



Offer bundling deals to refresh Ice Beverage sales.

As growing importance is put on snacking decisions and food combinations, the Ice Beverage foodservice group presents c-stores with extensive drink options and as much as a 52% profit margin. With sales dollars faltering in 2009, Ice Beverage products, when marketed with the right programs, have the potential to have large gains in 2010.

In order to keep the c-store customer coming back, consider that Ice Beverage decisions are now more commonly made on the basis of food and snack combinations. Establish your Ice Beverage section as a complement to other c-store segments and as an around-the-clock drink station. Maintaining this area's cleanliness and appearance morning, noon, and night will draw thirsty c-store shoppers to the foodservice section.

Also consider that current trends are pointing toward increased customer preference of frozen, non-carbonated drinks. Purchasers are more commonly looking for a quality drink that appeals to adults and children, as well.

Key brands in the Ice Beverage foodservice group include Caribbean Crème, Javo Coffee, Hudson Tea, and Lipton Tea. Specialty drinks offered in a wide variety of flavors will appeal to many different c-store shoppers.

Observe trends among adults such as ice coffee and flavored teas as well as fruit tastes in frozen beverages that kids love. Partner with these programs to make your c-store Ice Beverage a go-to destination and drive foodservice dollars to new heights.

Whenever possible, also make use of the drink and snack bundle options. Emphasize bundling and deal promotions in conjunction with other foodservice segments as well as categories within the store. Iced Beverages may be paired with a variety of products like salty snacks, sandwiches, pizza, bakery items, and much more! Consumers no longer purchase beverages just because they are thirsty. They purchase as a snack or meal replacement.

Keeping a clean Ice Beverage area, offering variety in flavors and tastes, and drawing attention to bundling deals will help your Ice Beverage dollars to flourish while incorporating and benefiting other segments of the c-store.

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**Growth Rate of Cold Dsp Bev Sales
12 Month Moving Average Indexed from Jan 2007**

