



GRAB & GO FOR IT!

A HOTEL RETAIL PLAYBOOK
Vol. 2

2022

LABOR SHORTAGE SELF SERVICE SOLUTIONS
RETAIL BEST SELLERS and EMERGING TRENDS
HOTEL RETAIL DESIGN FAVORITES of 2021

impulsify.

HELLO!

This year's issue is jam-packed with all the data and insights hoteliers need to offer cooler, better faster self-service grab-and-go retail that guests need now more than ever.

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Retail Revenue
Performance

THE FUTURE OF GRAB-AND-GO IS NOW. LIKE RIGHT NOW!



Janine Williams
CEO & Founder
impulsifyinc.com

Co-Owner
Platte Street Mercantile
Denver, CO

Industry expert on
hotel retail.

I have crisscrossed the country for 15 years speaking on panels and visiting brands, owners, and management companies to communicate the untapped value of high quality, data driven, self-service grab-and-go retail.

Then 2020 came along and placed an unexpected spotlight on the space. It wasn't how I wanted my passion project to be brought to the forefront of discussion, but . . . here we are.

Now, let's turn a negative into a mega positive!

There has never been more revenue opportunity in this the retail market than now. Right now! But most brands we evaluate are a solid 5 years behind on retail strategy when it comes to the 5 key areas that drive maximum profitability: design, product assortment, merchandising, technology, and operational efficiency.

Our 2022 Playbook is dedicated to helping hotel owners of all brands and sizes get it right!

In this issue, we will cover what has to happen to make the grab-and-go market a quality, easily managed highly profitable piece of real estate in your hotel.

Our retail data team scoured over 15M retail transactions in our POS system to identify emerging product trends that jumped up the list to must-have status in response to the pandemic and evolving guest needs. And, of course, to compile our super popular **Annual Retail Best Sellers list!**

Our design team will highlight some of the coolest retail design projects from 2021 and provide you with the ideal planogram for small, medium and large format hotel markets that exceed pretty much any brand standard while meeting a wide variety of guest nutritional and convenience needs.

Our product team will shamelessly show off our new touchless kiosk that debuted at HITEC in 2021.

And finally - our retail performance team will share Retail Revenue and KPI data to help you set ambitious 2022 retail goals for your teams!

There has never been a better time to re-evaluate, automate, and generate some long overdue profits from your grab-and-go market – and we are here to help.

LET'S "GRAB & GO FOR IT" TOGETHER!

THE PANDEMIC

PANTRY(R)EVOLUTION



Bye Bye, “Pantry” in the Corner.

HELLO! Self-Service Grab & Go Retail Market.

When looking for positives and pivots that came from the recent pandemic – the evolution of the “pantry” into a full-fledged F&B outlet ranks tops for guests who were long over microwave meals, tired snack offerings, and front desk line wait times to buy a water..

A handful of brands were implementing upgrades to their retail markets pre-Covid, but the urgency to improve quality, safety, and efficiency reached an all-time high when states re-opened and travel spiked last summer. What was barely regarded as an interesting amenity in Q1 of 2020, instantly became the primary source of food and beverage for many hotels.

Despite supply shortages, the labor crisis, and endless hospitality woes – hotel guests’ expectations are higher than ever. A contactless, high quality packaged F&B experience is one of the easiest improvements to make with the most immediate ROI.

With increased demand comes innovation!



Corporate F&B experts got involved: More executive team members are getting involved to rethink this space than ever before. It is not the Front Office Manager calling these days or a motivated GM; it’s the VP of F&B at the Brand or management group. They are not asking for help pricing their frozen dinners; they are asking to explore menu items that can be packaged by ghost kitchens and data on RTD Craft Cocktail performance.



Product assortment improvement: The days of microwave meals may be finally behind us as hotel guests seek healthier, higher quality options. Kraft Mac & Cheese and Digiorno Pizzas lead the meal categories for a decade – we now see Hillshire Farm Genoa Snack Packs and prepared in-house sandwiches dominating in the meal categories.



