



GHRA In Action

OUR MEMBERS ARE OUR MISSION! VOL. 11 | NOVEMBER 2024

What Elections Mean for Tobacco, Nicotine Regulatory Space

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5 Insights From the 2024 NACS Show

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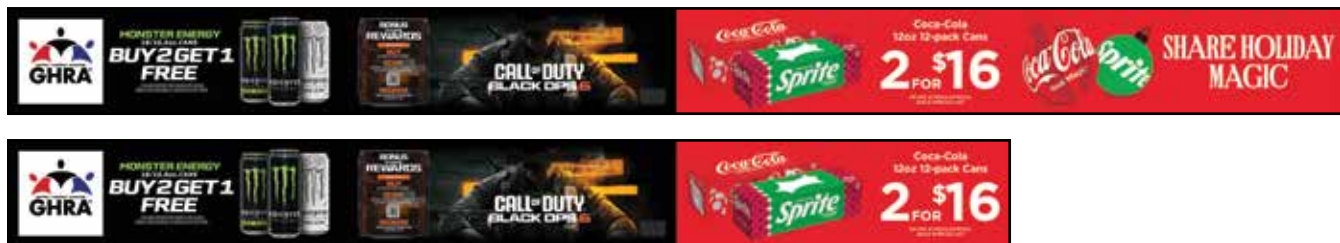
Behind the Scenes With the MSR Team

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November & December Spanner Board



Coke Family 12 -pks

Net Case Cost	\$14.04
Feature Retail	2/\$16.00
Blended Margin	23%
Regular Retail/GM%	\$9.99/30%
Promo Retail/GM%	\$8.00/12%

Monster 16oz

Net Case Cost	\$37.74
Feature Retail	Buy 2 Get 1 Free
Blended Margin	45%
Regular Retail/GM%	\$3.49/55%
Promo Retail/GM%	\$2.33/32%

November & December Posters

	Lipton Brisk 1-liter/Aquafina 1-liter	Electrolit 21oz	Dr Pepper & Flavors 20oz
Net Case Cost:	\$14.80/\$16.00	\$19.80	\$29.00
Feature Retail:	Mix + Match 2/\$3.33	2/\$5.49	2/\$4.00
Blended Margin:	47%/50%	46%	50%
Regular Retail/GM%:	\$1.99 (50%)/\$2.59 (59%)	\$3.29/50%	\$2.79/57%
Promo Retail/GM%:	\$1.67 (41%)/\$1.67 (36%)	\$2.75/40%	\$2.00/40%

In Store SIGNAGE

Details	Signage Message	Signage Type
C4 Performance 16oz	2 for \$5.00	Flyer
Dr. Pepper + Flavors - 2 Liter	2 for \$4.50	
Frito Lay - XL Big Bags	2 for \$8.00	
Monster Java 15oz	2 for \$6.00	
Naked Juice 13.2oz	2 for \$5.99	
Pepsi 1 Liter	2 for \$3.99	
Red Bull 8.4oz	2 for \$5.00	
Rockstar 16oz	2 for \$3.33	
Starbucks Frapp + Double Shot	2 for \$7.00	
Monster 16oz	Buy 2 Get 1 Free	
Coke Family 12pk	2 for \$16.00	
Dr. Pepper + Flavors 20oz	2 for \$4.00	Poster
Electrolit 21oz	2 for \$5.49	
Lipton Brisk 1 Liter & Aquafina 1 Liter	Mix & Match - 2 for \$3.33	



KUDOS®

5125 John Sharp Drive, Richmond, TX 77406



Introducing Kudos near Harvest Green, an exciting and innovative convenience store brand created by the Greater Houston Retailers Cooperative Association, Inc. (GHRA)!

At Kudos, we're committed to delivering exceptional offers and outstanding customer service tailored to you—our everyday heroes. Whether you're taking a well-deserved break from work or gearing up for some fun, Kudos is here to make your stop unforgettable!

