



# GHRA In Action

OUR MEMBERS ARE OUR MISSION!

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## **‘Let Service Be Your Differentiator,’ Technomic Expert Says at CSP’s Dispensed Beverages Forum**

Page 09

## **Gen Z Prefers National Brands, but Shifts Spending Across Categories**

Page 11

## **Gen Z and Gen Alpha Choose ‘Expressive’ Beverage Choices**

Page 10

***FDA Authorizes First Non-Tobacco,  
Non-Menthol Flavored Vapes***

Page 08





HONORING

# JUNETEENTH FREEDOM DAY



THE GHRA OFFICES WILL BE  
**CLOSED** ON FRIDAY,  
JUNE 19<sup>TH</sup>, 2026



# WE ARE HIRING



### OPEN POSITIONS:

- WAREHOUSE ASSOCIATES
- ORDER SELECTORS/ PULLERS
- STOCKERS
- INVENTORY SPECIALISTS
- RECEIVING CLERKS
- FORKLIFT OPERATORS

### BENEFITS:

- PAID TIME OFF
- 401(K)
- MEDICAL COVERAGE
- CAREER GROWTH
- TRAINING & DEVELOPMENT
- SUPPORTIVE TEAM ENVIRONMENT

**SHIFTS AVAILABLE: DAY & NIGHT SHIFTS**

**APPLY TODAY**  
WALK UP. APPLY. GET HIRED



# MSR COORDINATOR FOR DSD SUPPORT



GHRA would like to remind members that for any Direct Store Delivery (DSD) questions or issues, please contact **Haris Barlas, MSR Coordinator**, for prompt assistance.

Your regular Member Service Representatives will continue visiting stores as usual. This role provides an added layer of support for faster, more consistent service.

**Contact: Haris Barlas | (281) 295-5341**



# Welcome Members

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

MOVEMENT #13

MOVEMENT #25

STAR MAXX 3

ON THE ROAD #149

SWIFT TRUCK STOP

KUICK TRIP

LIBERTY FUEL

LIBERTY FUEL

LIBERTY FUEL #3

LIBERTY FUEL #5

SNACKERZ #3

SNACKERZ #4

SNACKERZ #5

HOP STOP #6

SWIFT SHELDON

CULLEN FOOD MART

BINGO 290 TRUCK STOP

CHILLZ MARKET #1

ROADSTAR #18

BUCEK'S COUNTRY CORNER

SUPER FAST FOODMART



# FDA Authorizes First Non-Tobacco, Non-Menthol Flavored Vapes

Products are 4 Glas Inc. flavored pods, including mango and blueberry flavors.

By CSPDailyNews.com

The Food and Drug Administration said on Tuesday it has authorized the marketing of four e-cigarette products made by Glas Inc., an independent vaping technology company based in Inglewood, California. The authorized pods include Classic Menthol; Fresh Menthol; Gold, a mango flavor; and Sapphire, a blueberry flavor, marking the FDA's first authorization of non-tobacco and non-menthol e-cigarette products.

Each product is an e-liquid pod containing 50 milligrams/milliliters (or 5%) of tobacco-derived nicotine, and do not apply to any other Glas products, the agency said. The FDA said its review found the products demonstrated that their access-restriction technology, combined with FDA-required marketing restrictions, is expected to limit youth use.

The Glas system requires users to verify their age and identity with a government-issued ID and to pair the device with a smartphone via Bluetooth. The device will not operate if separated from the phone and the app conducts random biometric check-ins to confirm the registered user is the one using the device.

"By helping to prevent youth use, device access restrictions are a potential game changer," said Bret Koplow, acting director of the FDA's Center for Tobacco Products. "This technology is also an indication of the role innovation may serve in the effort to protect young people from threats posed by nicotine use and addiction while helping to enable availability of an expanded array of flavored options

for adults who smoke who may use these products to completely switch away from regular cigarettes."

The agency said the company showed that most adults aged 21 and older were able to complete the verification process, while youth and young adults were not.

Glas CEO Sean Greenbaum called the authorization a significant milestone.

"With this latest decision, the agency has now extended authorization to our flavored products, confirming that they meet the statutory standard of being appropriate for the protection of public health (APPH)," Greenbaum said in a statement. "Today's decision is an important step forward—not only for Glas, but for a clear, science-based path for responsible innovation in the United States."

The agency said it would continue to monitor the products and could suspend or withdraw authorization if there is evidence of increased youth use or if the public health benefits no longer outweigh the risks.

"With these orders, the FDA confirms the availability of an additional way for demonstrating that a non-tobacco flavored product meets the public health standard by using effective age-gating," the agency said. "It remains the case that a non-tobacco flavored product may be authorized where the application demonstrates its benefit in helping adults quit cigarette smoking outweighs its potential risks."

In March the FDA issued marketing granted orders for the company's Glas G2 Device and its Blonde Tobacco pod, which contains 50 milligrams/milliliters of nicotine.

