

# ARA NEWSLINE

CELEBRATING 30 YEARS OF SUCCESS

**SEPTEMBER-  
OCTOBER 2025**



[araonline.us](http://araonline.us)

## BEVERAGES



### Coca-Cola

Contact: Carlos Hagood  
Phone: 678-294-2260



### Pepsi

Contact: Taylor Reed  
Phone: 470-374-3495



### Buffalo Rock

Contact: Michelle Dalrymple  
Phone: 770-550-4362



### Keurig Dr. Pepper

Contact: Nestor Vazquez  
Phone: 281-520-7841



### Jarritos

Contact: Daniel Hernandez  
Phone: 347-882-0411



### Congo

Contact: Juan Canto  
Phone: 561-410-3175



### Eternal Water

Contact: Cason Reynolds  
Phone: 770-722-9518

## FINANCIAL SERVICES



### Smart Biz Pay

Contact: M Moinuddin  
Phone: 404-806-5871



### World Pay

Contact: Ilene Howard  
Phone: 513-680-6750



### SERVITIX

Contact: Dr. Raj Patel  
Phone: 678-698-2589



### Pass Training & Compliance

Contact: Greg Salverson  
Phone: 832-291-5140

## ENERGY DRINKS



### Monster Energy

Contact: Jim Hahn  
Phone: 205-616-9141



### Matador Distributors

Contact: Kyle Batye  
Phone: 404-807-2836



### Celsius

Contact: Jessica Garcia  
Phone: 925-878-2250

## GROCERY



### Core Mark

Contact: Andrew Nash  
Phone: 770-597-5349



### Eby-Brown

Contact: Ron Selesky  
Phone: 205-266-7914



### H.T. Hackney

Contact: Robert Wood  
Phone: 470-430-1702



### McLane

Contact: Tina Jones  
Phone: 562-400-9984



### W.L. Petrey Wholesale

Contact: Ricky Jeffcoat  
Phone: 404-713-1245



### BTC Wholesale

Contact: Paul Smith  
Phone: 205-876-4520

## PROPANE



### Flori Gas

Contact: Ron Hatuka  
Phone: 850-524-6715

## EV CHARGER



### EOS Linx

Contact: Danielle Papajan  
Phone: 732-456-0545

## COFFEE



### Community Coffee

Contact: Jonas Crystal  
Phone: 225-335-6672



### Metro Coffee

Contact: Tom Drescher  
Phone: 770-910-7117

## ICE CREAM



### Premium Distributors

Contact: Joe Tuohy  
Phone: 404-721-9632

## ICE



### Home City Ice

Contact: John Borchers  
Phone: 678-969-9307  
Service: 844-443-8423

## SNACKS



### Frito-Lay

Contact: Amanda Oakley  
Phone: 205-931-7343



### Golden Flake

Contact: Kenneth Schiffbauer  
Phone: 904-238-5027



### Global Distributions

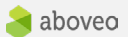
Contact: Luis Sanchez  
Phone: 678-292-3923

## BACK-OFFICE SOFTWARE



### Modisoft

Contact: Zarifa Arifi  
Phone: 281-915-3009



### ABOVEO/Mercury One

Contact: Rafi Shaik  
Phone: 678-883-2928



### Center for Testing & Engineering

Contact: Asad Altabchi  
Phone: 678-637-6333



### Georgia Department of Natural Resources

Contact: Patrick Brand  
Phone: 470-251-2534



## ARA BOARD



*Chairman*  
**Irfan Lakhani**

*Vice Chairman*  
**Mushtaq Kamruddin**

*Honorary Secretary*  
**Anis Ali**

*Treasurer*  
**Raffeeq Iqbal**

*Director*  
**Ishkander Malani**

*Director*  
**Parvez Himani**

*Director*  
**Moiz Soomar**

*Director*  
**Faizal Babvani**

*Director*  
**Barkat Colabawala**

*Director*  
**Rahim Kassam**

*Office*  
2055 N. Brown Road, Suite 200  
Lawrenceville GA 30043

*Office Hours*  
Monday – Friday  
9:00am – 5:30pm

*Phone*  
770-455-4455

*Contact Us*  
admin@araonline.us  
Or visit www.araonline.us

# Chairman's Note

**Dear Members,**

As we enter the second half of the year, I want to take this opportunity to reflect on recent developments, share key updates, and acknowledge the collective effort that continues to drive our success in navigating the current retail environment.

## Q2 Business Reviews

We recently completed our Q2 Business Reviews with all major vendor partners. These sessions are essential in assessing the health of our business, aligning strategies, and identifying opportunities for the months ahead.

**Key takeaway:** *Every retail channel*—including convenience, supermarkets (Kroger, Walmart, Publix), value (dollar stores), club (Sam's Club, Costco), and drug (CVS, Walgreens)—is experiencing negative sales growth. This is a broader economic trend, not limited to our segment.

## Market Conditions

Like much of the U.S. economy, the convenience retail sector has slowed significantly in recent months.

## Member focus areas:

- Optimize inventory levels
- Review pricing to maximize profitability
- Manage operational costs

## Compliance Reminder – Underage Sales

The Georgia Department of Revenue has intensified enforcement against underage alcohol and tobacco sales. To remain compliant:

- Ensure your POS prompts for **age verification** on every alcohol/tobacco sale
- Train staff to **always** check ID
- Post all required licenses and signage
- Order and display a **We Card** kit (QR code in this issue)

## Membership Growth

The **Platinum Business Alliance** has now reached **500+ member stores**, expanding our collective buying power, resources, and opportunities.

