



MIDSTATES PETROLEUM COMPANY

# NEWSLETTER

Q3 / 2020



It has been a busy quarter for Midstates! We are excited to add more stations to our family. In Q3 of 2020 Midstates acquired Powell Petroleum and all their Buddy Mart stations in the Tuscaloosa area.

We also acquired Trademart Inc, adding 5 high volume Shell stations that will soon get a Chevron/Texaco makeover.

***Did you know? You can view this and old newsletters on our website, at [midstatespetro.com/newsletter](http://midstatespetro.com/newsletter)***



## ARE YOU MYSTERY SHOP READY?

Beginning in **July**, Mystery Shops have resumed 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. Make sure your landscaping is well maintained and free of 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!

## DO YOU HAVE A LOYALTY STRATEGY?



Many of the most popular stores know that customers like to feel rewarded for sticking with a brand or product. While large scale Loyalty programs can be complicated, there are some simple solutions that customers will appreciate. Punch cards are an old-fashioned way of offering a free product after so many purchases, and pairs well with a product such as Pizza. Other customers have had success offering a free cup of coffee with a gas fill up. These may not be the right solutions for you, but think about what rewards you could offer your frequent customers.

## COVID UNCERTAINTY

Those in the know are saying that there will be an uptick in COVID-19 cases as the weather cools during Fall and Winter months. Here are some thoughts for your business in light of the pandemic:

1. The fewer stops a customer has to make in their day, the better. What options does your station have to make it a one-stop-shop? Do you offer the most popular grocery items, such as milk, eggs and bread?
2. If you offer Deli options, does your menu include meal plans for the whole family? Customers will be eating at home more often, and if their local convenience store has menu plans that will feed their whole family, that's one less thing on their to-do list! No deli? Frozen food consumption jumped 94% in March from a year earlier. If you have a freezer, consider stocking frozen foods!
3. Is your bathroom consistently and fully stocked? Cleanliness is one of the most important factors when customers choose a convenience store, and that is especially important now. If you *sometimes* have soap, *sometimes* have paper towels, customers will perhaps consider another station.
4. How is your inventory management? During the last lockdown, did you run out of certain items? It would be wise to stock those up NOW!

## STAY CONNECTED

Did you know that there is a free, weekly podcast that discusses convenience store news, trends and technologies? If you want to gain a leg up on the competition, get fresh ideas, learn about emerging technologies, and learn about new products visit <https://conveniencematters.com/> and browse through the latest episodes.

You and your managers have time while performing station duties to listen, learn and grow in knowledge. You might just find an idea that transforms your station and business!

### #249 Loyalty Matters. A Lot.



1 week ago

Paula Thomas, Host of Let's Talk Loyalty podcast Capturing the attention of highly attentive customers [...]

Details →

# CONVENIENCE NEWS

ATLANTA — PDI now offers its tobacco scan data package to single-site and independently operated convenience stores for free.

The package is part of PDI's CStore Essentials solution, formerly known as CStorePro Technologies, and allows retailers to access funding from tobacco manufacturers that includes consumer benefits in exchange for tobacco scan data from their stores.



"During these challenging times, offering this package for free will be incredibly helpful, allowing small and independent operators to boost their bottom line, both from a product cost and consumer discount perspective, by easily gathering their data and supplying it to tobacco companies," said Jamie Hudson, senior vice president and general manager, offers and insights, PDI.

"Also, leveraging the scan data allows PDI, consumer packaged goods companies and the retailers to make better decisions about purchasing and distribution, merchandising, inventory, store branding and overall promotions," he added.

As part of the free package, tobacco brands will continue to provide stores with rebates based on sales volume and consumer engagement with tobacco products purchased at participating locations. Additionally, the package allows independent operators to offer consumer discounts with no impact to margins.

Insights gathered from the tobacco scan data can significantly benefit retailers by uncovering consumer purchasing behavior, identifying buying trends and ultimately impacting sales, PDI said. Professional Datasolutions Inc. (PDI) helps convenience retailers and petroleum wholesalers thrive through digital transformation and enterprise software that enables them to grow topline revenue, optimize operations and unify their business across the entire value chain.

# How to Turn Grab-and-Go Into Big Business



The following are some suggestions that can help all vendors make the most of their GNG food products:

**Variety.** There's an old expression that says "abundance invites; scarcity repels." That applies to GNG food. Include several entrée items in display cases and accompany them with a wide selection of other items, so customers can round out the meal with a variety of sides. This will help you develop a more complete grab-and-go menu.

**Consistency.** Nothing irks customers more than needing to scour a store display case looking for a GNG food item they like and regularly purchase. Develop a consistent display presentation. Don't rotate items that customers buy consistently or move slow sellers to where the favorite items were once displayed. If a GNG food item is not selling well, it is best to look for another product.

**Branding.** The food must look good to get the customer's attention, but take that a step further. Packaging should also have the same look and feel, as well as colors and signage of the retail establishment in which it is sold. Every product in a grab-and-go food case must have a name and branded signage, according to Arlene Spiegel, a business consultant to the foodservice industry. "Make sure the signage is distinctive... this contributes to building a loyal fan base."

**Be neighborhood-specific.** Marketing vegan GNG products on a college campus or in a high-tech area filled with younger workers would likely do well; however, marketing those same products in an industrial or blue-collar area where meat, fish and chicken are popular might not do so well.

**Metrics.** Finally, it is critical to track what items are — and are not — selling, how long some items take to sell, who is buying what (younger people, older people, women, men) and at what times. Doing so will reduce food waste and waste reduction, and in turn, helps increase profits. Providing what your customers want is what helps turn grab-and-go into gold.