



Nov 2018

ARA NEWSLINE

UNITY IS OUR STRENGTH



Holiday Safety

— *Winter Edition* —

PROTECT YOUR STORE

INSIDE

ARA Flash
Page 4

Americans with Disabilities
Act (ADA) Compliance
Page 6-7

Convenience Store
Security
Page 10-11

SNAP
Page 14

ARA PREFERRED VENDORS

Members who do not receive a response within 72 hours from an approved vendor listed below are encouraged to call the ARA ofce for assistance.

BEVERAGES

Buffalo Rock

Contact Person: Tommy Godfrey
Phone: 770-301-6259

Coca-Cola

Contact Person: Carlos Hagood
Phone: 678-294-2260

Community Coffee Co.

Contact Person: Chris Jones
Phone: 813-505-9044

Jarritos

Contact Person: Ismael Martinez
Phone: 915-892-6045

Matador Distributors

Contact Person: Stilian Todorov
Phone: 770-714-5868

Metro Coffee

Contact Person: Tom Drescher
Phone: 770-870-8852

Monster Energy

Contact Person: Jim Hahn
Phone: 205-616-9141

Pepsi

Contact Person: Robert Smyth
Phone: 770-527-4685

Royal Cup Coffee

Contact Person: Nelson Wilbanks
Phone: 404-391-7635

BACK OFFICE SOFTWARE

Modisoft

Contact Person: Sohail Modi
Phone: 1-877-602-6634

FINANCIAL SERVICES

World Pay

Contact Person: Che C. Powell
Phone: 678-587-1450

SmartbizPay

Contact: Mohammed Moinuddin
Phone: 404-806-5871

ATM Link (ATM Services)

Contact Person: Minhas Vellani
Phone: 281-568-4443
Tech Service Line: 877-937-9286

GROCERY

Core Mark

Contact Person: Treasure Lemons
Phone: 404-313-3560

Eby-Brown

Contact Person: Barry Bentley
Phone: 678-787-8510

ICE/SOFT ICE/ICE CREAM

Home City Ice

Contact Person: Jamey Looker
Phone: 618-303-7119

Premium Distributors

Contact Person: Steve Miller
Phone: 770-424-8851

PEST CONTROL

MASSEY Services Inc.

Contact Person: Roy Lawrence
Phone: 678-733-5665

PROPANE GAS

Amerigas

Contact Person: Charlie Sims
Phone: 770-458-8568 or 770-861-8499

Blue Rhino

Contact Person: Darius Lowe
Phone: 336-659-6926

SNACKS

Honest Kitchens Atlanta

Contact Person: Sam Strickland
Phone: 770-743-7993

Frito-Lay

Contact Person: Rob Riddell
Phone: 859-221-0811

SNACKS

Golden Flake

Contact Person: Keith Shirah
Phone: 1-800-239-2444

Snyder's Lance

Contact Person: Travis Hatcher
Phone: 678-983-4556

Wise Snacks

Contact Person: Derek Neasham
Phone: 770-843-2042

TANK MAINTENANCE

Center For Testing

Contact Person: Asad Altabchi
Phone: 678-637-6333

WASTE/RECYCLING SERVICES

Waste Industries

Contact Person: Tammy Bryant Pope
Phone: 252-293-4474
Customer Service Line: 877-649-2783

ARA PHONE: 770-455-4455

DISCLAIMER: ARA Newsline is a monthly publication which brings helpful business information to ARA members. The articles in this newsletter represent the view of the authors and not necessarily those of the public. While every precaution is taken to ensure that information represented is accurate, the publisher does not assume responsibility for the origin or correctness of the information supplied to use the quality and performance of products advertised herein. FOR COMMENTS & CONCERNS CALL ARA AT 770-455-4455.