Elevated merchandising: While shelf pushers were once a quick merchandising fix, we see more brands pulling the broken plastic aisles and scraping the adhesive off their millwork to opt for modern baskets and containers that are quick and easy to fill with a more bountiful retail appeal.



Reach in refrigeration: Well-lit, doorless refrigeration that entices the guest to grab-and-go without touching anything but their purchase is the way to go in 2022. Brands like Structural Concepts and Turbo Air are flying off the shelves as more brands opt for truly touchless grab-and-go everywhere possible.



Self-Pay POS Technology: Guest-facing kiosks that allow guests to scan, pay, and go for packaged food and beverage items without front desk assistance went from nice-to-have to must-have overnight. Between the labor crisis and cross contamination concerns, no hotel should offer retail without it.



Luke Lester, Lester Hospitality at Crowne Plaza Chandler, AZ

IS SELF SERVICE THE ANSWER TO THE LABOR CRISIS?

The industry says, **"OH HECK YEAH!"**

As the world returns to travel, the industry is scrambling to entice former employees to come back and encourage new ones to enter the world of hospitality.

Studies estimate 15–20% of all previous associates left the hospitality industry permanently, according to Michael Karicher, EVP human resources, Remington Hotels.

Hourly wages increased 13.6% between February 2020 and November 2021, but the labor shortage persists due to a variety of factors including heavy work demands and around the clock expectations.

With hotel grab-and-go retail experiencing a 40% rise in revenue from 2020 to 2021, the demand for packaged F&B has added a significant burden for front desk teams that is easily alleviated with self-service automation.

"Hospitality is a resilient industry, but these front desk teams are exhausted!" empathizes Janine Williams of Impulsify.

Impulsify reports select-service hotels ringing 500–1,000 transactions per month and full-service regularly ringing two to three thousand – with some as high as 7,000!

This means guests wait in line for check ins, phone calls, and service issues while trying to just buy a bottle of water. By the time they get to the front desk associate, they are frustrated, and the associate inevitably bears the brunt of that.

An unnecessary lose | lose for team member and guest.

"If you can reduce 1,000+ retail transactions per month from hitting the front desk, your team will thank you, and so will the line of guests waiting to check in," says Williams.

The ability to purchase in-store at a self-service kiosk rather than wait in line at the front desk is a clear guest preference with up to 92% of retail transactions moved to the kiosk when the option was made available, according to 2021 retail transactions.

As a result – savvy companies are looking for strategic technology investments that alleviate day-to-day tasks and lighten the load on tired teams to make the positions they need to fill less overwhelming. Self-service kiosk sales were up 235% in 2021.

WHEN YOU JUST NEED A BAG OF HOT CHEETOS . . .

I'm totally shoplifting today.



Frees up the front desk by allowing guests to scan and pay for retail items in store with credit card or room charge



Eliminates costly front desk calculation errors and missed transactions



Increases revenue by eliminating abandoned sales and inadvertent theft that occur when no associate is immediately available