It's all about 

YOU MUST PURCHASE A \$100 TICKET TO ENTER IN THE GRAND RAFFLE

Purchase your ticket at the Raffle
Booth at the Trade Show!



All net proceeds from the raffle will support Aga Khan Foundation.

GRAND RAFFLE PRIZES INCLUDE:



- FORD F-150 TRUCK
- FORD BRONCO SPORT
- \$10,000 CHECK
- \$5,000 CHECK
- 20 LUCKY WINNERS WILL RECEIVE A \$500 VISA GIFT CARD

*The vehicle model is subject to change based on availability

**Raffle drawing at 2 p.m.
Member MUST be present to claim**

GENERAL RAFFLE



All members attending the
Trade Show will receive ONE
ORANGE ticket at the
registration desk when picking
up their badge
(one ticket per attendee)

GENERAL RAFFLE PRIZES INCLUDE

- Yeti Cooler
- Bike
- iPad
- Speaker
- Scooter
- TV

*Prizes are subject to change
based on availability



SAVE MONEY BY PURCHASING FUELS THROUGH **GHRA FUELS**

We're a fuel distributor specializing in high-quality, cost-effective **unbranded fuel**. By uniting the purchasing strength of all our members, we aim to expand our supply services to a broader customer base with the primary goal of passing on the benefits to our members.

To learn more and sign up for GHRA Fuels, please contact

Imraan Nabi - Director of Fuels

(281) 295-5342 | lnabi@ghraonline.com

Donald Taylor - Fuels Territory Manager

(281) 295-5378 | Dtaylor@ghraonline.com



Sign up now by scanning the QR Code

In This Issue

NOVEMBER 2024



13 *In Store* IN ACTION

25 *Partners* IN ACTION

Welcome Members

*On behalf of the Board of Directors and staff at GHRA,
please welcome our new members:*

NEW SUPER K CORNER STORE

SWIFT

FUEL DUDE

TOUCHDOWN 102

HOME RUN FOOD #5

BIG STAR

SWIFT PINEMONT

AA EXPRESS MART

TAKE FUEL

BODEGA #7

BUYBITE #2

SUNSHINE FOOD MART

SUPER 7

IZZI MARKET #11

BIG MADRE

Tacos·y·Tortas

GET READY TO PROMOTE IN STYLE!

We're excited to offer customized templates for Big Madre Promotions, made just for you! Don't wait—place your order today with Doug Boone at dboone@ghraonline.com, and let's create something amazing together!

Pump Topper



Bollard Covers



Social Media



Posters



The member would be responsible for covering the costs of printing and shipping.

In Store **IN ACTION**



The following pages feature in-store promotional opportunities available through DSD partners or GHRA Warehouse.

- The monthly sign kit includes signage for these items.
- Promo opportunities include major brands that will help increase your average transaction size.
- Member profitability is protected with the discounts provided with reduced retail pricing.
- These promotions are not required but are encouraged as they enhance the monthly promotional offering in your store.

PROMOTIONAL DETAILS

PROMOTIONAL DATES

11/1 to 12/31

PACKAGE

16oz Cans 12ls

REGULAR COST

\$20.00

PROMOTIONAL DISCOUNT

\$2.00

NET CASE COST

\$18.00

SUGGESTED RETAIL/MARGIN

2 for \$5

Blended Margin 44%

REGULAR RETAIL/MARGIN

\$2.99 (50%)