## Cold Vault Reset Success

Nearly **900 member locations** have completed the cold vault reset, with positive feedback. The new planograms aim to:

1. Increase member option space
2. Right size underperforming categories
3. Balance product mix with sales performance

## Community Engagement – Proud Sponsors

Reinforcing ARA's commitment to community and healthy sport activities

- **Aga Khan Foundation's Golf Tournament**
- **29<sup>th</sup> Annual Indian American Cultural Association Festival of India**
- **Masters Cricket USA Tournament**

**Thank you** for your continued support and dedication to the Atlanta Retailers Association. By working together, we will meet today's challenges and seize tomorrow's opportunities.

*Irfan Lakhani*

*Chairman – Atlanta Retailers Association*

## CONTENTS

|                                        |    |
|----------------------------------------|----|
| Chairman's Note.....                   | 1  |
| Digital Promotions.....                | 2  |
| Point of Sale Guidelines.....          | 3  |
| Upcoming Events.....                   | 7  |
| Community Involvement.....             | 8  |
| Platinum Business Alliance.....        | 9  |
| I-9 Compliance.....                    | 10 |
| Vendor Marketplace.....                | 11 |
| Responsible Alcohol Sales.....         | 12 |
| Red Bull North America.....            | 13 |
| Keurig Dr. Pepper.....                 | 17 |
| Monster Energy.....                    | 18 |
| Coca-Cola Bottling Company United..... | 20 |
| Frito-Lay.....                         | 21 |
| Pepsi.....                             | 22 |
| NACS Show.....                         | 24 |
| Compliance Alert.....                  | 25 |



ATLANTA  
RETAILERS  
ASSOCIATION

## PROMOTIONS DIGITAL SPANNER BOARD

SEPT-OCT  
2025



All promotions featured in Sept - Oct are available for download to your back office!

aboveo Modisoft

## SIGNAGE PLACEMENT GUIDELINES

September 1 – October 31, 2025



- 1 Spanner Board – Promotions Valid September 1 – October 31, 2025 (Installed by ARA).
- 2 ARA Door Strike Decals - Two (2) decals per store to be installed by Vendor.
- 3 Safety & Security Decals – Installed by ARA Territory Development Manager (TDM).

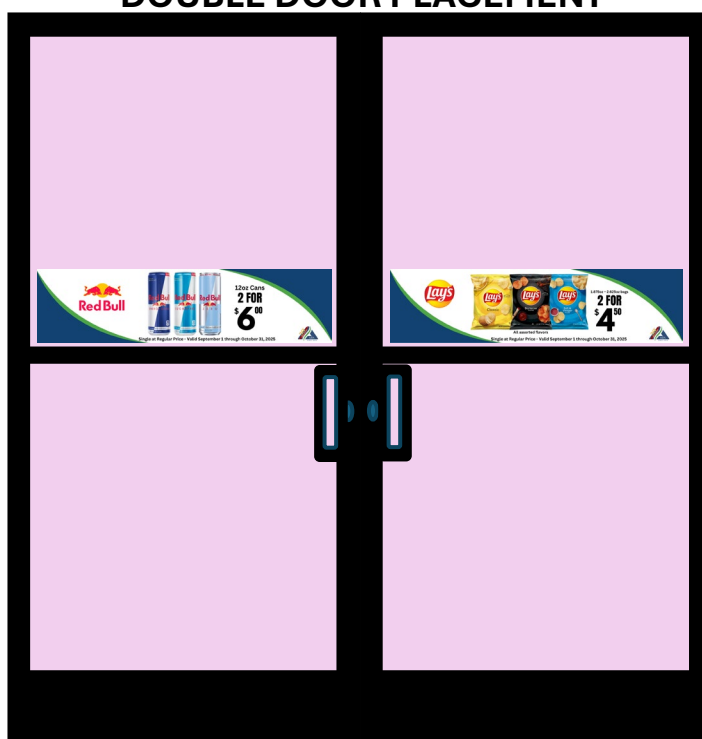
## DOOR STRIKE PLACEMENT GUIDE

September 1 – October 31, 2025

### SINGLE DOOR



### DOUBLE DOOR PLACEMENT



# Preferred Vendor Program

aboveo | trunow | SoldnPay

**mercury | one**

**All In One Package For A C-Store Owner**

|                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Price Book</b><br/>Download, update and push items to POS in real time from any device, any place and any time</p>  |  <p><b>Back Office</b><br/>Live reconciliation and reporting of shift activities. Comprehensive lottery, fuel, and grocery management modules</p>                                 |
|  <p><b>Store Operations Plus</b><br/>Real time price, cost update<br/>Managing dead inventory and faster selling items</p> |  <p><b>Loyalty</b><br/>Increasing foot traffic with deals and extra rebates</p>                                                                                                   |
|  <p><b>Scan Data</b><br/>Reporting of Altria/RJR/ITG promotions and much more</p>                                          |  <p><b>Invoice Management (SOM)</b><br/>Itemization of grocery, lottery and fuel invoices.<br/>Zero price alerts.<br/>Negative inventory updates.<br/>Low UST reading alerts.</p> |

Call: (678) 883 2928



**LIMITED EDITION**  
**Spritz VIBE™**

**CELSIUS LIVE FIT**

**LIVE. FIT. GO.™**  
**ZERO SUGAR**

\*CELSIUS® helps maintain the body's regular metabolic functions. CELSIUS® score does not produce weight loss in the absence of a healthy diet and moderate exercise. So whenever you walk the dog or workout at the gym, make CELSIUS® part of your daily regimen.

## FOLLOW US ON

*social media*



## Robust Insights & Data Entry

Made in Partnership with




### Insights

Advanced Plan  
**\$69 /month**

Tobacco Loyalty  
**\$19 \$0 /month**

Gain a better understanding of your business data with Modissoft Insights. Monitor your inventory, employees, fuel, lottery, and so much more. Browse through robust reporting that allows you to make stronger data-driven decisions that positively impact your bottom line.

