

**PROFESSOR  
PROFIT SAYS  
C-STORE BEST  
PRACTICES  
IMPROVE:**



**FOOT  
TRAFFIC!**

**SALES!**

**PROFITS!**



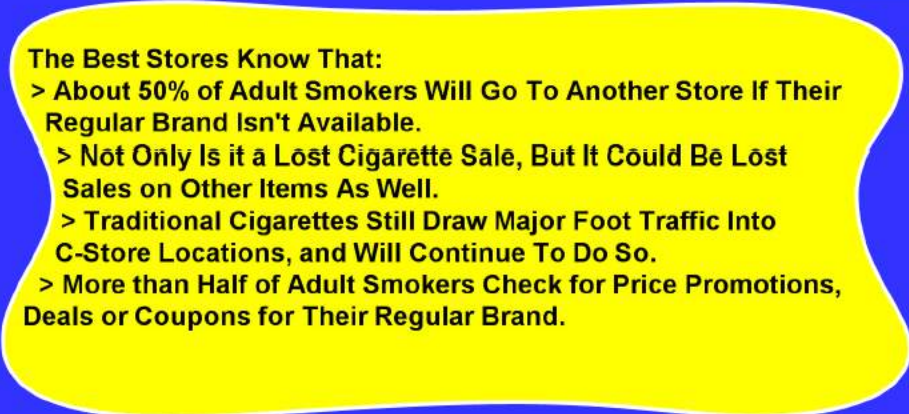
**WHY ARE  
CUSTOMERS  
LOYAL  
TO THE BEST STORES?  
#11 SMART CIGARETTE &  
TOBACCO MARKETING!**



**STOP!!!**  
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**Minimizing  
Cigarette &  
Tobacco  
Out-of-Stocks Is  
Critical!!!**



**The Best Stores Know That:**  
> About 50% of Adult Smokers Will Go To Another Store If Their Regular Brand Isn't Available.  
> Not Only Is it a Lost Cigarette Sale, But It Could Be Lost Sales on Other Items As Well.  
> Traditional Cigarettes Still Draw Major Foot Traffic Into C-Store Locations, and Will Continue To Do So.  
> More than Half of Adult Smokers Check for Price Promotions, Deals or Coupons for Their Regular Brand.



**Cigarettes & Tobacco Are Key,  
If More Profits You Want to See.  
If You're Out of Stock,  
Customer Will Walk,  
And You Won't Sell Any of Your Inventory.**



**The Best Stores Know That:**  
> Retailers That have a Top-Down Fixture do 20% to 30% more e-cigarette Volume Than Those Who Place it Below OTP.  
> Retailers Looking for the Proper Assortment Need to Carry the Brands that Sell Nationally and Have an 80% to 90% Satisfaction Rate.  
> Brands That Offer the Highest Margin to the Retailers Are Also Key to Any Mix.

Thanks to Convenience Store News, February 2015



**Celebrating Over 100 Years**