To date, the FDA said there are 45 e-cigarettes authorized by the agency. These are the only e-cigarettes that may be lawfully sold in the United States.

The latest authorization comes following a Wall Street Journal report that President Trump rebuked FDA Commissioner Marty Makary over the weekend for not approving flavored vapes more swiftly.

In an April 29 article penned by Greenbaum on LinkedIn he said the "FDA's own scientists concluded that age-gated flavored products met the legal and scientific standard for authorization. Yet senior leadership appears to have blocked them without citing any new scientific basis for doing so."

Tuesday's announcement has also come under scrutiny, including from Yolanda Richardson, president and CEO of Campaign for Tobacco-Free Kids, who called it a "big step" backward for preventing youth e-cigarette use.

"Today's decision puts at risk the progress our nation has made in reducing youth e-cigarette use. It conflicts with overwhelming scientific evidence and the FDA's own repeated conclusions that flavors pose a substantial risk to young people," Richardson said in a statement. ■



# ‘Let Service Be Your Differentiator,’ Technomic Expert Says at CSP’s Dispensed Beverages Forum

Survey finds 88% of shoppers say service is important when choosing a c-store, up from 83% in 2023.

By CSPDailyNews.com

Service as a convenience-store decision driver is significantly up, said Robert Byrne, senior director, consumer research, at CSP sister research arm Technomic, Chicago.

Byrne, speaking Monday at CSP’s Dispensed Beverages Forum in Lombard, Illinois, said that in just the last three years, the importance is growing, with 88% in 2025 in a Technomic survey saying friendly service is important or very important when choosing a c-store. This was 86% in 2024 and 83% in 2023.

By comparison, he said, free Wi-Fi access was important or very important to 50% of customers in 2025.

“Consumers are increasingly interested in the people aspect of their experience in your stores,” he said, adding that Gen Z is interested in people.

Experience is mattering more than ever to these young consumers, he said. They’ll notice the music that’s playing, maybe even first before they notice anything else.

“Eighty-three percent of c-store consumers say a welcoming, comfortable atmosphere is important when they’re choosing that retailer for their services,” Byrne said. “That’s a significant majority. Use fresh eyes when you’re looking around your stores. Your customers already are.”

Customers’ expectations are often built outside of the four walls of a retailer’s c-store, he said. Retailers should take this into account when they consider what they’re doing inside their own stores.

“I say to all operators and retailers who will listen to me: Let service be your differentiator,” he said. “So much is

commoditized in today’s marketplace. This is the one way where you can truly stand out.”

He added: “Chick-fil-A, sure, they serve chicken sandwiches, but nobody serves a chicken sandwich the way that Chick-fil-A serves a chicken sandwich. Big difference. It means growth to them.”

## *Is the Dispensed Beverages Area Inviting?*

Retailers should audit the physical experience in their dispensed beverages area, Byrne said. Consumers use dispensed occasions as a break from their busy routines, and more than 85% of dispensed buyers come into stores to make their purchases.

“Is your area defined, inviting and well-maintained?” Byrne asked. “Does the in-store experience provide us that much-needed break?”

Retailers also should assess the element of service and human touch—and ask themselves what are the non-digital ways they are connecting with their customers.

“Consumers tell us service matters more than digital amenities—extend your brand of hospitality to the dispensed area to demonstrate your personal dedication to your guests,” he said.

Value through quick, high-quality service was important or very important to 85% of customers in 2025, up from 83% in 2024 and 79% in 2023, he said.

In addition, a knowledgeable staff was important or very important to 80% of customers in 2025, up from 77% in 2024 and 72% in 2023, Byrne said. ■



# Gen Z and Gen Alpha Choose ‘Expressive’ Beverage Choices

Keurig Dr Pepper’s State of Beverages 2026 Trend Report found that younger consumers seek out drinks for emotional and functional needs.

By Convenience.org

Keurig Dr Pepper this week released its State of Beverages 2026 Trend Report, highlighting how beverage consumption is evolving as Gen Alpha and Gen Z (Gen A/Z) lead a shift toward “more expressive and experience-driven beverage choices.”

The data found that younger consumers are rotating across more flavors, functions and categories, reflecting greater exploration and higher expectations for beverages that meet different emotional and functional needs.

The report highlighted five big trends in beverages:

- 1. Drinks as Self-Expression:** “For younger consumers, what’s in their cup is becoming a statement of identity. Nearly six in ten Gen A/Z consumers say their drink reflects who they are (58% vs. 41% of Millennials+), and they’re twice as likely to choose brands that signal something about them. That’s fueling a surge in exploration, with strong interest from younger generations in unexpected flavors (58%), globally inspired options (57%) and limited-edition drops (56%).”
- 2. Drinks Are Setting the Mood:** “Beverages are no longer just part of the moment—they’re helping define it. Gen A/Z consumers are 58% more likely to choose drinks based on mood or occasion. Their moments are more social and on-the-go, with Gen A/Z more likely than Millennials+ to enjoy beverages with food (65% vs. 57%), with others (59% vs. 50%) and away from home (42% vs. 30%).”
- 3. Go-To Drinks Are Out. Rotation Is In:** “One go-drink no longer does it all. Gen A/Z have more emotional

and functional needs per drink occasion (5 vs. 4 Millennials+) and rotate across more categories each week (6 vs. 5). Flavor is a major draw, with strong preferences from younger generations for fruity or juicy options (81%), sweet or indulgent choices (75%), citrus-forward flavors (72%) and bold profiles (64%).”

