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.

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.

COMPANY
Iowa Rotocast Plastics

PRODUCT
Hexagon Cooler
Feature America’s #1 Chicken Brand
Tyson, America’s #1 frozen cooked chicken brand, 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 light.

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.

1 IRI Total U.S. Multi-Outlet, 52 weeks ending 6/4/2017
2 Convenience Store Branding Research Report, maru/vcr&c, 2016

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.

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).
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.