

Convenience Store News

FOR THE Single Store Owner

	FEBRUARY	APRIL	JUNE	AUGUST	OCTOBER	DECEMBER
	Ad Close: Jan. 8, 2010 Materials: Jan. 20, 2010	Ad Close: Mar. 8, 2010 Materials: Mar. 22, 2010	Ad Close: May 17, 2010 Materials: May 31, 2010	Ad Close: June 28, 2010 Materials: July 13, 2010	Ad Close: Aug. 21, 2010 Materials: Sept. 2, 2010	Ad Close: Nov. 5, 2010 Materials: Nov. 17, 2010
SPECIAL REPORTS & RESEARCH	<p>2010 INDUSTRY FORECAST SSO provides a forward look at retail and category performance over the coming 12 months. Study includes convenience industry sales forecasts for:</p> <ul style="list-style-type: none"> • Motor Fuels • Cigarettes • Other Tobacco Products • Packaged Beverages • Beer & Malt Beverages • Candy & Gum • Salty Snacks 	<p>NEW PRODUCT SCORECARD What new products drove sales growth in the convenience store industry over the past year?</p> 	<p>REALITIES OF THE AISLES: HOW CONSUMERS SHOP C-STORES Revealing and actionable information about what consumers buy in c-stores, why they buy and how they behave while shopping – designed to assist retailers in understanding the dynamics of the convenience store shopping trip, optimize marketing and merchandising efforts, and ultimately increase sales and profits.</p>	<p>2010 INDUSTRY REPORT FOR SINGLE-STORE OWNERS The only research report detailing the sales performance of single-store c-store owners. Report includes data on store growth, motor fuel sales, margins and sales trends by product category, operational metrics, and other key performance measures for owners to benchmark their financial results.</p>	<p>2010 FOODSERVICE STUDY Exclusive proprietary data on c-store foodservice operations.</p> <p>2010 TECHNOLOGY STUDY An exclusive study on the use and planned implementation of technology by single-store owners in the convenience industry.</p>	<p>TOP 25 WHOLESALERS An exclusive ranking of the Top 25 wholesale distribution companies that supply the convenience store industry.</p> 
FEATURES	<ul style="list-style-type: none"> • Regional Legislative & Regulatory Roundup • Petroleum Marketing 	<ul style="list-style-type: none"> • Alternative Profit Centers • Community Service 	<ul style="list-style-type: none"> • Employee Management • A Day in the Life of a SSO 	<ul style="list-style-type: none"> • Buying Better • Store Design & Layout 	<ul style="list-style-type: none"> • Security & Loss Prevention 	<ul style="list-style-type: none"> • Diversity in Ownership • Competitive Watch
CATEGORY FOCUS	<ul style="list-style-type: none"> • Packaged Beverages 	<ul style="list-style-type: none"> • Foodservice 	<ul style="list-style-type: none"> • Cigarettes, Cigars & OTP 	<ul style="list-style-type: none"> • Malt Beverages, Wine & Liquor 	<ul style="list-style-type: none"> • Grocery 	<ul style="list-style-type: none"> • Candy & Snacks
COLUMNS	<ul style="list-style-type: none"> • From the Editor • Perspectives • Promotion Calendar • NACS IQ • SSO Alumnus 	<ul style="list-style-type: none"> • From the Editor • Perspectives • Promotion Calendar • NACS IQ • SSO Alumnus 	<ul style="list-style-type: none"> • From the Editor • Perspectives • Promotion Calendar • NACS IQ • SSO Alumnus 	<ul style="list-style-type: none"> • From the Editor • Perspectives • Promotion Calendar • NACS IQ • SSO Alumnus 	<ul style="list-style-type: none"> • From the Editor • Perspectives • Promotion Calendar • NACS IQ • SSO Alumnus 	<ul style="list-style-type: none"> • From the Editor • Perspectives • Promotion Calendar • NACS IQ • SSO Alumnus
BONUS DISTRIBUTION	<p>WPMA February 16-19 • Las Vegas</p> <p>Tobacco Plus March 3-4 • Las Vegas</p> <p>AWMA Real Deal Expo March 10-12 • Las Vegas</p> <p>McLane Trade Show April 4-9 • Orlando</p>	<p>NCA Sweets & Snacks Expo (formerly All Candy Expo) May 25-27 Chicago</p>		<p>Hispanic Retail 360 Conference August 8-10 Scottsdale, AZ</p>	<p>The NACS Show® October 5-8 Atlanta</p>	