



GHRA IN ACTION

OUR MEMBERS ARE OUR MISSION!

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A professional portrait of Riyazali Momin, the Executive Director. He is a middle-aged man with short, graying hair, a mustache, and a goatee. He is smiling and looking slightly to the right of the camera. He is wearing a dark blue suit jacket, a white dress shirt, and a blue patterned tie. The background is a blurred office interior with large windows showing a city skyline.

Message from
Executive Director

Riyazali Momin

Dear Members,

Fasten Your Seatbelt.
“GHRA is Going State-Wide”

Best Regards,

A handwritten signature in black ink that reads "Rizazali Monin". The signature is written in a cursive, flowing style.

Greater Houston Retailers Cooperative Association, Inc.



HAPPY
INDEPENDENCE DAY



JULY

**GHRA offices will be
CLOSED on Friday, July 3,
in observance of
Independence Day.**



Staying Cool, Staying Profitable: Beverage Sales Heat Up During Houston's Hottest Season

Turning Texas heat and July 4th traffic into beverage opportunities.

As summer temperatures soar across Houston and throughout Texas, convenience stores find themselves at the center of one of the busiest beverage seasons of the year. For fuel retailers and c-store operators, the combination of triple-digit temperatures and Independence Day travel creates a powerful opportunity to increase sales, drive customer loyalty, and boost profitability.

The Texas Heat Effect

Few markets understand the importance of cold beverages better than Texas. When temperatures climb above 90 degrees—and often exceed 100 during the summer months—consumers actively seek refreshment throughout the day. Whether commuters are fueling up before work, construction crews are taking a break, or families are traveling across the state, hydration becomes a necessity rather than a luxury.



This seasonal demand creates increased opportunities across multiple beverage categories:

- Bottled water
- Sports and hydration drinks
- Energy beverages
- Ready-to-drink teas
- Cold coffee beverages
- Fountain drinks and frozen beverages
- Functional and wellness beverages

For convenience stores, beverages represent one of the highest-margin and velocity categories in the store, making summer an ideal time to focus on merchandising and promotional efforts.



July 4th: America's Road Trip Holiday

The Fourth of July remains one of the nation's busiest travel weekends. Texans hit the road for family gatherings, lake trips, beach vacations, fireworks displays, and backyard barbecues. Every road trip creates additional stops at convenience stores for fuel, snacks, and cold beverages.

Retailers who prepare for increased holiday traffic can benefit from:

- Higher transaction counts
- Increased impulse purchases
- Larger basket sizes
- Stronger foodservice and beverage sales
- New customer acquisition from travelers

Successful operators understand that customers entering the store during July are often seeking quick, refreshing solutions. A well-stocked cold vault can make the difference between a routine transaction and a significantly larger purchase.

Winning at the Cold Vault

The cold vault remains the most valuable real estate in many convenience stores during summer months.

Best practices include:

- **Keep top sellers fully stocked.** Nothing frustrates customers more than empty shelves during peak demand periods.
- **Create easy-to-shop sections.** Group hydration products, energy drinks, and premium beverages together for easier navigation.
- **Feature grab-and-go options.** Position best-selling products at eye level and near high-traffic areas.
- **Maintain cold temperatures.** Customers expect beverages to be ice cold, especially during Houston's intense summer heat.

The Rise of Hydration

Consumer preferences continue evolving beyond traditional soft drinks. Many customers are actively seeking beverages that offer hydration, electrolytes, vitamins, and functional benefits.

Popular trends include:

- Enhanced waters
- Electrolyte beverages
- Low-sugar options
- Functional energy drinks
- Protein beverages
- Better-for-you refreshment options

Convenience stores that balance traditional favorites with emerging beverage trends are better positioned to capture a wider range of customers.

Pairing Beverages with Foodservice

One of the easiest ways to increase average transaction value is through beverage and foodservice combinations.

Consider promotions such as:

- Fountain drink + hot dog specials
- Energy drink + breakfast sandwich offers
- Water + fresh food combinations
- Coffee + bakery promotions

These bundles provide customers with convenience while increasing profitability for operators.

Independence Day Merchandising Ideas

Create a festive shopping experience by incorporating patriotic themes into beverage displays:

- Red, white, and blue beverage showcases
- Holiday combo promotions
- Summer hydration displays near entrances
- Outdoor signage highlighting cold drinks
- Ice and beverage destination displays

Simple seasonal merchandising can drive impulse purchases and remind customers to stock up before heading to celebrations.

Looking Ahead

Summer represents more than just rising temperatures, it represents one of the strongest opportunities of the year for beverage sales growth. As Texans navigate the heat and celebrate Independence Day, convenience stores remain a trusted destination for refreshment, hydration, and convenience.

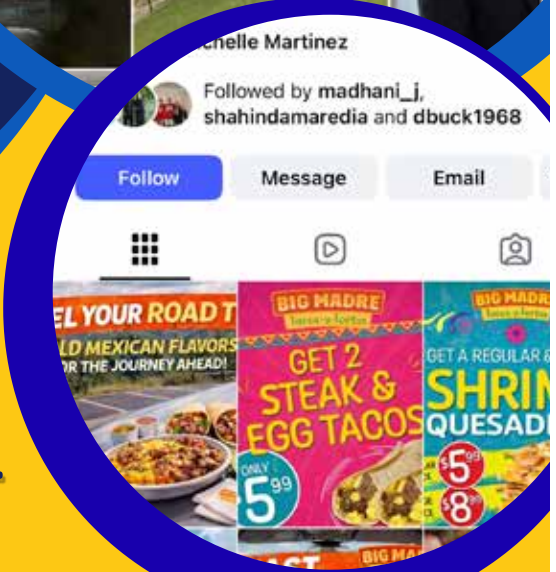


Sources: Industry insights adapted from data and trends reported by the National Association of Convenience Stores (NACS), AAA Travel Forecasts, and convenience retail industry market observations. ■

STAY IN THE LOOP

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