

Cool New Products area has wow factor for attendees

For some retailers it's a little like being a kid in a candy shop. Cases filled with the latest products, brightest packaging and most innovative new displays. Welcome to the Cool New Products area at the NACS Show!

Mike Hinshaw has been in the convenience store business for 30 years, but he still enjoys seeing all the new products and ideas on display. Hinshaw, regional operations and marketing manager for Kwik Chek Stores, Blanco, Texas, worked his way along displays with scanner in hand Thursday.

"I really like the Dippin Stixs, and that's one of the main things I wanted to check out," he said, referring to the healthy snacks from Reichel Foods Inc., which feature packaged carrots with ranch dressing, and sliced apples with caramel. "We don't do enough to offer healthy alternatives like this."

Hinshaw was also glad to see the display with Margaritaville Paradise Key teas from Anheuser-Busch Inc., and he scanned the display barcode.

"I think Anheuser-Busch and its distributors provide the best customer service of any beverage

company in the country, and I'm glad to see they're getting into more nonalcoholic beverages," he said.

Ana Delatorre, with To Go Stores, Puerto Rico, is visiting Cool New Products for one thing — variety.

"I'm always looking for different, new products, and this time I need snacks," she said. "I want things that are different. We're always trying to bring more variety to our customers. I'm looking for bright packaging that catches my eye, because that will catch the customer's eye."



The Cool New Products Preview Room is full of innovative new items for your store.