ARA BOARD



Chairman
Karim Thobhani

Vice Chairman
Firoz Narsidani

Honorary Secretary
Malik Jivraj

Treasurer
Shamsuddin Nassar

*Marketing &
Promotions Lead*
Akbar Sharif

Director
Murad Jiواني

Director
Siraj Roy

Director
Jamal Tajuddin

Director
Alnoor Kassam

Office
2055 North Brown Rd. #200
Lawrenceville, GA 30043

Office Hours
Monday - Thursday
9:00 am - 5:30 pm
Friday
8:30 am - 5:00 pm

Phone
770-455-4455

Fax
404-478-8525

Website
www.araonline.us

Email
admin@araonline.us

Chairman's Note

Dear ARA Members,

As the weather cools and the holidays approach, most people start to wind down and take stock of the year that's coming to a close. In stark contrast to this, the ARA Marketing and Promotions Team (MPC) is in full swing meeting and negotiating with existing and new vendors with one objective in mind: negotiate the best possible programs for ARA members. All vendor programs are researched thoroughly using the latest data to capitalize on best-selling items within each category as well new and upcoming trends. Once all programs are finalized, corresponding terms and conditions will be communicated to members at the 2019 ARA EXPO, which will be hosted at the Infinite Energy Arena on Wednesday, February 27th. Make sure to save the date, as our EXPO team is hard at work to make sure the event is a great success!

As it has previously been communicated, ARA launched a pilot Digital Media Marketing program last year. The program includes the installation of a 42" Digital Monitor with proprietary ARA marketing content that aligns with preferred vendor promotions. The content is updated via the internet from the ARA office, and is on the same cycle as the outdoor spanner board. Thus far, our team has installed Digital Spanner Boards in more than 350 member locations with a target to reach 500 stores before the end of 2018. We have very high expectations for this program and several of our vendors have already begun supporting the platform by sponsoring promotions featured via this medium. This will incrementally have a significant impact on inside sales and increase profitability.

As I mentioned in my previous note, the venue format for Town Hall Meetings was changed to smaller venues in order to allow for greater interaction and participation with members. The last Town Hall was presented at the NE Jamat Khana and was well received. The plan for 2019 is to have multiple Town Hall Meetings at various locations that are convenient for members. Look for locations and times to be communicated.

I would also like to take this opportunity to announce that a formal relationship has been established with The Aga Khan Museum (AKM) in Toronto Canada. Delegates from the AKM visited the ARA office this past October 19th and met with the ARA Board of Directors on future collaboration opportunities. Needless to say, this is an important milestone for ARA members.

On a personal note, I want to thank all ARA members, vendor partners, current and former Board Members and leadership for taking the time to make the AKF Walk Run Atlanta a memorable event. Despite the threat of inclement weather, this year's event drew one of the largest crowds.

Karim Thobhani

Chairman
Atlanta Retailer's Association

ARA FLASH

SPANNER BOARD PROMOTIONS NOV. 1 – DEC. 31



JAVA MONSTER CANS

2 For \$5

Promotion Valid November 1-December 31, 2018

*Single at Regular Retail



2 / \$8.99

Single at Regular Price

YOU COULD SCORE TICKETS TO **SUPER BOWL LIII**

SEE IN-STORE FOR DETAILS

Pepsi® 12 oz. can 12-packs

Promotion Valid November 1st- December 31st

pepsi. | | | | | OFFICIAL SPONSORS OF SUPER BOWL LIII

PEPSI, PEPSI, PEPSI and the Pepsi Globe design are registered trademarks of PepsiCo, Inc.



All \$1.89 Lay's Chips

2 For \$3

Promotion Valid November 1-December 31, 2018

*Single at Regular Price



UNDERGROUND STORAGE TANKS OPERATOR A&B CERTIFICATION

Required by Georgia Environmental Protection Department (EPD)

NOTE:

Members who completed their certification course in 2012 must recertify as their certification will be expiring in 2019

THIS IS A CERTIFICATION CLASS

November 6th 2018

From : 4pm to 9pm

\$90

Fee will apply

After Completing this training course UST Owners will be trained on

- Federal and GA State Requirement & Definitions.
- GA State Requirement Notifications.
- Corrosion Protection and Spill/Overfill Protection and Closure Requirements.
- Release Detection Methods and Requirements.
- Financial Responsibilities, and Recordkeeping