- |                             |                        |                      |
|-----------------------------|------------------------|----------------------|
| ✓ Inventory Management      | ✓ Daily Reconciliation | ✓ Digital Promotions |
| ✓ Multi-Location Management | ✓ Live Sales Tracking  | ✓ Lottery Management |
| ✓ Employee Management       | ✓ Fuel Management      | ✓ Mobile Access      |
| ✓ Point of Sale             | ✓ Tobacco Loyalty      | ✓ Scan Data          |



### Data Entry

Basic Plan  
**\$49 /mo.**

Platinum Plan  
**\$149 /mo.**

Data Entry simplifies administrative tasks by handling everything from paperwork and lottery management to fuel reconciliation and inventory control, with seamless POS integration and support for invoicing, bank entries, and credit card settlements—all designed to make managing finances more efficient.

#### Basic Plan

- ✓ Unlimited Purchase Invoices (PDF & EDI)

#### Platinum Plan

- ✓ Unlimited Purchase Invoices (PDF & EDI)
- ✓ Fuel Reconciliation
- ✓ Fuel Invoices Process
- ✓ Lottery Management
- ✓ Creating Promo like Combos
- ✓ Bank Reconciliation
- ✓ Price Book Management
- ✓ Inventory Management
- ✓ Create Vendor and Expense Checks
- ✓ Bank Entries
- ✓ Credit Card Settlement
- ✓ Manage Profit/Loss & Balance

Contact us today: 866-216-8707 | modissoft.com



**For further information  
and installation**

Sunil Noorani  
(404) 835-1408



**2FOR  
\$7<sup>50</sup>**

**24oz Cans**  
Single at  
regular price



VALID SEPTEMBER 1 - OCTOBER 31, 2025



**Make your customers experience unforgettable moments by offering what they love: snacks, drinks, candy and more**



**LUIS SANCHÉZ ☎ +1 (678) 292 - 3923**  
✉ **GLOBALDISTRIBUTIONATLANTA@GMAIL.COM**



**We offer ARA and PBA members:**  
**4% discount on your bill**  
**Direct delivery to your store**  
**100% guaranteed program**