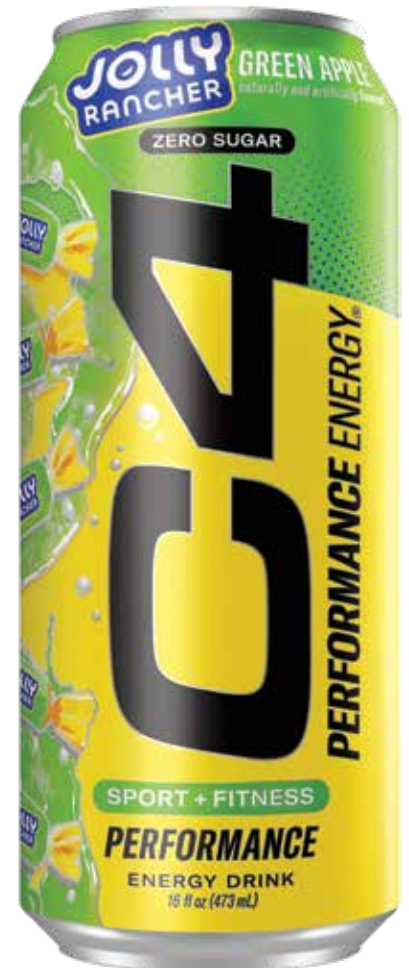
PROMO RETAIL/MARGIN

\$2.50 (40%)

**Ask About
New Flavors!**

The following is a paid advertisement

C4 PERFORMANCE ENERGY 16oz



Offer available only from



ghraonline.com

The following is a paid advertisement

DR PEPPER 2-liter



PROMOTIONAL DATES

11/1 to 12/31

PACKAGE

2-liter Bottles 8ct

REGULAR COST

\$19.85

PROMOTIONAL DISCOUNT

\$5.95

NET CASE COST

\$13.90

SUGGESTED RETAIL/MARGIN

2 for \$4.50

Blended Margin 42%

REGULAR RETAIL/MARGIN

\$3.49 (50%)

PROMO RETAIL/MARGIN

\$2.25 (23%)

Offer available only from



**Get Ready for
Holiday Sales!**

PROMOTIONAL DETAILS

PROMOTIONAL DATES

11/1 to 12/31

PACKAGE

7.25oz Bags

REGULAR COST

\$3.68

PROMOTIONAL DISCOUNT

\$0.45 (per bag)

NET COST

\$3.23

SUGGESTED RETAIL/MARGIN

2 for \$8.00

Blended Margin 41%

REGULAR

RETAIL/MARGIN

\$4.99 (50%)

PROMO

RETAIL/MARGIN

\$4.00 (19%)

Big Savings!

The following is a paid advertisement

LAY'S XL "Big Bags"



Offer available only from:



The following is a paid advertisement

JAVA MONSTER 15oz



PROMOTIONAL DATES

11/1 to 12/31

PACKAGE

15oz Can 12-pk

REGULAR COST

\$26.28

PROMOTIONAL DISCOUNT

\$3.99

NET CASE COST

\$23.78

SUGGESTED RETAIL/MARGIN

2 for \$6.00

Blended Margin 41%

REGULAR RETAIL/MARGIN

\$3.99 (50%)

PROMO RETAIL/MARGIN

\$3.00 (34%)

Offer available only from:



PROMOTIONAL DETAILS

PROMOTIONAL DATES

11/1 to 12/31

PACKAGE

15.2oz Bottles

REGULAR COST

\$26.33

PROMOTIONAL DISCOUNT

\$9.00

NET CASE COST

\$17.33

SUGGESTED

RETAIL/MARGIN

2 for \$5.99

Blended Margin 45%

REGULAR

RETAIL/MARGIN

\$5.29 (59%)

PROMO

RETAIL/MARGIN

\$2.99 (28%)

**Goodness
Inside & Out**

The following is a paid advertisement

NAKED JUICE 15.2oz



Offer available only from



The following is a paid advertisement

PEPSI 1-liter



PROMOTIONAL DATES

11/1 to 12/31

PACKAGE

1-liter Bottles

REGULAR COST

\$28.45

PROMOTIONAL DISCOUNT

\$8.63

NET CASE COST

\$19.82

SUGGESTED RETAIL/MARGIN

2 for \$3.99

Blended Margin 47%

REGULAR RETAIL/MARGIN

\$2.99 (56%)

PROMO RETAIL/MARGIN

\$1.99 (34%)

Offer available only from



Upsize Your Drink!