Space is limited

Register Today -770-455-4455



ServSafe

Food Safety SEMINAR 2018

\$145

Fee will be Reimbursed if you Pass Exam

Register Today

770-455-4455

SPACE IS LIMITED

Workbook to be provided on registration

Saturday December 8th, 2018 from 8am to 5pm

Be Sure to register for the ServSafe Class And to take the Examination

You will learn about Food Safety and Kitchen regulations for your work place



NOVEMBER-DECEMBER 2018



NEW ITEM



20oz CORE
2 for \$3.00
Single at regular price

SINGLE SRP \$1.89



24 oz Bottle
2 for \$3.50
Single at regular price

SINGLE SRP \$1.99



32oz Bottle
2 for \$3.00
Single at regular price

SINGLE SRP \$1.79



20oz Bottle
2 for \$2.50
Single at Regular Price

SINGLE SRP \$1.39



1 ltr Bottle
2 for \$3.00
Single at regular price

SINGLE SRP \$1.99



DASANI
20oz Bottle
\$0.99
Suggested Retail Price

IN-STORE PROMO

Americans with Disabilities Act (ADA) Compliance

ADA compliance is a civil rights law, but we don't often think about ADA compliance in terms of accessibility. That's the paradigm shift that first needs to be made, especially as the silver tsunami approaches. Right now, there are 54 million Americans with disabilities (according to the Survey of Income and Program Participation) and they have a higher than average capacity for income, so they have a lot of money. If they can't get in your store, they can't spend their money in your store. And, it's not just the individual who is disabled who isn't coming into your store, it's also his or her entire family. If you start thinking of it in that way it becomes much more of a positive and proactive direction.

The Americans with Disabilities Act (ADA) requires businesses and non-profit organizations to provide goods, services and programs to people with disabilities on an equal basis with the rest of the public.

Some people think that only new construction and alterations need to be accessible and that older facilities are "grandfathered," but that's not true. Because the ADA is a civil rights law and not a building code, older facilities are often required to be accessible to ensure that people with disabilities have an equal opportunity to participate.

Businesses and non-profit organizations that serve the public must remove architectural barriers when it is "readily achievable" to do so; in other words, when barrier removal is "easily accomplishable and able to be carried out without much difficulty or expense."

The decision of what is readily achievable is made considering the size, type, and overall finances of the public accommodation and the nature and cost of the access improvements needed. Barrier removal that is difficult now may be readily achievable in the future as finances change.



One of the biggest things that is frequently out of compliance that directly impacts customers are the fuel dispensers. They're generally outside of the proper height range. If you are adding new dispensers then they need to be compliant. But for existing fuel dispensers that a store isn't able to replace right now, usually a small sign with the store's telephone number so that a person can use their cell phone to call the store and ask for assistance in pumping gas will satisfy the requirement. Replacing fuel dispensers is very expensive, so adding that sign has been

the solution that has been accepted by the Department of Justice.

To assist retailers with compliance, a comprehensive checklist was developed by the ADA. The checklist follows the four priorities that are listed in the Department of Justice ADA Title III regulations. These priorities are equally applicable to state and local government facilities.

Priority 1 - Accessible approach and entrance

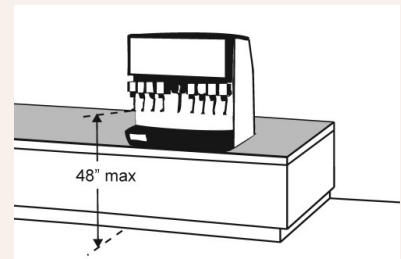
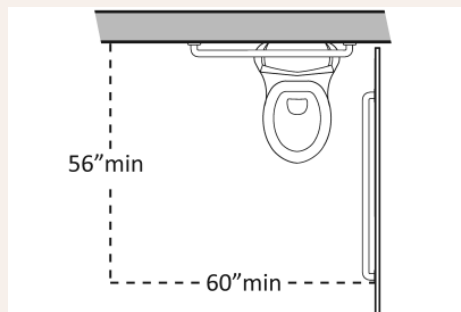
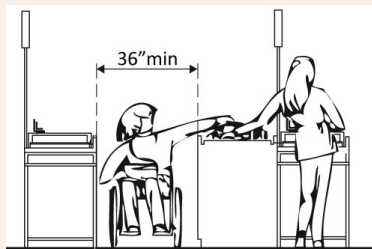
Priority 2 - Access to goods and services

Priority 3 - Access to public toilet rooms

Priority 4 - Additional Access

The ADA was designed to be enforced via losses. So if a store is not in compliance and somebody files a lawsuit, the average right now to settle a lawsuit is \$12,000 (per store). There appears to be a group that is traveling the country and filing lawsuits against convenience stores for failing to be ADA compliant. These kinds of groups are out there and they seem to be becoming more prevalent.

