

C-Store Solutions for the Shelter In Place Era



REMAINING A DAILY DESTINATION

Consumers aren't on the road as much as normal, so it's even more important to offer beverage and foodservice items that will drive them into your customers' stores. Satisfied c-store customers are repeat customers. And repeat purchasers. Offer solutions for to-go beverages, along with add-on and impulse purchases.

COFFEE BAGS & CARTON TEA

We also anticipate that consumers will be purchasing traditional retail items at c-stores vs. visiting a more highly trafficked grocery store. Make sure you offer your customers these essential items to drive repeat visits.

- Red Diamond Coffee 11oz bags
- Red Diamond Coffee 22oz and 34.5oz cans
- Red Diamond gallon and quart sized carton tea

These items are also available in shippers for easy merchandising.



CAPITALIZING ON SEASONAL LTOs

Limited-time-offering coffees increase customer sampling and satisfaction. These special coffees are the perfect addition to your c-store:

- PUMPKIN HARVEST – This fall favorite is a perfect medium roast coffee with the lightly spiced flavors of a pumpkin pie.
- GINGERBREAD CARAMEL – Imagine a fresh baked gingerbread cookie combined with a lightly sweet caramel flavored coffee, and you have an instant Christmas classic.
- PEPPERMINT MOCHA – A rich smooth coffee with warm chocolate notes and a bright peppermint finish – everything that you need to start the holiday season!



For additional products, insights, and COVID-19 beverage solutions, visit www.reddiamondbevservice.com.