PROMOTIONAL DETAILS

PROMOTIONAL DATES

11/1 to 12/31

PACKAGE

8.4oz Cans 24-pk

REGULAR COST

\$40.75

PROMOTIONAL DISCOUNT

\$1.00

NET CASE COST

\$39.75

SUGGESTED

RETAIL/MARGIN

2 for \$5.00

Blended Margin 38%

REGULAR

RETAIL/MARGIN

\$2.99 (45%)

PROMO

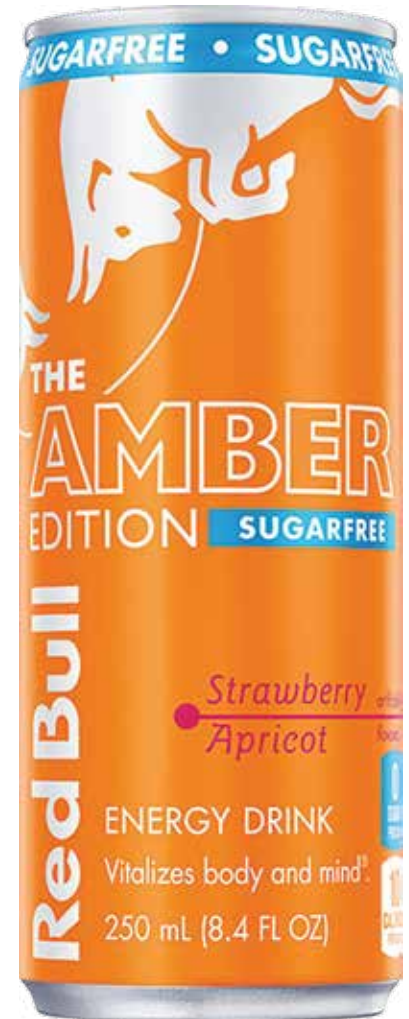
RETAIL/MARGIN

\$2.50 (34%)

***Red Bull Gives
You Wiings.***

The following is a paid advertisement

RED BULL 8.4oz



Offer available only from:



Red Bull

ghraonline.com

The following is a paid advertisement

ROCKSTAR 16oz



PROMOTIONAL DATES

11/1 to 12/31

PACKAGE

16oz Cans

REGULAR COST

\$18.00

PROMOTIONAL DISCOUNT

\$4.00

NET CASE COST

\$14.00

SUGGESTED RETAIL/MARGIN

2 for \$3.33

Blended Margin 44%

REGULAR RETAIL/MARGIN

\$2.79 (58%)

PROMO RETAIL/MARGIN

\$1.67 (30%)

Offer available only from



ghraonline.com

Energize!

PROMOTIONAL DETAILS

PROMOTIONAL DATES

11/1 to 12/31

PACKAGE

13.7oz Bottles/15oz Cans

REGULAR COST

\$33.39

PROMOTIONAL DISCOUNT

\$4.79

NET CASE COST

\$28.60

SUGGESTED RETAIL/MARGIN

2 for \$7.00

Blended Margin 38%

REGULAR RETAIL/MARGIN

\$4.49 (47%)

PROMO RETAIL/MARGIN

\$3.50 (32%)