# MADE FOR ATHLETES



# C4®

ATLANTA RETAILERS ASSOCIATION



**TRADE  
SHOW 2026**

CONVENIENCE ELEVATED & SIMPLIFIED

**SAVE THE DATE**

**WEDNESDAY | MARCH 25, 2026**

**OPEN TO ALL C-STORE OWNERS**

**GAS SOUTH  
CONVENTION CENTER**



IN CONJUNCTION WITH  
**PLATINUM BUSINESS ALLIANCE**



AGA KHAN FOUNDATION  
UNITED STATES OF AMERICA

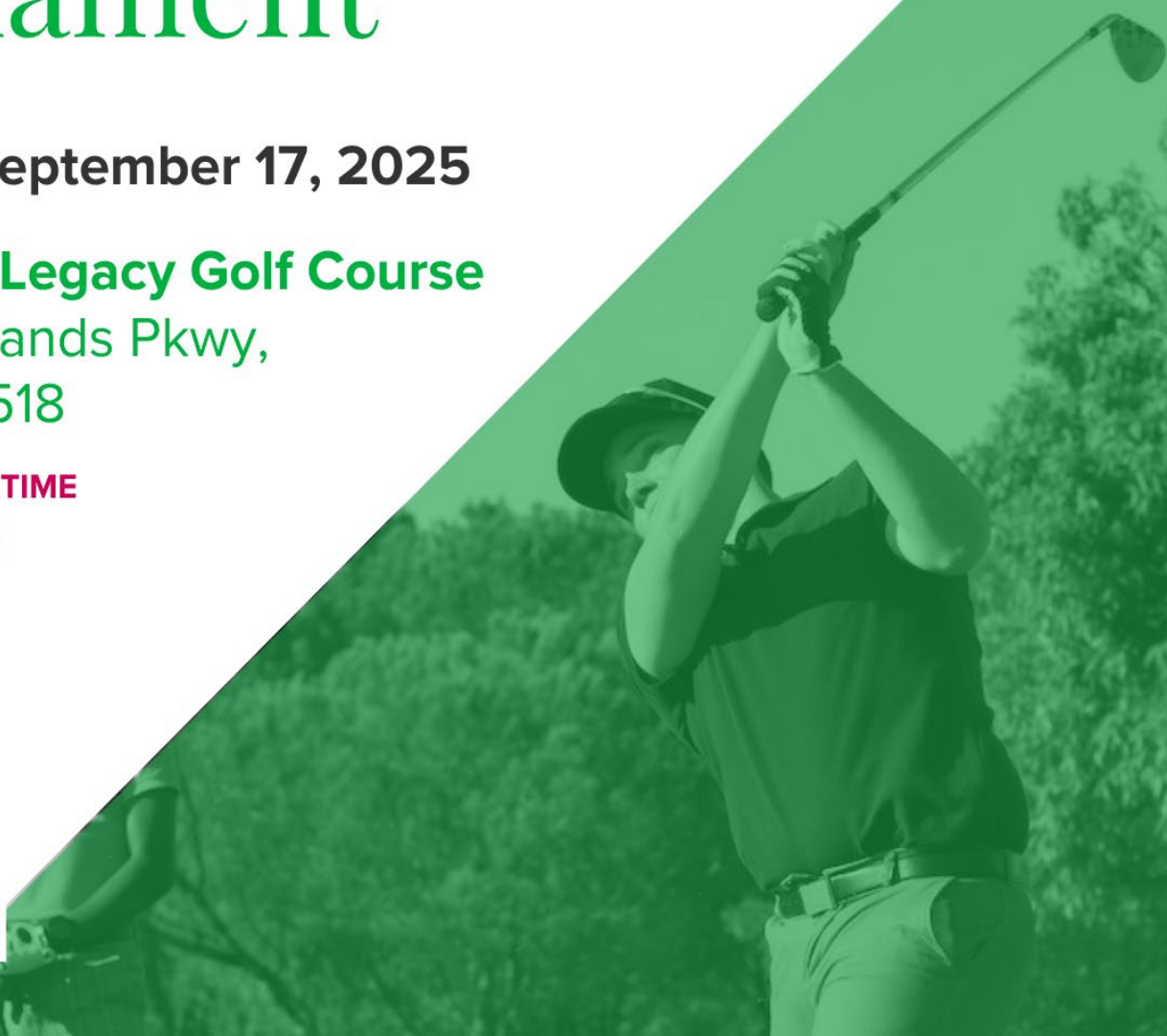
# Atlanta Golf Tournament

**Wednesday, September 17, 2025**

**Lanier Islands Legacy Golf Course**

7000 Lanier Islands Pkwy,  
Buford, GA 30518

**JOIN US FOR A GREAT TIME  
ON THE GOLF COURSE**





## The Platinum Business Alliance Celebrates Major Milestone with 500 Members and Staff Recognition

The Platinum Business Alliance (PBA) has proudly reached a major milestone by welcoming 500 members. Since its launch in 2021 by the Atlanta Retailers Association (ARA), PBA has become a powerful resource for independent convenience store owners across the state who are navigating the challenges of an increasingly competitive retail market.

PBA was created with a clear mission: to help store owners succeed through the strength of collective buying. As the organization grows, so does its value. Members gain access to exclusive quarterly and off-invoice programs, unmatched equipment placement fees, and direct, store-level guidance.

To celebrate this milestone, PBA hosted a staff appreciation event honoring the critical role of its Territory Development Managers (TDMs). These professionals drive PBA's expansion by recruiting new members across the state and supporting existing ones through on-the-ground surveys and actionable business insights. Their efforts ensure that every store receives attention, strategy, and support tailored to its unique market needs.

The impact of reaching over 500 memberships is significant. It reflects PBA's expanding market reach, increased influence, and growing credibility within the industry. This growth enhances its ability to advocate for independent business owners and ensures they remain competitive in a landscape often dominated by large national chains.

This milestone also positions PBA as a leader in shaping industry trends and standards, increasing visibility for its members, and amplifying community engagement. The organization's scale allows it to drive initiatives such as educational seminars, advocacy representation, and vendor partnerships that may have once been out of reach for smaller businesses operating on their own.

PBA's expansion reflects more than just numerical growth; it marks a rising influence within Georgia's independent retail landscape. The organization's mission is to foster a strong, interconnected community of independent retailers who are empowered to compete effectively, grow sustainably, and better serve their local communities. Beyond functioning as a trade association, PBA is positioning itself as a key catalyst for local entrepreneurship by providing access to trusted vendors, exclusive programs, competitive equipment placement rates, and expert hands-on support by ensuring independent retailers across the state have the tools they need to succeed.



## HOW ARA & PBA MEMBERS CAN PREPARE FOR A DOL AND ICE AUDIT

Federal law requires employers to verify each employee's identity and work eligibility using Form I-9. ICE enforces this requirement through I-9 audits designed to catch violations and deter illegal hiring. When an employer faces an I-9 audit, it usually begins with a Notice of Inspection (NOI). This is an official notification stating that U.S. government officials will be reviewing the employer's I-9 forms.

NOI provides three business days from receipt to produce your I-9 forms and any other requested documentation. The best thing you can do is to prepare and get your employee's file ready before you ever get a NOI.

What actions do you take to prepare for an I-9 Audit:

1. Collect all I-9 forms for current employees, as well as those for former employees if still within the required retention period. The I-9 form must be retained by employers for three years after the date of hire or one year after the date employment ends, whichever is later.
2. Prepare a checklist to verify that each form has been completed properly. Look for missing signatures, incorrect dates, missing or expired documentation details, and other compliance red flags.

### Common Errors on Form I-9

Mistakes on Form I-9 range from minor typographical errors to significant omissions of required information. The process for correcting these mistakes is outlined by USCIS, and it is crucial to follow the official guidance to avoid potential fines or sanctions

### Correcting Errors on Form I-9

In general, the best course of action is to proceed with caution. There are rules governing who is permitted to correct certain errors, and the federal government expects employers to balance the need for I-9 correction with the potential burden it places on employees.

### Conclusion

Preparing for and responding to a USCIS (or ICE) I-9 audit can feel daunting, but it becomes significantly more manageable with proper planning and preparation. If you need assistance in completing Form I-9, visit USCIS completing Form I-9, scan the QR code.



"An ounce of prevention  
is worth a pound of cure."  
Benjamin Franklin



**iLink**  
Professionals  
Since 1994

PAID PROMOTION

PAID PROMOTION

PAID PROMOTION

PAID PROMOTION

PAID PROMOTION

PAID PROMOTION

## 24/7 LIVE AI VIDEO MONITORING

**With Live Human Agent  
Verification & Notification**

FREE OFF-SITE CLOUD VIDEO  
STORAGE

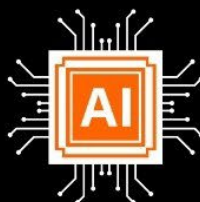
### OUR SERVICES

- ✓ AI-Powered Analytics
- ✓ Active Deterrence
- ✓ 24/7 Live Monitoring
- ✓ Real-Time Alerts
- ✓ Live Agents

### WHY CHOOSE US?

- ✓ Void Transaction Alerts
- ✓ Theft Prevention
- ✓ Behavior Detection
- ✓ Transaction Monitoring
- ✓ Staff Notifications

**CONTACT US** ➔



1-404-939-1999



[www.VideoMonitoring247.com](http://www.VideoMonitoring247.com)

## We Card Take Action Campaign - ARA supports wholeheartedly

### New *We Card* In-Store Campaign Addresses Adult Purchases for Those Underage

#### Retailers Join National Effort to Curb Social Sourcing of Tobacco and Vaping Products



**If they're under 21:**  
**NO Bumming.**  
**NO Borrowing. And**  
**NO Buying For Them.**



Help prevent social sourcing of tobacco and vaping products



**FREE Retail Store Signage Kit**

Order now, available only while supplies last.  
[wecard.org/Free-Kit](http://wecard.org/Free-Kit)

In a nationwide push to combat underage access to tobacco and vaping products, tens of thousands of retailers are stepping up to address a growing issue known as *social sourcing*: when adults purchase tobacco or vaping products on behalf of underage individuals.