The best defense is a good offense. Retailers need to equip themselves with tools and knowledge in order to be proactive, be compliant and continue to cater to all customers.



The ADA Checklist for Existing Facilities can be downloaded at <http://www.araonline.us/education/>
For additional information and resources visit <http://www.adasoutheast.org/> or
<https://mcintoshtransforms.com/ada-regulations/>



Easy. Efficient. Empowering.

RUNNING A BUSINESS IS NOT EASY. USING OUR APP, ESP360, IS.

- ✓ Order anytime from anywhere
- ✓ Check status
- ✓ Manage returns
- ✓ Access analytics

Get started now. Contact your Eby-Brown sales representative today.



Eby-Brown
Delivering Solutions Daily
for more than 125 years

1-800-768-6524
www.eby-brown.com/ESP360

SPANNER BOARD



Frito Lay Snacks Select Flavors

Regular Price \$1.89



Prices valid November 1st-December 31st

Promo cost will be \$1.15 on these items
Verify your invoice and call ARA if pricing not received



Frito-Lay Nov. – Dec. Takehome Promotions*



- **Nov. 1st – Dec. 31st**
 - \$4.29 Doritos @ 2/\$7.00
 - \$0.22 PA
 - 16% Trade Margin
 - 3 oz. Matador @ \$5.99
 - \$0.19 PA
 - 33% Margin
 - \$3.49 Lay's @ 2/\$6.00
 - \$0.12 PA
 - 18% Trade Margin



***All promotions are Selectable. Store to work with Frito-Lay salesman to run promotions.**

2/\$8.99

Single at Regular Price

Promotion Valid November 1st- December 31st

MAKE YOUR SUPER BOWL LIII OFFICIAL
YOU COULD SCORE TICKETS TO
SUPER BOWL LIII
SEE IN-STORE FOR DETAILS

Pepsi® 12 oz. can
12-packs



SPANNER BOARD



pepsi | Rockstar | Aquafina | LIII OFFICIAL SPONSORS OF SUPER BOWL LIII
PEPSI, ROCKSTAR, AQUAFINA and the Pepsi Globe design are registered trademarks of PepsiCo, Inc.



16 oz Can
\$ 1.19
Suggested Retail Price

IN-STORE PROMO



20 oz Bottle
2 for \$3.00
Single at regular price

Single SRP \$ 1.99



1 liter Bottle
\$0.99
Suggested Retail Price

IN-STORE PROMO



20oz Bottle Flavors
2 for \$2.50
Single at regular price

Single SRP \$1.39



20oz Bottle
\$0.99

IN-STORE PROMO



16oz Can
2 for \$3.00
Single at regular price

Single SRP \$1.99

Convenience Store Security

ARA Risk Management Committee

Convenience stores have always been tempting targets for thieves but with the hustle and excitement of the Holidays, they risk becoming even larger marks for criminal activity. The following security steps will help increase the safety of convenience store employees and reduce theft.

Cash Control



Cash is usually what lures criminals. With good cash-handling policies and good signage, you can greatly reduce the chance that your store will be robbed. One study found that robbery rates drop by 80 percent when potential robbers know that there's \$50 or less in the cash register. Advertise to everyone who walks in your store that you keep only \$50 or less in your cash register after dark, and that the employees don't have the keys to the safe. Never count deposit in front of customers and vary time and route taken when traveling to the bank.

Install a Drop Safe

Install a drop safe and implement cash drop procedures with your employees. Be sure that your employees understand that the procedures are in place to protect them, not just the company's money.

Employee Security Education

How employees behave has enormous impact on whether your store is robbed and on the extent of injury in the instances that they are robbed.

Provide Annual Security Training

Studies have shown that the likelihood of violence is 49% higher when employees resist a robber. Further, when employees become familiar with your existing security measures they are not as likely to participate in "inside" robbery attempts. For additional information, download the ARA Safety & Security Handbook at:

http://www.araonline.us/wp-content/uploads/2018/08/ARA_NL_Feb_2017.pdf.

Install Silent Panic and Holdup Alarms



These types of alarms protect your employees in potentially violent robbery situations. While they are not useful in preventing robberies, they can help reduce the impact of a robbery in progress. Provide proper training on the usage of silent alarms so that employees know how to safely use them. Cameras properly aimed at the door and at the register can also provide valuable after-the-fact images for use in court.

