacks. This segment is still

shopping at convenience stores, but looking for meat snacks, protein bars and lower-sodium snacks.

"Lower sodium is a big opportunity, so reformulating snacks products with lower sodium and front-of-package labeling might come out in the next couple of years," noted Horvath.

Other consumer segments Kerry identified include the Future-Focused Improver (27%), which is comprised of Generation X women who prioritize long-term health and aging, and are seeking variety in food and beverage to achieve it; and the Trailblazing Trendsetter (25%), which is comprised of people focused on wellness, mental clarity, energy and immunity.

"There is a huge opportunity for c-stores to have snacks to meet these needs," Horvath said. "I would imagine an endcap in the future dedicated to the GLP-1 consumer base looking for low-sodium and high-protein snacking options."

Meanwhile, in Mattson's research of approximately 100 participants either on or having previously used GLP-1 drugs, the company used proprietary artificial intelligence (AI) to generate food concepts to be evaluated by the participants to see what would be most appealing to them when purchasing in the snack category. Smaller portions held the most appeal.

Other high-scoring options amongst the dozens of food concepts evaluated were pre-portioned grilled chicken strips, mini meal cups, electrolyte-enhanced fruit popsicles and small 2-ounce portions of Greek yogurt in pouches, according to Stuckey.

"A typical yogurt might be 8 ounces and that is too filling, so downsizing portions scored very well with consumers on GLP-1s," she noted. "Also, a two-bite brownie packed with protein and low in sugar did well. ... We also had a couple products focused on hydration, so a frozen hydration pop that had hydration salts scored well. We saw interest in anything with a hydration approach."

On the manufacturing side, food and beverage companies are taking note of the change in eating habits among the GLP-1 consumer base and coming out with products to cater to them.

In September 2024, Nestlé launched Vital Pursuit, a line of foods "intended to be a companion for GLP-1 weight loss medication users," a company spokesperson told Convenience Store News. The line includes "thoughtfully portioned meals, from bowls to pizza to pasta, delivering high protein, good sources of fiber and essential nutrients, all of which are the top-priority nutritional needs this new consumer segment consistently seeks."

Nestlé also introduced a Boost Pre-Meal Hunger Support nutritional drink to help consumers manage hunger. The beverage is designed to be consumed between 10 and 30 minutes before a meal "to promote the body's natural production of the hormone GLP-1 in response to a meal," the company spokesperson explained, adding that Nestlé plans to continue adapting and expanding with more product formats this year to meet evolving needs. ■



# Survey Uncovers Consumer Perceptions & Food Safety Concerns in C-Stores

Nearly eight in 10 consumers worry about contamination or spoilage of convenience foodservice offerings.

By CSNews.com

DALLAS — Convenience stores that offer fresh meals, premium coffee and budget-friendly bundles are becoming direct competitors to fast food chains, but as they enhance their prepared food offerings, they need to keep food safety at top of mind.

According to new research from operational and food safety solutions provider Logile, 79% of Americans worry about food contamination or spoilage when shopping at convenience stores — and their skepticism often outweighs their appetite.

The "2025 Logile Convenience Store Food Quality & Safety

Report," conducted in partnership with third-party platform Pollfish, gathered insights from 1,000 U.S. adults to reveal the red flags, trust-building signals and operational gaps that determine whether customers will make a purchase or not.

Key findings from the report include:

## ***The "think twice" list runs long.***

Eighty-five percent of respondents say they wouldn't buy sushi from a gas station or convenience store. Other items high on the "think twice" list include packaged salads (41%), pre-cut fruit (40%), hot case burritos (39%) and roller grill hot dogs (36%).

## ***Cleanliness is a make-or-break factor.***

More than three-quarters of respondents (77%) say food that has been sitting out too long is a dealbreaker, and 59% won't touch anything if the prep area looks dirty. More than half (56%) say they have walked away from a purchase after seeing an unclean machine or service station.