We Card, a nationally recognized nonprofit organization dedicated to preventing youth access to age-restricted products, has launched a new in-store campaign to tackle this problem head-on. After successful field testing, the campaign is now rolling out across the country and is available to retailers at no cost.

#### Free Tools to Raise Awareness

Retailers can now order a *FREE We Card Kit*, designed to raise awareness about the role adults play in social sourcing and to equip store staff with the tools to help prevent these purchases. The program supports existing responsible retailing efforts by providing visually engaging materials that reinforce the importance of saying “no” to underage purchase requests.

“We Card’s new in-store campaign bolsters existing responsible retailing efforts to identify and deny underage purchase attempts of age-restricted products like tobacco and vaping products,” said Doug Anderson, President of We Card.

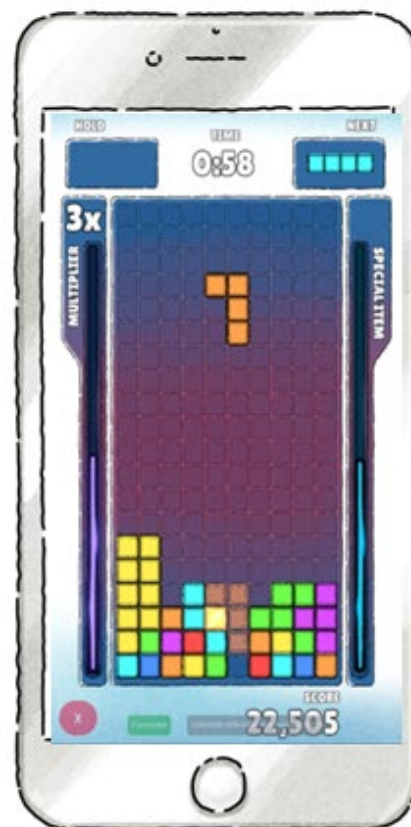
#### Two Powerful Campaign Themes

Retailers can choose between two impactful campaign themes:

- **Be A Real Influencer:** Featuring friendly, relatable young adults aged 21 and over, this theme encourages adults to “be a real influencer” by confidently refusing to buy tobacco or vaping products for someone under 21.
- **We Card. We Care:** This theme takes a direct approach, informing customers that “If they’re under 21, NO Bumming, NO Borrowing, and NO Buying for Them.”

Each campaign kit includes a variety of in-store signage and a QR code call-to-action for customers to learn more and sign up for updates. We Card is also supporting the campaign with ongoing social media and digital outreach efforts.

#### Widespread Support Across Retail Environments



Scan and Play for a chance to win a trip  
to the World Final in Dubai

## The Road Ahead: The future of convenience still runs on gas

*By: C-Store Dive*

Over the past decade, there's been a consistent effort to reframe the image of the convenience store industry, distancing it from the traditional label of "gas stations." What began as a shift toward calling them "convenience retailers" evolved into branding them as "community stores" or even restaurants that happen to offer fuel. The terminology keeps shifting, as if the perfect phrase might erase the stigma of selling gasoline and present the industry in a more contemporary, appealing way.

Lately, we're even hearing buzzwords like "mobility retail," a glossy term coined by consultants that, for now, exists more in slide decks than in real life.

But here's the reality: Gasoline is still the cornerstone of the U.S. convenience store model. Take it away, and it's not just the profit margins that shift; the entire structure changes: customer flow, location strategy, and the core business model all revolve around fuel. Without it, the equation simply doesn't hold.

For years, the common refrain has been that gasoline's relevance is just five years from ending. Yet as 2030 approaches, the American economy is still powered by fuel. A 2025 Fuel Insight report projects gasoline demand to be only 2%-3% below 2019 levels, a far cry from the long-predicted 5%-10% declines. Time and again, actual demand has consistently surpassed expectations, regardless of regulatory changes, economic shifts, or global events. If current patterns persist, projections throughout 2050 suggest we'll still be at 90%-95% of pre-COVID consumption levels. Simply put, gasoline remains the backbone of U.S. economic momentum.

Naturally, there are challenges as there always have been. Even during COVID, arguably the most severe economic disruption in recent memory, annual gasoline demand declined by just over 10%. Despite remote work, widespread relocation, and economic upheaval, Americans continued to fill their tanks. By 2021, demand had already bounced back to 95% of 2019 levels, even as pandemic effects persisted globally. Gasoline consumption has shown itself to be one of the most resilient and inelastic elements of American behavior.

This resilience is also why fuel pricing remains so fiercely competitive: the gas pump is one of the few places where consumers consistently show price sensitivity. Whether prices are \$3.29 or \$3.59 per gallon, they will still buy, but they notice the difference.

What's often overlooked is how well the industry has adjusted. Over the past ten years, the average volume per store declined by just 0.13% annually, while the total number of sites dropped by 0.16% almost a direct correlation. Less competitive players exited the market, consolidation picked up speed, and new store development carried on.