Treat Your Shelf

The following is a paid advertisement

STARBUCKS FRAPPUCCINO & DOUBLE SHOT



Offer available only from



Company Name	Contact Person	Contact Number
Altria	Customer Service (Marlboro)	(866) 275-7687
ATM Link	Customer Service	(281) 568-4443
Barcel Dist. (Intelligent Mexican Marketing)	Customer Service	(972) 999-5614
Barcel (Takis)	Contact GHRA Member Service Representative	
Beyond Lotto	Customer Service	(832) 388-3526
Bimbo Bakeries	Contact GHRA Member Service Representative	
Blu Beverage	Sunny Bhatt	(832) 767-5573
Blue Rhino	Customer Service	(800) 258-7466
Borden	Customer Service	(281) 821-0008
Cintas Corporation	Customer Service	(713) 856-1900
Coca Cola Southwest Beverages (Monster)	Customer Service	(844) 561-2653
<i>All Coca-Cola product/delivery issues should be sent to: retailcustomer@cocacolaswb.com All Coca-Cola sales tax issues should be sent to: taxcomplianceccswb@coke-bsna.com Coke Cooler issue: (844) 561-2653</i>		
Community Coffee	Customer Service	(800) 525-5583
Conquest Pest Service	Ishan Pittalia	(832) 786-9792
C4 Energy (Dr Pepper)	Contact GHRA Member Service Representative	
Del Papa (Budweiser/Bud Light)	Customer Service	(888) 433-5727
Easy Refrigeration	Customer Service	(470) 610-0700 (678) 691-1827
Dishaka LLC	Joe DiBenedetto	(518) 369-3151
Dr Pepper (KDP)	Contact GHRA Member Service Representative	
Farmer Brothers Coffee (Boyd)	Customer Service	(877) 322-6898
Frito-Lay	Customer Service	(800) 352-4477
Frito-Lay S2U	Customer Service	(888) 600-6620
Glitz Air	Ishan Pittalia	(832) 713-7771
In- Time Distributors Inc	Asif Shamsi	(832) 630-9980
ITG Brands LLC	Customer Service	(866) 233-6527
Intelligent Mexican Marketing	Customer Service	(972) 999-5614
Jack Hilliard's (Nesquik/Fiji)	Customer Service	(979) 775-9047
Miller Faust (Miller Lite/Coors Light)	Customer Service	(713) 673-5111
Monster Energy	Contact GHRA Member Service Representative	
National ATM	Customer Service	(888) 225-9184
Oak Farms	Customer Service	(800) 395-7004
Pepsi and Rockstar Energy Drink	Contact GHRA Member Service Representative	
Rapid Xchange Propane	Sam Hardin	(800) 354-7250
Red Bull (North Distribution)	Customer Service	(346) 888-2504
<i>Red Bull North issues can also be emailed to Melanie Hummel: melanie.hummel@redbull.com</i>		
Red Bull (South Distribution)	Customer Service	(832) 648-1103
<i>Red Bull South issues can also be emailed to Pamela Ivon: pamela.ivon@redbull.com</i>		
Red Bull (Beaumont)	Giglio Customer Service	(409) 838-1654
Red Bull (Victoria)	L&F Distributors	(956) 687-7751
<i>Red Bull Victoria issues can also be emailed to George Aboud: george.aboud@lnfdist.com</i>		
Red Bull (Bryan/College Station and Huntsville)	Kristen Distributing	(979) 775-6322
RJ Reynolds Tobacco	Customer Service	(800) 974-2227
<i>RJR Customer/Member portal: engagevip.com RJR 3rd Party (for members with no RJR rep) Acosta (888) 247-7007, reynolds@acosta.com</i>		
Royal Coffee/Royal Ice-Cream	Customer Service	(281) 227-0500
Saman Distributors LLC	Customer Service	(323) 786-7865
Silver Eagle Distributors	Customer Service	(713) 869-4361
Texas Lottery (IGT) <i>(For technical and inventory needs)</i>	24/7 Hotline	(800) 458-0884
Transnet Payment System	Customer Service	(713) 988-9400
Tastee Kreme (Blue Bunny)	Customer Service	(713) 290-0123
Universal Merchant Processing	Customer Service	(281) 565-2425
Warren Southwest Refrigeration	Customer Service	(713) 869-6221
Waste Management	Customer Service	(713) 686-6666
YUMI Ice Cream/V8/Simply	Customer Service	(713) 861-1200



THANKS *Giving*

HOLIDAY HOURS

GHRA CORPORATE OFFICE

In observance of Thanksgiving, the GHRA Corporate Office will be closed on Thursday, November 28th, and Friday, November 29th.