- 4. A New Definition of Wellness:** “Among Gen A/Z, wellness is less about restriction and more about what drinks can deliver, with 71% looking for function-forward beverages. By contrast, Millennials+ are 48% more focused on reducing sugar and 51% more focused on managing intake.”
- 5. Social Media Is the New Beverage Aisle:** “Digital channels are playing a larger role in trial and discovery. Sixty-three percent of Gen A/Z say what they see friends, creators and social feeds drinking influences their choices (vs. 48% Millennials+). They’re also nearly twice as likely to buy from brands that personalize recommendations (51% vs. 29% Millennials+).”

“Younger consumers don’t think in terms of a single ‘go to’ drink anymore,” said Katie Webb, senior vice president of marketing transformation, innovation & insights at Keurig Dr Pepper. “Younger generations are exploring more unique flavors, switching between beverages throughout the day and seeking options that can balance both function and feel-good.”

Functional beverage sales increased by 8.8% in 2025, according to NIQ. The market has seen more products promising more benefits. It’s an increasingly important—and increasingly complex—category. ■



# Gen Z Prefers National Brands, but Shifts Spending Across Categories

Researchers say this pattern indicates reduced engagement rather than outright rejection of established brands.

By CSPDailyNews.com

A new study by global retail platform First Insight finds that Gen Z consumers continue to prefer national brands across consumer packaged goods categories, even as many adjust their spending habits to balance cost and quality.

The report, “Is Gen Z still choosing your brand? Here’s what’s quietly changing across CPG”, is based on responses from 2,151 consumers ages 18 to more than 80.

Researchers found that Gen Z ranked national brands as their top purchase choice in every category tested, ahead of store brands, premium products and direct-to-consumer alternatives. However, 59% of Gen Z respondents said they reduce spending in some categories to afford higher-priced items in others. Staples such as food, beverages and household goods are among the most common areas for cost-cutting, while health and wellness and beauty products are more likely to receive premium spending.

About 31% of Gen Z respondents said they are most likely to purchase store-brand food and beverages to save money, and 24% said the same for household goods.

The study also found differences in how generations perceive brands. Gen Z respondents were less likely than baby boomers to identify national brands as the most noticeable option when shown product images. For example, 68% of boomers said a national brand stood out first in a household cleaner comparison, compared with 44% of Gen Z. Similar gaps appeared in categories including facial cleansers, dog food and vitamins.

Despite this, Gen Z still ranked national brands highest when asked about purchase preference.

The report suggests that national brands may be losing consumer attention at earlier stages of decision-making. In one example, the skincare brand CeraVe was identified as standing out to 52% of Gen Z respondents, but only 33% expressed interest in learning more about it. By contrast, the direct-to-consumer cleaning products company Blueland was initially noticed by 18% of respondents, while 30% said they wanted to learn more.

Researchers said this pattern indicates reduced engagement rather than outright rejection of established brands. Ratings for “least likely to choose” showed minimal differences between Gen Z and the broader population.

The findings align with earlier research from the company showing that 45% of consumers reported permanently switching from national brands to store brands when product quality met expectations.

Price and quality remain the primary factors influencing purchasing decisions, though their importance varies by category. Price was the leading factor in food, beverages and household goods, while quality ranked highest for skincare, beauty and health and wellness products.

The study also found that discount retailers are playing a larger role in grocery shopping. Forty-two percent of Gen Z and Generation X respondents and 40% of millennials said they had purchased food or beverages from chains such as Dollar General and Dollar Tree in the past month, compared with 25% of boomers.

Subscription-based purchasing is more common among younger consumers. About 75% of Gen Z and 72% of millennials reported having at least one product subscription, compared with 45% of Generation X and 31% of boomers. Among those who subscribe, discounts, exclusive products and convenience were cited as the primary motivations.

The report also identified three common Gen Z shopping patterns: they focus on value, they prioritized identity-driven purchases such as eco-friendly or premium goods and they rely on familiar brands, particularly in categories like pet food.

Researchers noted that similar behaviors are present among millennials, who report comparable trade-down habits and show high interest in subscription services, particularly in food and beverage categories. ■

# STAY IN THE LOOP

## BIG UPDATES. GREAT MOMENTS. FOLLOW US!

Follow along for company updates, upcoming initiatives, event highlights, community involvement, promotions, and all the exciting moments happening across GHRA, Big Madre Tacos y Tortas, GameDay Chicken, and Kudos!



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