The COVID era gave the convenience store industry a chance to reset to streamline cost structures, recalibrate operations, and consolidate at scale. The result is a stronger, more resilient landscape compared to the fiercely competitive, low-margin environment of 2010 to 2019. What once seemed like

sluggish rationalization now stands out as a strategic edge. This new model isn't just built to survive volatility; it's designed to grow through it. And at the heart of that model remains the fuel canopy.

Fuel remains essential to the success of the convenience store. According to the 2024 NACS State of the Industry report (released in April), when fuel gross profits are removed from store operating income, only the top 30% of operators remain profitable, and that likely underrepresents fuel's indirect impact on in-store sales.

If gas stations are going to continue playing a central role in American daily life as they have for decades, perhaps it's time to stop sidestepping the term and start owning it.

## The Foundational Role of Fuel



It's no coincidence that most American convenience stores are paired with fuel pumps rather than nestled along pedestrian walkways. The integration of 24/7 convenience retail and gasoline sales during the 1980s and 1990s was a practical response to the core dynamics of American life: widespread car ownership, suburban sprawl, zoning regulations, and long travel distances.

Still, there's a growing narrative that the future of convenience lies beyond fuel. A 2022 "future of convenience" panel at Groceryshop showcased two visions: one came from a now-bankrupt, boutique-style operator; the other catered exclusively to high-density, affluent neighborhoods in New York City. That same year, a company launched a design contest to "reimagine the highway gas station" as an EV-focused roadside retreat. The winning concept included modular retail units repurposed as yoga studios, pool halls, and various amenities, essentially a disguised strip mall.

Even top-tier convenience store operators have faced difficulty separating fuel from the convenience model. Many of their no-fuel experiments didn't last long. When we visited these stores, they often felt like slightly modified versions of traditional c-stores, just without the gas. The offerings had not been rethought for their new environments and lacked the foundational context that made the original model successful.

Some argue that the rise of foodservice proves the convenience store industry is transforming into something entirely new. But for millennials like us, food at gas stations isn't revolutionary; it's always been there. The *Los Angeles Times* was covering this "trend" three decades ago.

What *has* changed is the overall quality, not just of the food, but of the entire experience. Restrooms are cleaner, lighting is more inviting, and employees are better compensated with real career paths. The future convenience store may closely resemble the classic gas station, just upgraded, more refined, and powered

by smarter technology. Today's consumers are more informed and have more options, pushing the industry to keep up.

When you study what makes fast-growing super-regional chains successful, it's not because they reinvented the concept of convenience; it's because they elevated the traditional gas station.

Fuel remains a powerful engine for customer traffic. It justifies premium real estate, enables volume pricing, supports labor efficiency, and underpins the scale of operations. Gas pumps are also one of the few marketing tools that generate revenue while drawing people in. If someone invented a machine that brought in 30 customers paying an hour and paying for itself, it would be hailed as a breakthrough.

Quick-service restaurants don't have that. They're locked into fixed brand identities — if consumer tastes shift and burritos fall out of favor, a chain like Chipotle has a serious issue. By contrast, gas stations can adapt constantly. Chains like QuikTrip have sold everything from roller-grill pizza bites to fresh salads, barbecue tacos, and take-home meals. The steady traffic from fuel sales gives retailers the freedom to test new products and technologies without risking their core business.

While fuel may no longer be the growth story it once was, it is still the foundation that makes this entire model viable. It is no surprise that some avoid the term "gas station". We have all seen the worst examples. The best in the industry have redefined their experience and earned the right to embrace it. Gas stations do more than fuel cars; they power communities, support the economy, and represent freedom. Keep innovating, but don't forget what makes this model work.





## WELCOME TO THE # 1 ICE CREAM FAMILY!



Inventor of the 1<sup>st</sup> Ice Cream on a Stick back in 1920 and now Unilever Ice Cream's Master Brand



The Original since 1905 and #1 Water Ice Cream



\$1 Billion+ Global Brand\*



#1 Super Premium Brand



#1 Premium Packaged Ice Cream Brand\* with over 150 years of history



#1 Gelato Brand in the US\*



America's favorite candy in frozen treats



1 in 4 American Households Buy Klondike Novelties\*



# \$4.59 each

Special Promotion Runs 9-1-25 Through 10-31-25

## PRICE CHANGE NOTIFICATION

Effective Saturday, November 1, 2025

Case cost and Suggested Retail Price (SRP) on select Monster products increased. Please change single and bundle SRP's as applicable. Make sure to request that your Coca-Cola United sales representative updates pricing reflected in the cold vault as well as on any Point-of-Sale Materials.