GHRA WAREHOUSE & DISTRIBUTION

In observance of the Thanksgiving Holiday, the GHRA Warehouse "Cash and Carry" will **CLOSE EARLY** on Wednesday, November 27th at 3 p.m.

GHRA Warehouse will be closed on Thursday, November 28th.
Will re-open Friday, November 29th, at regular hours.

Your current order cut-off time will not change due to the holiday schedule, but your current delivery day will.

All Thursday Deliveries will be delivered on Friday, November 29th.
All Friday Deliveries will be delivered on Saturday, November 30th.



Partners **IN ACTION**

The following pages feature supplier partners that offer a variety of goods and services to GHRA members.

Glitz Air

AIR MACHINES MADE CONVENIENT

GLITZ AIR OFFERS:

- GHRA approved vendor
- Latest Technology Air Machines
 - Digital Pre-Set Gauge
 - LED Lights For Night Time
 - Credit Card and Coins Accepted
 - Efficient motor saves Electric cost
- **No Contract - No Commitments**
- Honest & Transparent Reporting
- Most Repairs Completed in 24 hours.

OTHER AIR/VAC VENDORS OFFER YOU

- Long Term **Auto** Renewing Contract
- No Reporting
- Pay You **Less** Than Your Share
- Very Poor Customer Service

Don't Get Stuck in Contracts!

There is **No Benefit** of having Auto Renew Contract.

Steps You Should Take:

- Get a Copy of your contract
- Review expiration date and terms
- Contact vendor to **CANCEL** auto renewal



GET A NEW AIR MACHINES FOR YOUR STORE
CALL US TODAY ENGLISH OR URDU

832 713 7771

www.GlitzAir.com

The following is a paid advertisement



CONQUEST

pest control services

PEST CONTROL
 COMMERCIAL | RESIDENTIAL
 TERMITES | BED BUGS | MOSQUITOES | GENERAL PESTS

CALL US TODAY
832.464.4841

www.ConquestPestServices.com





**COMMERCIAL
REFRIGERATION
CO.**
WE KEEP IT COOL.

**INSTALLATION &
DELIVERY**

CALL/TEXT US (254) 970-2312

- Walk-in Coolers & Freezers
- Beer Caves
- New Construction
- Industrial Refrigeration
- Insulated Building Panels
- Roofing Panels



CONTRACTORS, TECHNICIANS, SALES REPS WANTED

sales@commercialrefrigerationco.com

www.commercialrefrigerationco.com



Farmer Brothers hopes that you, your families, and employees remain healthy and safe. We know that you run essential business in the community and that you count on us as a partner to continue to support you and your business. We are also deemed an essential business and remain fully operational during these challenging times to support you and your business. We are here to support your product and supply chain needs as well as any equipment service or maintenance needs that you may have.



Partner with Farmer Brothers and receive 1 month of FREE product after 6 months of partnership!



For details and qualifications, contact your Farmer Brothers Coffee Representative, Travis Young (469) 968-4198 - tyoung@farmerbros.com

WARREN

SOUTHWEST REFRIGERATION



713-869-6221

www.warrenswrefrigeration.com

Convenience Store Equipment

Walk-In Coolers & Freezers

Restaurant Equipment

Ice Machines





PENNZOIL TEXTING PROGRAM

- Your consumer will receive a text back to their phone in minutes telling your consumer what Pennoil motor oil is recommended for their car.
- Frees up your store personnel's time from assisting consumers.
- Increases in store sales!
- Increase sales of Pennzoil Synthetics! Consumers now know what to purchase.
- Point of Purchase Shell Strips and Danglers are available

**ARE YOU
CHOOSING
THE RIGHT
OIL?**

Text* 76951
and find out!
Include Your Vehicle's
Year, Make & Model



ARE YOU CHOOSING THE RIGHT OIL?

TEXT* 76951 AND FIND OUT!

