



GHRA IN ACTION

OUR MEMBERS ARE OUR MISSION!

VOL 13 | SEPTEMBER 2026

FRESH FOOD.
BIGGER OPPORTUNITY.
HIGHER MARGINS.

FEATURE INSIDE

BUILDING A STRONGER FOODSERVICE BUSINESS

LEADING THE CONVERSATION | DOUG BOONE,
DIRECTOR OF FOOD SERVICES - GHRA





GHRA & HPD LUNCHEON

PARTNERSHIP IN ACTION

GHRA was proud to meet with leaders from the **Houston Police Department (HPD)** for a luncheon focused on strengthening relationships between Houston's retail community and local law enforcement. Representing GHRA at the meeting were President Javed Maredia, Senior Vice President Renish Momin, and Executive Director Riyazali Momin.

The conversation provided an opportunity to connect, share perspectives, and explore ways GHRA and HPD can continue working together to support independent retailers and the communities they serve.

A special thank you to Chief Bashir and the HPD captains for taking the time to meet with GHRA leadership. We look forward to continuing this important partnership and working together toward a safer, stronger Houston community.



HAPPY LABOR DAY

In observance of Labor Day,
GHRA Offices will be CLOSED on
MONDAY, SEPTEMBER 7, 2026

Normal business hours will resume on
TUESDAY, SEPTEMBER 8, 2026

*Celebrating the hard work and dedication that strengthen
our businesses, communities, and country.*

**GHRA wishes our members, partners, and their families
a safe and enjoyable Labor Day!**

Welcome Members

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

INFINITY STOP #5
MOVEMENT #11
SMART STOP
WIN WAY #4
FUEL MAXX #121
ROAD TRIP #2
VORTEX #1
NICKY'S FOOD MART

EASY LANE FOOD MART #14
BREAKTIME AT 521
CHECK IN
XOOM
SWIPE FOR FUEL #5
SAVE A STEP #2
BUDDY FOOD MART
BODEGA

ONE RUN
AGGIES MARKET
QUICK N EASY #2
SPEEDSTER 210
A3 FUELS #41
JULIA'S #4
VICTORIA TRAVEL CENTER
FUEL DEPOT #8

BODEGA #8
JACK GROCERY #8
HOMETOWN FOOD MART
AJ MART #3
BIG BEARS EXPRESS
FALCON EXPRESS LITTLE YORK
J & R MARKET
THE HITCHING POST

BUILDING A STRONGER FOODSERVICE BUSINESS

How foodservice is helping independent retailers drive traffic, build loyalty, and improve profitability.

Leading the Conversation - Doug Boone, GHRA Director of Food Services



What kind of support does GHRA provide to members who decide to open a Big Madre or GameDay Chicken?

Doug: GHRA is here to make the process as simple as possible for our members. From getting started to opening your Big Madre or GameDay Chicken location, our team will guide you through the process and provide the support you need:

- Training to help you and your team prepare for opening and operations.
- Standard Operating Procedures (SOPs) to help maintain consistency and quality.
- Field Support so you have access to resources and guidance when you need it—you're not in it alone.
- Marketing Support to help promote your location and build customer awareness.

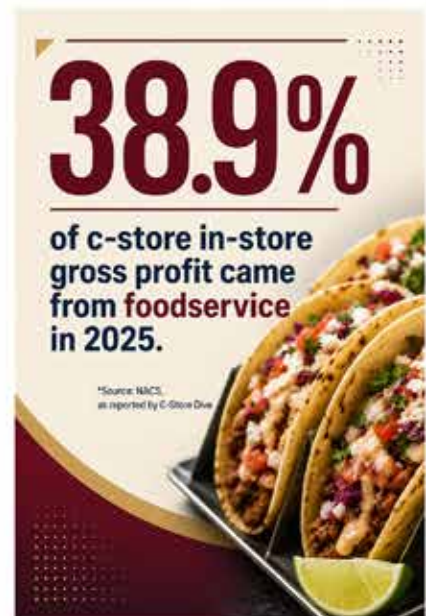
If you're interested in getting started, contact me at dboone@ghraonline.com, and I'll personally help you get connected and set up.