### 16oz Cans



SINGLE  
MULTI

From

**\$3.59**  
**2 for \$5.50**

To

**\$3.69**  
**2 for \$5.50**

### 16oz Cans



SINGLE  
MULTI

From

**\$3.49**  
**2 for \$5.00**

To

**\$3.49**  
**2 for \$5.25**

### 19.2 oz Cans



SINGLE

From

**\$3.99**

To

**\$4.09**

### 24oz Cans



SINGLE

From

**\$4.59**

To

**\$4.69**

## Sept-Oct 2025 Promos



MONSTER  
ENERGY

16oz  
**MONSTER/NOS/FT**  
**2 for \$5.50**



24oz MONSTER  
**2 for \$7.50**



16oz BANG-REIGN  
**2 for \$5**



## COMING SOON MONSTER INNOVATION

MONSTER FLAVORS  
& JUICE BAD APPLE  
Launching 10/6/25

ULTRA WILD  
PASSION  
Launching  
11/3/25

12oz REIGN STORM  
**3 for \$7.00**



## September – October 2025



**Coca-Cola 20oz**  
**Buy 1 get 1 for \$1.00**  
Single at Regular price  
Single SRP \$2.69



**Fanta 20oz**  
**Buy 1 get 1 for \$1.00**  
Single at Regular price  
Single SRP \$2.59



**Coca-Cola 24oz**  
**Save \$1 when you buy 2**  
Single at Regular price  
Single SRP \$2.89



**Topo Chico 12oz**  
**2 for \$4.50**  
Single at Regular price  
Single SRP \$2.39



**Coca-Cola Mexico**  
**All Flavors**  
In-Store Promotion  
Single SRP \$2.79



**Powerade 20oz**  
**All Flavors**  
In-Store Promotion  
Single SRP \$2.29



**Body Armor 16oz**  
**All Flavors**  
Single at Regular price  
Single SRP \$2.99



**Body Armor Flash IV**  
**2 for \$6.00**  
Single at Regular price  
Single SRP \$3.39



**Powerade 28oz**  
**2 for \$4.50**  
Single at Regular price  
Single SRP \$2.79



**Body Armor 28oz**  
**2 for \$5.25**  
Single at Regular price  
Single SRP \$3.39



**Dasani 20oz**  
**2 for \$3.75**  
Single at Regular price  
Single SRP \$2.29



**Dasani 1lt**  
**2 for \$4.75**  
Single at Regular Price  
Single SRP \$2.59



**Smartwater 1lt**  
Single at Regular price  
Single SRP \$2.99



**Smartwater 700ml**  
In-Store Promotion  
Single SRP \$2.69



**Body Armor 1lt**  
**2 for \$5.00**  
In-Store Promotions  
Single SRP \$2.99



**CORE POWER**  
**All Flavors**  
Single SRP \$4.99



**Dunkin 13.7oz**  
**All Flavors**  
Single SRP \$4.29



**Coca-Cola 16oz**  
**2 for \$4.25**  
Single SRP \$2.19



**Peace Tea 16oz**  
**All Flavors**  
Single SRP \$1.79



**Minute Maid Juice**  
**All Flavors**  
Single SRP \$2.89



**Single at Regular Price**

## Retail Profit:

- Units to fill weekender: **64**
- Initial Fill Cost: **\$108.80**
- Initial Retail Price: **\$144.00**
- Blended Margin: **24%**
- Profit Dollars: **\$211.20**



Size : 2.0 oz -3.25oz



## Display Requirements:

- At minimum 1 incremental (off-shelf) promotional fixture per store. This can be weekenders, TMD, All-in-One Rack, etc.
- High traffic perimeter location near Front Door, Register, Cold Vault, etc.
- Must have visible POS for promotion

**Ask your Frito-Lay Rep. for a Display - Valid 09/01/25-10/31/25**

## PRICE CHANGE NOTIFICATION

Effective Monday, September 1, 2025

Case cost and Suggested Retail Price (SRP) on select Pepsi products increased. Please change single and bundle SRP's as applicable. Make sure to request that your Pepsi sales representative updates pricing reflected in the cold vault as well as on any Point-of-Sale Materials.

|                       |                                                                                     |                 | From                   | To                     |
|-----------------------|-------------------------------------------------------------------------------------|-----------------|------------------------|------------------------|
| Pepsi 20oz            |    | SINGLE<br>MULTI | \$2.59<br>2 for \$4.50 | \$2.69                 |
| Pepsi Flavors 20oz    |    | SINGLE<br>MULTI | \$1.99<br>2 for \$3.00 | \$2.69                 |
| Gatorade 20oz         |    | SINGLE          | \$2.59                 | \$2.69                 |
| Celsius Energy 12oz   |   | SINGLE<br>MULTI | \$3.09<br>2 for \$5.25 | \$3.09<br>2 for \$5.50 |
| Pepsi 16oz Cans       |  | SINGLE          | \$2.19                 | \$2.29                 |
| Pepsi 1 Liter         |  | SINGLE          | \$2.89                 | \$2.99                 |
| Pepsi 2 Liter         |  | SINGLE          | \$3.29                 | \$3.59                 |
| Pepsi 15pk 12 oz Cans |  | SINGLE          | \$9.99                 | \$10.49                |
| Life Water 1 Liter    |  | SINGLE          | \$2.89                 | \$2.99                 |
| Life Water 700 ml     |  | SINGLE          | \$2.49                 | \$2.59                 |
| Gatorlyte 28oz        |  | SINGLE          | \$3.39                 | \$3.59                 |
| Muscle Milk 14oz      |  | SINGLE          | \$3.79                 | \$3.99                 |
| Rockstar 14oz         |  | SINGLE<br>MULTI | \$2.79<br>2 for \$4.50 | \$2.99<br>2 for \$5.00 |