Include Your Vehicle's Year, Make & Model
For example: 2017 Jeep Compass





TallyQuick

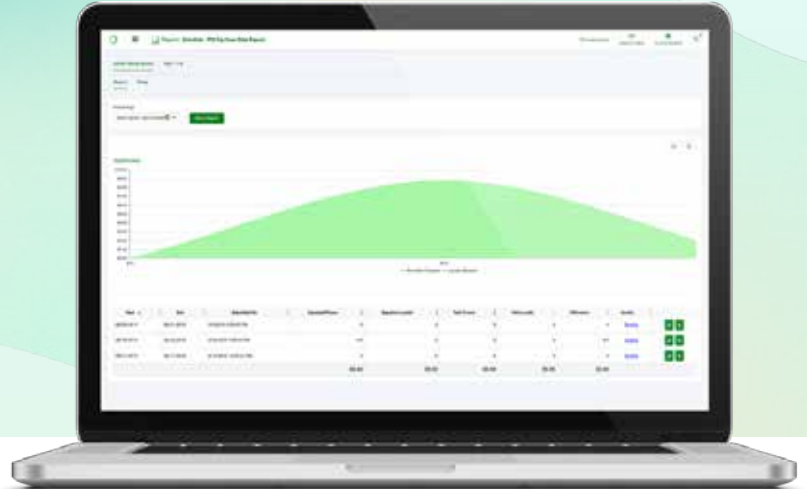
Powered by  Modisoft™

Exclusive to only GHRA members



What makes us different?

The Back Office System offered by TallyQuick helps empower your business to grow! Your convenience business is finally convenient! Our Back office serves as one of the biggest keys to a successful convenience business.



Price On-the-go

Maintain your price book by locating and updating items efficiently.



Payroll

Seamlessly print payroll checks and manage timesheets with an extensive record of reports.



Inventory

Efficiently manage and track your inventory levels in real-time.



Live Sales

Instantly view full transaction receipts from your register(s) directly on your phone and on your PC.

More control over stores

Prices and promotions

Put the power back in your hands with an easy management system that:

- Completes pack tracking
- Provides Real-time inventory updates
- Has detailed sales and inventory reports
- Creates Customer Profiles

Streamline

Fuel price management

Simplify your fuel management with TallyQuick. You can track deliveries, manage inventory, and monitor profits with precision. Keep an eye on sales across all stores from one single screen and adjust gas prices anytime, anywhere.

CONTACT • We are available 24/7

877-602-6834 | www.tallyquick.com | support@tallyquick.com



EXPERT LICENSING SERVICES FOR A SMOOTH, STRESS-FREE APPLICATION EXPERIENCE.

ABOUT US

Located in Stafford, Texas, Calibre Licensing Services provides comprehensive business license and permit solutions for both new and established business owners. Our services include obtaining licenses and permits for Sales Tax, Lottery, Food Stamps, Tobacco/E-Cig, TABC, Health and Food Permits, and more. Our dedicated team is committed to ensuring a smooth and efficient application process, prioritizing your needs to meet your timeline.

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- EBT/SNAP

CONTACT US

info@calibretx.com
346-767-7855

NEW OR EXISTING BUSINESS? WE'VE GOT ALL YOUR LICENSING NEEDS COVERED.

**SO MUCH FLAVOR.
SO MUCH FUN.**



For Service Call:
Inside Houston
Taste Kreme Ice Cream
713-290-0123



For All of Your Snack & Candy Needs!

Saman Distributors LLC is a proud partner of GHRA



Please contact Saman Distributors LLC at (323) 786-7865

IF IT'S BORDEN, *it's got to be good!*



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We Serve You Better

PRASLA INSURANCE AGENCY

Located inside the GHRA Office
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COMMERCIAL



HOME



AUTO

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You will be pleased with our service and products, so call our office

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Fax: 1-888-506-6022



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281.295.5399 Fax

GHRA WAREHOUSE
7110 Bellerive Drive
Houston, Texas 77036
844.777.4472 (GHRA) Phone
281.295.5347 Fax