Beyond selling more food, how does food service in convenience stores help improve overall store profitability?

Doug: Foodservice has become an integral part of today's convenience store business. When you offer customers quality food they can consistently rely on, you give them another reason to choose your store and, more importantly, another reason to keep coming back.

Those repeat visits can also lead to additional purchases throughout the store, helping strengthen overall sales and profitability.

The numbers show just how important foodservice has become. According to NACS data cited by C-Store Dive, foodservice accounted for 38.9% of in-store gross profit in 2025. For independent retailers, a well-managed foodservice program isn't just another category, it can become an important part of the overall business.



Leading the Conversation

I'm very happy with my current food service program. Can GHRA still help me purchase products at a better rate?

Doug: Absolutely. If you're happy with what you're serving today, our goal is to see how we can help you operate it more efficiently and potentially save on your purchases. You don't have to operate a Big Madre or GameDay Chicken to benefit from GHRA's foodservice resources. We have a special program with Sysco that can help qualifying members take advantage of GHRA's purchasing opportunities while continuing to operate their existing food service concept.

If you could share one message with every GHRA member who is considering expanding into foodservice, what would it be?

Doug: Do it! Focus on consistency and simplicity. Customers should know that every time they visit your store, they can expect the same quality, taste, and experience. Keep the operation simple enough for your team to execute well every day, because a simple concept done consistently is much more valuable than an overly complicated program that's difficult to maintain.

THE OPPORTUNITY IS THERE. EXECUTION MATTERS.



Food and labor costs continue to impact foodservice profitability. What advice would you give members on controlling costs without sacrificing quality?

Doug: Understanding your costs is just as important as understanding your sales. Pay close attention to food waste, portion sizes, labor, purchasing, and inventory control. Managing these areas effectively can help protect your margins while maintaining the quality your customers expect.

Your menu also matters. More isn't always better. Focus on the items that sell consistently and that your team can execute well. A simpler, well-managed menu can make it easier to control inventory, reduce waste and maintain consistent quality.

What is one area you think convenience store operators often overlook when trying to grow their foodservice business?

Doug: One of the biggest opportunities for growth is understanding your customers and their buying habits. Pay attention to which items sell best, when customers are buying, and what keeps them coming back. Growth doesn't always mean adding more products. It can mean identifying what's already working and maximizing its potential.

- Fresh food, all the time — no exceptions.
 - Cook smaller batches more frequently to maintain freshness, quality, and consistency.
 - Focus on your best-selling items and find ways to increase their sales.
- Use customer purchasing patterns to determine what to prepare and when.



Sources: NACS State of the Industry Report® of 2025 Data; NACS Convenience Voices; NACS State of the Industry Talent Insights Dashboard; National Association of Convenience Stores (NACS), 2025–2026.



CONNECT . COLLABORATE . GROW

GHRA | TRADE SHOW 2026

MEMBER REGISTRATION IS NOW OPEN!

THIS YEAR, WE'RE GOING BIGGER!

For the first time, the GHRA Trade show is **OPEN to ALL** Greater Houston-area convenience store & gas station owners!

Join local retailers, suppliers, and industry partners under one roof to **Connect. Collaborate. Grow.**



**WEDNESDAY,
OCTOBER
28, 2026**



RELIANT CENTER - HALL E
(FORMERLY NRG CENTER)

1 FANNIN ST,
HOUSTON, TX 77054

IMPORTANT

GHRA Members or GHRA Member employees who wish to attend the trade show must complete the registration.

REGISTER ONLINE & SAVE!

Register through the GHRA Member Portal by Thursday, October 15th to avoid the **\$40 onsite registration fee.**

SCAN TO REGISTER

