

MPC

MIDSTATES PETROLEUM COMPANY

NEWSLETTER

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THANK YOU to all our partners who continue to provide high quality service to our customers during the events of the last several months. As we approach a new-normal, we ask that you stay vigilant in providing safe services to our mutual customers. Now is the time to make sure your restroom facilities, food services, and forecourt are clean, orderly and well maintained.

Did you know? You can view this and old newsletters on our website, at midstatespetro.com/newsletter

MYSTERY SHOPS RESUME



Beginning in **July**, Mystery Shops will resume for all our partnered brands. Chevron, Marathon, and Citgo will resume normal mystery shop schedule. Now is the time to go through your image checklists and make sure that your station is ready!

Remember the easy wins: Name tags, uniforms, paper towels and squeegees. Also, now that its summertime, the grass is growing fast! Make sure your landscaping is well maintained and free if trash and debris. And during a pandemic, it is VERY important to make sure your restrooms are stocked! Keep in mind that there are cash rewards for stations that score 100 on mystery shops!



Read more at midstatespetro.com/news

AHEAD OF THE CURB

There is a famous quote by Lewis Carroll in her novel, *Alice in Wonderland*. The Red Queen tells Alice, “My dear, here we must run as fast as we can just to stay in place.” This is a great lesson for your business. Any time you stop paying attention to changing trends, get lazy about station maintenance, fail to update your offers, you are falling behind. The competing stations around you will take advantage. Never stop striving for EXCELLENCE!

BOOSTING FOOD SERVICE SALES

Now is the time to for convenience stores to capitalize on deli sales. Many restaurants are still offering carry out only, and a lot of customers aren’t comfortable sitting in dining rooms just yet. Here are some ways to get ahead with your deli service:

Line reduction – the number one complaint about station deli services is the line during rush hour. You can help by staffing cashiers and servers separately, having clear, easy to understand menus so the customer knows what they want when it is their turn, and making the cost clear so there’s no time wasted on haggling.

Advertising – find ways to get your menu outside of the store. The easiest and most cost-efficient way is via Social Media. You could post your menu and specials daily. Offer full meal plans for busy families!

HOW STORE DESIGN IS EVOLVING DURING THE PANDEMIC

On this week’s episode of Convenience Matters, “[New Normal Retail Store Design](#),” NACS hosts Jeff Lenard, vice president of strategic industry initiatives, and Carolyn Schnare, director of strategic initiatives, discuss store layouts that incorporate social distancing.

“Right now, we’re in a scramble, and everyone’s trying to do the best we can. We’ve got painter’s tape on the floor telling us where to stand; we’ve got paper signs, etc.” Bona said. “As we take safety and hygiene into consideration and they become part of our everyday offer, I think consumers will look for this in most retail environments. It will be how we execute this to give people the confidence that we’re serious about safety.”

In the future, some of these modifications might become more integrated into stores. “Maybe queuing systems become a bit more focused and intentional,” Bona said. “If you think about convenience stores today and many legacy stores in particular, the checkout counter’s located right up against the front window [near the] front door [... creating] an area of congestion, which would be very difficult to maintain six-foot distance. If that pay point is moved farther back in the store with a queue system to guide and direct from the beginning on that trip, ... then maybe a little bit of separation becomes a bit easier ... and more organized. I think layout could serve a very important point going forward.”

Each week a new Convenience Matters episode is released on your favorite podcast apps.

IDEAS TO GO

Quality CBD Products Key to Success

Retailers should look at five areas when sourcing CBD products in their stores.

NORTHAMPTON, Mass.—Since the federal government legalized hemp with the passage of the farm bill in 2018, consumer demand for hemp-derived CBD products has soared. However, because the U.S. Food and Drug Administration (FDA) has yet to finalize guidelines for regulating CBD, the agency isn't closely monitoring hemp-derived CBD product manufacturing.