Remove Excessive Signage From Windows

Visibility in and out of a convenience store plays an enormous role on the psychological comfort of the would-be robber. If robbers know they can be seen from the outside, then the likelihood of a robbery falls. Keep your windows clear of any and all signage.

Keep Shelves Stacked Moderately

Robbers often have a loitering period before they strike when they are getting comfortable inside a store. If they remain visible to employees -- and the parking lot -- then they are less likely to get comfortable with the idea of robbing you. Further, lower shelves can reduce incidences of shoplifting.

Have Two Employees on Duty During High-Risk Times

Having more than one employee on duty can reduce the risk of robbery during the most high-risk robbery times. It's vital that both employees are well-trained on violence reduction, as sometimes two employees are more likely to fight back against robbers.

Post Height Strips at Exits

For post-robbery management, put height strips at your store's exit points. This can help employees identify a robber after a hold-up.

Provide Adequate Lighting



Adequate lighting is shown to deter robbers. Be sure that faces in your parking lot are easily visible from the street. Strong, white lighting outside of your convenience store can also make your customers feel safer.

Check Store Perimeter

If your location is not open 24 hrs., always check the exterior of your store for any evidence of an intruder or break in at opening or closing. Call the police if you spot any suspicious activity or vehicles.

If your location does not have or is missing Safety & Security decals, call the APA office to request a set from your Member Support Representative (MSR).

For more information or resources go to: <http://www.araonline.us/safety-security/>

CRIME PREVENTION IS EVERYONE'S BUSINESS



When you need We Card at your fingertips!

Carding Tips & Training Games

Age Calculator
Plug in the date-of-birth to calculate age for Tobacco, e-Cigs & Vapor or Alcohol

eCalendar
Just like We Card's Calendar but on your Smartphone!

wecardnow.com
Get your Smartphone and scan this QR code:

© 2017 The We Card Program, Inc. All rights reserved.



ATM LINK, INC. | EST. 1999
CALL US 877-937-9286 | SHOP US ONLINE www.atm-link.com

PREFERRED ARA ATM VENDOR
LET US MATCH OR BEAT ANY OFFER

Your Processing Income:
100% SURCHARGE + 100% INTERCHANGE

FROM NETWORKS ON APPROVED SURCHARGED CASH WITHDRAWALS, BALANCE INQUIRIES, TRANSFERS & DENIALS

PROCESSING COST SPECIAL OFFER:
7 CENTS PER TRANSACTION

OPT CONNECT 4G Wireless Connectivity



BONUS: 2 YEARS WARRANTY

MEMBER SPECIAL: \$50 OFF
\$14.99/MTH WITH PURCHASE
OR RENT FOR \$24.99/MTH

ATM SLIM SECURITY Secure your Investments



AVAILABLE IN DIFFERENT COLORS

MEMBER SPECIAL: \$1,099++
SAVE MORE WHEN PURCHASED
WITH NEW ATM

ATM LINK, INC. IS A REGISTERED ISO OF CITIZENS BANK N.A. PROVIDENCE, RI • EXPIRES NOVEMBER 30, 2018 • VALID FOR ARA MEMBERS ONLY
PRICE SUBJECT TO CHANGE. NOT VALID WITH ANY OTHER SPECIALS. CALL US FOR MORE DETAILS. RESTRICTIONS APPLY.



CALL US TOLL FREE **1 (877) 937-9286**



Core-Mark®

Want to make an extra \$25,000 in profits in the next 12 months?



Core-Mark's *Fresh Food Fast* program features high-quality fresh items. Fresh Food Fast Coolers, on average, can generate an additional \$5,600 in fresh sales, increasing profits to an average of \$2,400 per month.

With the right placement, strategy and retailer commitment – we'll even provide your store with the cooler for FREE - a \$5000 value!**

Call us today to schedule a discussion at 404-792-2000

** 3 year term required – retailer must qualify and comply with Core-Mark requirements to receive.

NEW!



NITRO & COLD BREW COFFEE



Made from 100% Arabica coffee beans, our pure cold brew concentrate is brewed using an authentic cold brewing process. Community® Cold Brew Coffee delivers a deliciously rich and bold taste. Infuse with nitrogen to develop a sweet crema and velvety smooth taste.