## ***Trust still trails restaurants.***

Seventy-four percent of consumers report trusting gas station or convenience store food safety less than restaurant food safety. Just 9% feel highly confident eating food from gas stations or restaurants.

## ***Consumers find bites are getting better.***

Fifty-three percent of survey participants say food has gotten better in recent years. However, only 10% report that their experiences are consistently positive.

## ***Shoppers want visible proof.***

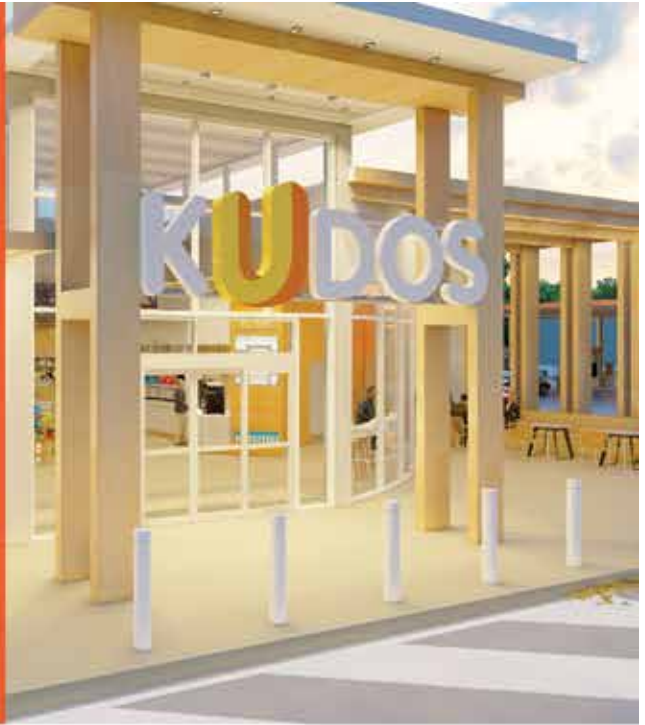
According to the report, 67% of consumers want to see signs that food is freshly made, 62% look for overall cleanliness and 54% check packaging for freshness or prep-time labels. Additionally, 33% say they would be more likely to buy if cleaning or food rotation schedules were visible in-store, and 40% say tech-enabled safety systems would boost their trust, but only if they see clear signs the store is following procedure.

"In today's competitive foodservice landscape, empowering frontline c-store workers to deliver confidence at every touchpoint isn't just operationally smart. It's essential to growing long-term trust and loyalty," said Purna Mishra, Founder and CEO, Logile. "That's why it's critical to equip associates with the processes and systems they need to maintain rigorous food safety protocols, consistent delivery of quality fresh foods, and a clean, well-maintained environment.

"With tools like automated temperature monitoring, real-time task alerts, cleaning checklists and fresh item inventory insights, associates become the driving force behind a safer, smarter and superior in-store experience," Mishra continued. ■



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## Kudos Reimage Standards

- U Fuel canopy with minimum 4 fueling positions
- U GHRA fuel or major brand (Chevron, BP, Shell, Exxon, Valero)
- U EMV-compliant pumps accepting credit cards
- U Clean, well-lit parking lot and forecourt
- U Cold vault with 8+ cooler doors
- U Approved POS & back-office system with scanning
- U Mobile payment & ordering ready
- U Meets all local/state health, safety, and ADA requirements
- U 1,000+ sq. ft. store with public restroom

## Kudos Estimate Cost

KUDOS Building Signage ..... **\$7,000.00**  
KUDOS Fuels' Canopy - (108' X 24') optional..... **\$32,500.00**  
KUDOS Pylon Signage - (Type R) optional..... **\$55,000.00**  
Interior Branding..... **\$35,000.00**

*All pricing is subject to change based on licensee-selected contractor/vendor and site specifications.*

**For full requirements and application details:**

For details contact: Daniel Oyetade [doyetade@ghraonline.com](mailto:doyetade@ghraonline.com) | 281-295-5394



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