With such a Wild West marketplace, it's even more important for convenience stores to partner with quality brands committed to high standards and self-regulation to ensure safety. Figuring out which CBD companies are selling safe products takes a little time but does not have to be a daunting task. "Retailers run the risk of carrying inferior CBD products and earning the industry a bad reputation in the consumers' minds when it comes to where they purchase CBD products if they skip the step of vetting what they put on their shelf," said Tim Van Epps, founder of [Heritage CBD](#).

Retailers should consider five key areas when sourcing CBD products for their stores:

First, look for brands transparent about their hemp origin. "Quality CBD brands use hemp grown using organic farming practices in soil that is pretested for toxins like heavy metals," Van Epps said.

Second, confirm that they third-party verify every batch of product they make. An independent Certificate of Analysis (COA) shows the product contains the amount of CBD listed on the label and ensures it's within the legal THC limit of no more than 0.3%.

Third, stay away from brands claiming medical or therapeutic usage. Though they are not yet regulating the manufacturing of hemp-derived CBD, the FDA is actively monitoring for companies making medical claims because such usage [hasn't been studied enough](#). Quality CBD companies know this and avoid making such claims in order to protect their brand reputation.

Fourth, check that the labels are clear and accurate. Labels should state the net weight of the product, the amount of CBD per serving, other ingredients, and the name, location and phone number or website of the company.

Fifth, confirm the brand has representatives available to answer questions. Retailers and consumers often have questions about CBD, and good brands offer easy ways to get those answers. "As a retailer, it's a good idea to ensure your staff has a basic knowledge of what CBD is, but you can take a lot of pressure off your frontline staff by stocking brands that are available to handle consumer inquiries," Van Epps said.

Five Ways to Enhance Restroom Sanitation

Signage, fixtures, and cleanliness help reassure consumers about safe facilities.

ALEXANDRIA, Va.—As the country reopens following the COVID-19 lockdown, consumers have concerns about safely using public restrooms, reports [Chain Store Age](#).

“All eyes are on public restrooms,” said Jon Dommissie, director of strategy and corporate development, Bradley Corp., a global manufacturer of restroom equipment. “Today’s commercial washroom will be of paramount importance in providing handwashing systems and supplies and mitigating sickness-causing germs.”

In a January [2020 NACS Consumer Survey](#), 19% of fuel customers said they also went inside the store to use the bathroom.

Here are five suggestions from Dommissie for maintaining clean, well-equipped public facilities:

Post signage. Reinforce the importance of cleanliness with signage that reminds guests to wash their hands for 20 seconds per Centers for Disease Control (CDC) guidelines. According to a survey by Bradley Corp., 40% of Americans increase handwashing when signs are posted. Restroom signage can also be used to remind visitors to maintain safe distances from others and dispose of paper towels properly. A posted cleaning schedule in the restroom helps reassure customers that steps are being taken to maintain a clean environment.

Offer touchless fixtures. Touch-free fixtures for soap, faucets, hand dryers, towels, door and flushers can help reduce cross-contamination of germs. Research [shows](#) that [consumers favor touch-free fixtures](#). In fact, 91% of Americans believe it’s extremely or somewhat important that public restrooms are equipped with touchless fixtures.

Increase cleaning, sanitization and restocking. Proper, frequent cleaning and disinfection is important for public restrooms, especially for high-touch surfaces, such as doorknobs, faucets, sinks, toilets, stall door openers and paper towel dispensers. The CDC says daily cleaning with soap and water reduces germs and impurities on the surface and should be done frequently. It’s also important to disinfect surfaces to kill germs at least once daily, but even more often if the restroom is busy. Be sure to check and restock supplies regularly. Poorly stocked restrooms are pet peeves for restroom users.

Provide adequate trash cans and hand sanitizer near exits. “Research by Dommissie shows that 65% of Americans use a paper towel to avoid direct contact with restroom doors and faucets, so putting waste containers near exits lets customers dispose of them when exiting. Installing hand sanitizers just outside restrooms is another way people can clean their hands upon entering and leaving the facility.