**JAVA
MONSTER
CANS**



2 ^{\$}**For 5**

*Single at Regular Retail

SPANNER BOARD

12/1 - December 31, 2018



16 & 15.5oz Can
2 for \$4.33
 SRP \$2.89

IN-STORE PROMO



16oz Can
2 for \$4.33
 SRP \$2.89

IN-STORE PROMO



12oz Can
2 for \$4.33
 SRP \$2.89

IN-STORE PROMO



8.3oz Can
SRP \$2.99
 NEW ITEM!

IN-STORE PROMO



13.7oz Bottle
SRP \$3.29
 NEW ITEM!

IN-STORE PROMO



16.9oz Can
SRP \$2.99
 NEW FOR SUMMER

IN-STORE PROMO


Supplemental Nutrition Assistance Program (SNAP)

What can SNAP Buy?


- Foods for the household to eat, such as:
- breads and cereals;
- fruits and vegetables;
- meats, fish and poultry; and
- dairy products.
- Seeds and plants which produce food for the household to eat.

Can SNAP be used to buy ENERGY DRINKS?




















- Energy drinks that have a NUTRITION FACTS label **are eligible** foods
- Energy drinks that have a SUPPLEMENT FACTS label are classified by the FDA as supplements, and are **not eligible**



WHAT CAN YOU BUY WITH S.N.A.P. BENEFITS?



The Food and Nutrition Act of 2008 says that participants can use SNAP benefits for "any food or food product for home consumption except alcoholic beverages, tobacco, and hot foods or hot food products ready for immediate consumption." The USDA provides a simple breakdown of what can and cannot be purchased.

YES:				NO:		
 Breads and cereals	 Fruits and vegetables	 Meats, fish, and poultry	 Dairy products	 Beer, wine, or liquor	 Cigarettes or tobacco	 Non-food items
 Seeds and plants that produce food	 Soft drinks	 Candy	 Cookies	 Vitamins or medicine	 Hot food or food eaten in the store	 Live animals
 Snack crackers	 Ice cream			 Gift baskets that contain non-food items	 Cosmetics	 Ornamental gourds

Source: USDA



ARA In-Store Promotion

MAKE YOUR SUPER BOWL LIII OFFICIAL

YOU COULD SCORE TICKETS TO SUPER BOWL LIII



OFFICIAL SPONSORS OF SUPER BOWL LIII

TEXT **ARAATLANTA** TO **732-573-6837**
FOR YOUR CHANCE TO
SCORE A PAIR OF TICKETS TO
SUPER BOWL LIII

Limit one (1) entry per day, per person and per mobile phone number, regardless of entry method.
By participating, you agree to send/receive up to three (3) text messages about the sweepstakes from Anheuser-Busch. Message and Data Rates May Apply.



OFFICIAL SPONSORS OF SUPER BOWL LIII

NO PURCHASE NECESSARY. Void where prohibited. MESSAGE AND DATA RATES MAY APPLY. Begins on 11/1/18 at 12:00:00 a.m. ET and ends on 12/31/18 at 11:59:59 p.m. ET. Open only to legal residents of the U.S. residing in GA who are 18 years or older at the time of entry. See Official Rules at www.pepsosuperbowl.com/superbowl for how to enter, additional eligibility restrictions, prize descriptions, restrictions and complete details. Subject to complete Official Rules. Odds of winning depend on total number of eligible entries received. SPONSOR: Pepsi Beverage Company, 1380 W. Sand Lake Rd #200, Orlando, FL 32819. The NFL Entities (as defined in the Official Rules) have not offered or sponsored this sweepstakes in any way.

All marks related trademarks are owned by Frito-Lay North America, Inc. © 2018. PEPSI and the Pepsi Globe are registered trademarks of PepsiCo, Inc. © 2018 A & B, Bud Light® Beer, St. Louis, MO. Enjoy Responsibly.



In-Market Timing: 11/1/18 – 12/31/18

**Promotion: Text To Win a pair of
Super Bowl plus Taste of the NFL
Experience Tickets!**

Hot Deal on a Cool Treat!

only..

