

COOL NEW PRODUCTS



This advertorial-style guide of services and packaging appears quarterly (January, April, July and October) and is an information-packed tour of ideas and approaches that can change how consumers view your store or choose your brand. It spotlights the newest thinking in convenience and fuel retailing, and gives you an advance look at ways of staying in front of industry trends.

Products are categorized the same way we organize the Cool New Product Preview Room at the NACS Show each year in October—*New Design, New to the Industry, New Flavors, Health & Wellness, Green (EcoFriendly), New Services and New Technology*. Products are considered “new” this year if they’ve been introduced since last year’s NACS Show (after October 20) and before this year’s NACS Show (October 7).

The products featured here can also be seen at NACS Online during January, February and March at www.convenience.org/coolnewproducts.



COMPANY

Iowa Rotocast Plastics

PRODUCT

Hexagon Cooler

Six-Sided Design Offers Multi-Branding

The six-sided “Hex” cooler from IRP offers five separate graphic panels to better promote your brand or family of brands. The Hex ice-down cooler has four divided bins designed for single serve RTD tea, sparkling water, energy drinks, soda or beer. Can also be used as a dry bin. Durable polyethylene unit is standard in black, but is available in custom colors. Heavy-duty casters for mobility, while the double-walled design and spray foam insulation mean less money is spent on ice consumption. The Hex is available with a header graphic for additional branding opportunities. Made in the USA. For more information, visit www.irpinc.com or call (800) 553-0050.



NEW DESIGN

COMPANY
Tyson Convenience

PRODUCT
Tyson® Chicken To-Go Packaging

Feature America's #1 Chicken Brand

Tyson, America's #1 frozen cooked chicken brand¹, is proud to release new branded packaging for favorite chicken products, helping make in-store product merchandising a breeze. Showcasing the Tyson brand increases consumers' likelihood of visiting your store, purchasing chicken products and seeing the entire experience in a more positive light². Capitalize on the strength of the Tyson® brand for your hot food program with new branded packaging for the premium lineup of Homestyle Breast Filets, Hot & Spicy Breast Filets, Homestyle Breaded Boneless Wings and Homestyle Breaded Tenderloins. For more information, visit <http://www.tysonconvenience.com> or call (800) 682-7272.

¹IRI Total U.S. Multi-Outlet, 52 weeks ending 6/4/2017

²Convenience Store Branding Research Report, maru/vcr&c, 2016



NEW FLAVORS

COMPANY
Cheyenne International, LLC

PRODUCT
Cheyenne Sweet Mint Cigar

Introducing Cheyenne Sweet Mint Cigars

Get the most from your OTP space by offering new Cheyenne Sweet Mint Cigars. The SKU addition offers the high quality and generous profits synonymous with the Cheyenne Cigar name. The Sweet Mint Cigar is the perfect balance of sweetness and fresh mint taste that results in a unique and unmatched cigar-smoking experience. Available in 20 cigars/pack with effective point of sale and display items to support your business. For more information, visit www.SweetMintSweetProfits.com or call (866) 254-6975.



NEW FLAVORS

COMPANY
The Hershey Company

PRODUCT
Reese's Outrageous Bars

Reese's Outrageous Bars

Reese's Outrageous Bars explode with texture and flavor, complete with caramel and crunchy Reese's Pieces candy surrounding creamy peanut butter and covered in smooth milk chocolate. Reese's Outrageous Bars will be available nationwide beginning May 2018 in a 1.4 oz. standard bar (SRP \$1.09) and a 2.95 oz. king-size (SRP \$2.09).



COMPANY
The Hershey Company 

PRODUCT
Hershey's and Reese's Popped Snack Mixes

Hershey's and Reese's Popped Snack Mixes

Popped Snack Mixes from Hershey provide a delicious blend of creamy and crunchy textures, with sweet and salty flavors. Debuting in two flavors: Hershey's and Reese's. Hershey's Popped Snack Mix includes mini Hershey's Milk Chocolate Bars together with chocolate drizzled popcorn, almonds and pretzels. Reese's Popped Snack Mix blends Reese's Peanut Butter Cup Minis and Reese's Pieces candy covered peanuts to drizzled chocolate covered popcorn and pretzels. Available in 4-oz. pouches (SRP \$2.99).



COMPANY
Merix Pharmaceutical Corp.

PRODUCT
Cold Sore Treatment

Convenience Size Releev® 1 Day Cold Sore Symptom Treatment

When a cold sore strikes, the convenience customer wants convenient relief fast! RELEV is a brand that consumers trust for fast relief. A double-blind, placebo controlled, clinical trial proves RELEV heals cold sores in as little as 1 day! It is super fast-acting—relieving pain in just 3-10 minutes and all symptoms within 24 hours! RELEV is a convenient topical treatment applied directly on cold sores. Now available for on the go... RELEV convenience anywhere! Only RELEV with VIRACEA can make the claim: FASTEST HEALING! GUARANTEED! For more information visit www.releev.com or contact Merix Pharmaceutical Corp. at (800) 224-4024 or e-mail cs@merixcorp.com.



COMPANY
Formula Four Beverages (USA) Inc.

PRODUCT
OXiGEN™ water

Tap Into The Benefits Of Added Oxygen

The functional water category is now truly functional with the addition of OXiGEN water, the only product of its kind containing 100x more oxygen than regular water. OXiGEN's active ingredient is a proprietary, highly stable, O4 oxygen molecule, not O2 (a compressed gas). The result? The added oxygen stays locked in the water until you drink it, not only providing much-needed hydration, but all the benefits of more oxygen. One of life's most vital elements, added oxygen is the key to all-natural recovery from exercise, increased stamina, and improved focus. OXiGEN is a real product delivering real results. It's also the Official Functional Water + Recovery Tool of FC Bayern. For more information, visit www.drinkOXiGEN.com and email info@drinkoxigen.com.