## September – October 2025



**Pepsi 20oz  
All Flavors**  
In-Store Promotion  
Single SRP \$2.69



**Flavors 20oz  
All Flavors**  
In-Store Promotion  
Single SRP \$2.69



**Gatorade 20oz  
2 for \$4.25**  
Single at Regular Price  
Single SRP \$2.69



**Pepsi 16oz  
All Flavors**  
In-Store Promotion  
Single SRP \$2.29



**Brisk 1 Liters  
All Flavors**  
In-Store Promotion  
Single SRP \$2.29



**Gatorade 28oz  
All Flavors**  
In-Store Promotion  
Single SRP \$3.29



**Gatorade Water**  
In-Store Promotion  
Single SRP \$2.99



**Celsius Energy  
2 for \$5.50**  
Single at Regular price  
Single SRP \$3.09



**Rockstar  
2 for \$5.00**  
Single at Regular price  
Single SRP \$2.99



**Celsius Essentials  
2 for \$6.00**  
Single at Regular price  
Single SRP \$3.19



**Aquafina 20oz**  
In-Store Promotion  
Single SRP \$1.99



**Aquafina 1 lt.**  
In-Store Promotion  
Single SRP \$2.49



**Pure Leaf  
All Flavors**  
In-Store Promotion  
Single SRP \$2.59



**Propel 20oz  
All Flavors**  
In-Store Promotion  
Single SRP \$2.39



**Dole 20oz  
All Flavors**  
In-Store Promotion  
Single SRP \$0.99



**Muscle Milk  
All Flavors**  
Single SRP \$3.99



**Muscle Milk Pro  
All Flavors**  
Single SRP \$3.99



**Starbucks 13.7oz  
All Flavors**  
Single SRP \$4.29



**Double/Triple Shot  
All Flavors**  
Single SRP \$3.99



**Gatorlyte  
2 for \$5.00**  
Single SRP \$3.59

## Why ARA & PBA Members Should Attend the NACS Show in Chicago

For members of the Atlanta Retailers Association (ARA) and Platinum Business Alliance (PBA), attending the NACS Show in Chicago is not just about seeing new products, but it is about staying informed, connected, and competitive in an industry that is constantly evolving

### Stay Competitive & Informed

- Gain insights on evolving trends in convenience retail
- Learn how to tackle rising costs, labor issues, and changing consumer habits

### Discover 430,000+ Sq. Ft. of Innovation

- Explore thousands of new products, services, and tools
- Organized into 5 key sections: Facility Operations, Foodservice, Fuel Equipment & Services, in-Store Merchandise and Technology

### Boost Your Knowledge Through Expert Sessions

- Hear from industry leaders and successful retailers
- Topics include cost control, food trends, tech upgrades, and labor solutions
- Valuable for both single-store and multi-location operators

### Network & Collaborate with Fellow ARA & PBA Members

- Build stronger connections within your business community
- Share ideas, challenges, and success strategies

### Turning Insights into Real Results

- Return with fresh strategies to grow your business
- Improve operations, enhance customer experience, and increase profitability

The NACS Show offers ARA and PBA members a unique opportunity to discover, connect, and elevate their business. From exploring the latest innovations to gaining actionable insights, this event will deliver the tools and strategies you need to drive growth in today's fast-changing market.



## Compliance Alert: Georgia Cracks Down on Underage Sales

The Georgia Department of Revenue (GDR) is increasing enforcement on businesses that sell alcohol or tobacco to individuals under the age of 21. Working with local law enforcement and the USDA, the GDR carries out unannounced undercover compliance checks at convenience stores, package stores, and smoke shops. More than 2,000 of these checks are conducted annually.

### Why Retailers Must Stay Alert

- Selling to anyone under 21 = major fines, criminal charges, and license loss.
- No alcohol sales to visibly intoxicated customers, even if they are 50 years old.

### Penalties for Noncompliance

| Category                   | Penalties                                                                                                                                                                                                                                                                                                                                                                              |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| For Individuals            | <ul style="list-style-type: none"> <li>• First Offense: Misdemeanor → Up to 1 year in jail + \$1,000 fine.</li> <li>• Repeat Offenses: Upgraded to High &amp; Aggravated Misdemeanor.</li> </ul>                                                                                                                                                                                       |
| For Retailers & Businesses | <ul style="list-style-type: none"> <li>• Fines, license suspensions, or full revocation.</li> <li>❖ Example (Hall County):                             <ul style="list-style-type: none"> <li>• 1st Offense → Fine or License suspension</li> <li>• 2nd Offense (within 3 years) → Mandatory 30-day License suspension</li> <li>• 3rd Offense → License revoked</li> </ul> </li> </ul> |

### How to Protect Your Business

- Train staff: Always check valid ID for alcohol & tobacco sales.
- Leverage tech: Use ID scanners to prevent human error.
- Enforce policies: Zero-tolerance approach to violations.
- Stay updated: Local laws may differ (Know your county rules.)

### Key Takeaways

- ! One careless sale can shut your business down.
- 👮 Compliance checks happen constantly, so be ready every shift.
- 📋 Follow the law: 21+ only for alcohol, tobacco & vape.
- 🚫 No sales to visibly intoxicated customers, regardless of age.





Atlanta Retailers Association  
2055 N Brown Road, Ste 200  
Lawrenceville GA 30043

CONVENTIONAL SPANNER BOARD

## SEPTEMBER – OCTOBER 2025 PROMOTIONS

**Coca-Cola**  
Assorted Flavors  
20oz Bottles

**BUY ONE AT \$1.00 + TAX**  
**REGULAR PRICE**  
**GET ONE FOR**

Single at Regular Price  
Valid September 1 through October 31, 2025



**Dole** **Starry** **Lipton**

20oz Bottles

**\$ .99 + TAX**

Single at Regular Price  
Valid September 1 through October 31, 2025



**Gatorade**  
Thirst Quencher  
20oz Bottles

**2 FOR \$4.25 + TAX**

Single at Regular Price  
Valid September 1 through October 31, 2025



**Monster**  
Energy Drink  
24oz Cans

**2 FOR \$7.50 + TAX**

Single at Regular Price  
Valid September 1 through October 31, 2025



## DOOR STRIKES

**Lay's**

1.875oz - 2.625oz bags

**2 FOR \$4.50**

All assorted flavors  
Single at Regular Price - Valid September 1 through October 31, 2025



**Red Bull**

12oz Cans

**2 FOR \$6.00**

Single at Regular Price - Valid September 1 through October 31, 2025



DISCLAIMER: ARA NEWSLINE is a monthly publication which brings helpful business information to ARA Members. The articles in this newsletter represent the view of the authors and not necessarily those of the publisher. While every precaution is taken to ensure that the information represented is accurate, the publisher does not assume responsibility for the origin or correctness of the information supplied to us or the quality and performance of products advertised herein. FOR COMMENTS & CONCERNS, CALL ARA @ 770-455-4455