99¢



How it works:

- **Premium Distributors will discount each case \$4.80 for a net cost of \$16.40/cs or .68¢ per sandwich! (regular .88¢ each)**
- **Retailer sells for .99¢ for the entire promotion period**
- **Retailer realizes a 31% Gross Margin!**
- **Your customers come back for more!**

**** Limited time offer: 12/3/18 – 1/31/19**



80Z AND 12OZ EVERY DAY LOW PRICE

ALL VIP ACCOUNTS, YEAR ROUND

PACKAGES: 80Z AND 12 OZ

REQUIREMENT: 2/ \$4.22 AND 2/ \$5.33



ASK YOUR SALESMAN ABOUT THE 2019 RED BULL PROGRAM



2018 VIP OPT-IN CONTRACT



Join us in Partnering for your Ice Category

- The average American buys four bags of packaged ice each year.
- Add the 22lb 'BIG BAG' to your ice category and maximize profits.
- Better merchandising support with improved service levels
- Established distribution network in Georgia
- ARA Exclusive Pricing



HOME CITY ICE
"Healthier than Homemade"

Please call Home City Ice at 513-598-3443 for more information



3 Ft
Rack



Call To Make An
Appointment
To Get This Rack
Set In Your Store
1-800-239-2444



For More Information,
Contact Your Golden Flake
Representative
1-800-239-2444

Check us
out online!



Ask About ARA Quarterly Rebates Plus Additional Funding for Space

WWW.GOLDENFLAKE.COM

CATEGORY INSIGHTS - ALCOHOL SHOPPER

Convenience is beer's single largest platform, and growing – but the landscape is evolving.



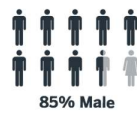
WHO

THE CURRENT C-STORE ALCOHOL SHOPPER

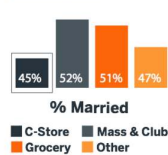
Young



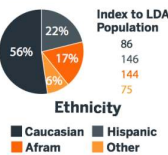
Male



Unmarried



Diverse



WHERE

4 KEY C-STORE SEGMENTS*

Neighborhood Residential area. Fuel and coffee stop for commuters and neighborhood walk-ins. Low price/deal sensitivity.

Hispanic In predominantly Hispanic neighborhoods, or elsewhere but serving predominantly Hispanic clientele. Seek deals.

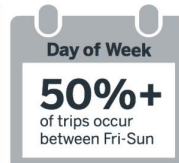
Urban Higher-density area serving diverse group of mostly walk-ins. Hybrid work/residential focus. Value shoppers seek EDLP.

Highway Fuel-driven stop, typically serving non-local traffic passing through. Lower need for immediate consumption. *Several more account types exist

WHEN

TIME

49% of trips to convenience are spontaneous.



Frequency

All stores
Highway
Urban
Neighborhood
Hispanic

Alcohol Trips per Week



WHY

For What



#1 Relax



#2 Social



#3 Party

For Whom

72% buy for self.

Lower: Urban.
Higher: Hispanic.

Why C-Store

Channel chosen for beer selection.

Store chosen for proximity to home/work.

WHAT

Pack Size Purchased



Beer Temperature Purchased

98% of shoppers buy beer cold.



Time to Consumption



HOW

Route



71% of trips begin at work or home.

78% of trips end at home.

Transportation



87% drive.

Lower: Urban.
Higher: Highway.

Planning



~90% of all category, brand and pack choices are made pre-store.

Speed: Time in Aisle



:05

Hispanic



:22

Urban



:15

Highway



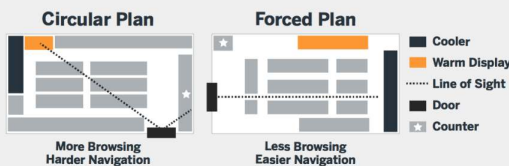
:10

Neighborhood

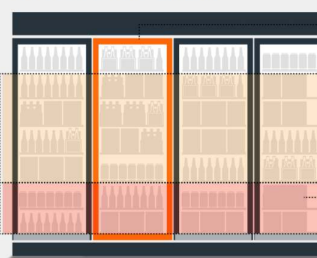
STORE LAYOUT

FLOOR PLAN

Shoppers are goal-oriented and navigate directly to cooler. Visibility of cooler upon entry, and directness of route between door, cooler and counter, affect level of browsing engagement.



COOLER ENGAGEMENT



TERMINAL DOOR

Doors at end of well-traveled aisles to cooler get very high engagement.

SINGLES DOOR

Doors containing singles get very high engagement.

STRIKE ZONE

Shoppers' visual attention is usually concentrated from eyes to knee-level.

EDLP

Value shoppers seek everyday low prices, starting on the bottom shelves.

TOP/BOTTOM AREAS

Low visual attention at most account types.

MERCHANDISING



RECALL NO ALCOHOL MERCHANDISING.

The rushed, highly planned nature of trips as well as the overwhelming amount of merchandising means breakthrough is very difficult.

Communication Placement

Good: On way to cooler
Better: Cooler-adjacent
Best: On cooler shelf or door

2 for \$4

Bad: Other category
Worse: Transition zone
Worst: Outside store

Buy 1, get 50% off 2nd*
*with purchase of x qualifying brands and y pack sizes

Communication Principles

1-Second proposition
Large font
Colorful contrast

10-Second proposition
Smaller font
Plain colors

FUEL YOUR BUSINESS!

LAUNCH YOUR BUSINESS WITH RATES AS LOW AS 9.99% APR*

Boost your business buying power with the Platinum FCU Small Business MasterCard® Credit Card, accepted everywhere you see the MasterCard symbol! Enjoy convenience, security and up to 1% Cash Back on all business purchases.

VISIT ONE OF OUR CONVENIENT
BRANCH LOCATIONS OR APPLY
ONLINE TODAY!

Platinum
Federal Credit Union
Toll Free: 1-877-FFCUIYOU (732-8496)
Phone: 404-297-6797
Email: businessdevelopment@platinumfcu.org
Web: www.PlatinumFCU.org

CO-OP
CREDIT UNION
We have more than 5,000 shared branch locations.
Call us or visit our website
to find your local branch.



*Annual Percentage Rate.
See credit union for more information.

AmeriGas®

PROPANE EXCHANGE

Experience the AmeriGas Advantage

- Over 59% of households own a gas grill
- 99% of all grill owners reported using their grill in the last year
- 62% of grill owners use them year-round

Providing propane enhances a convenient one-stop shopping experience for all of your customers and increases store traffic ...



- Trusted Products
- Reliable Customer Service
- Trusted Products
- ARA Exclusive Pricing



For Service Contact: Charlie Simms 770-458-8568 or 770-861-8499

BAKE CITY®

HK Atlanta Distributors

Presents
Baked Goods and Snack Program
Featuring

Cookie + Protein
Protein Muffins
Loaf Cakes
Danishes
Double Muffins
Malibu Kettle Chips
Senor Papas Spicy Snacks



2018 4Q Special Offer

25\$ off your new store display and product placement

- All Products guaranteed
- Full Service account management
- ARA guaranteed Pricing and Rebates

To Schedule your setup appointment call
Sam at 770-743-7993

UNCAP THE ULTIMATE SEAT

¡DESTAPA TU SÚPER ASIENTO!

YOU COULD WIN:



NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Open to residents of the 48 United States and the District of Columbia, who are at least 18 years of age at the time of purchase. Sweepstakes runs from 12:01 a.m. ET on 10/1/18 to 11:59 p.m. ET on 11/1/18. Winner will be selected by random drawing. Open to all who purchase a 2018 AmeriGas Propane Tank. To enter, visit www.AmeriGas.com/Contest. Complete the required registration information including entering your name, email address, and phone number. Winner will be selected by random drawing. All prizes must be claimed by 11:59 p.m. ET on 12/31/18. Total prize pool of \$245,000. Limit One (1) Grand Prize per person to \$100,000. To enter without a purchase, visit www.AmeriGas.com/Contest. Grand Prize will be a trip for two to the 2019 Big Game. Follow the above directions to see if you've won. Cash prize will be paid in a lump sum. All prizes are subject to change without notice. DO NOT DISCARD YOUR GAME CODE AS YOU WILL NEED IT TO CLAIM A GRAND PRIZE. For complete Official Rules, important terms & conditions, prize details, information, offer expiration dates & odds of winning visit www.AmeriGas.com. The odds of winning are 1 in 100,000. © 2018 AmeriGas, Inc. All rights reserved.



Atlanta Retailers Association
2055 North Brown Road, Suite #200
Lawrenceville, GA 30043

OPERATION HOLIDAY SAFETY



Keep Cash in Register LOW

Increase Staff at Closing



Reduce Signage & Increase Lighting