Improves guest experience by eliminating wait times

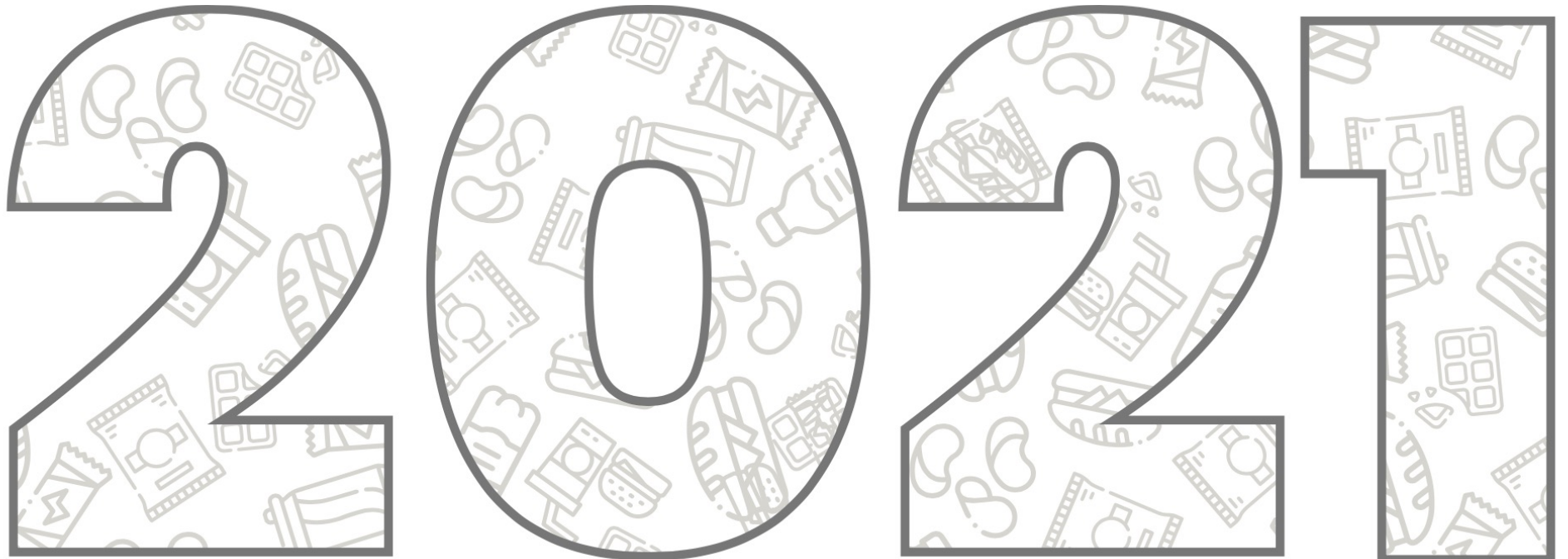


Apple Pay/Android/Google and NFC Tap for contactless payment

Request a ShopPoP Self-Service Kiosk Quote for your Grab-and-Go Market:
info@impulsifyinc.com



THE BEST SELLERS



THE TOP CATEGORIES BY VOLUME

Every year we publish our proprietary, 100% agnostic data on what sold in hotel lobby markets the previous year.

We are not paid by manufacturers or distributors to showcase certain products in the Top 10 like many planogram service companies.

We just report on what guests bought in hotel stores last year to offer guidance on product selections and retail price for busy GMs who want to update their assortment but don't know where to start.

Our ImpulsePoint: Retail Management System has captured over 15 million hotel retail transactions last year and compiled them into our Annual Best Sellers List.

We hope it brings better retail to your guests, better profits to your bottom line!



1. BEVERAGES



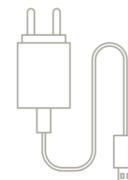
2. SNACKS



3. FROZEN



4. FRESH



5. ELECTRONICS



SODA

1. Coca-Cola, 20 oz
2. Sprite, Lemon Lime, 20 oz
3. Diet Coca-Cola, 20 oz
4. Dr. Pepper, 20 oz
5. Coca-Cola, Zero, 20 oz
6. Fanta, Orange, 20 oz
7. Seagram's Ginger Ale, 20 oz
8. Diet Dr. Pepper, 20 oz
9. Mountain Dew, 20 oz
10. Barq's Root Beer, 20 oz

Avg Retail: \$2.85

Avg Cost: \$1.01



WATER

1. Dasani, 20 oz
2. Smart Water, 20 oz
3. Nestle Pure Life, 16.9 oz
4. Smart Water, 1 L
5. Aquafina, 16.9 oz
6. Niagara, 16.9 oz
7. Fiji Water, 16.9 oz
8. Poland Spring Water, 16.9 oz
9. Evian Spring Water, 33.5 oz
10. Arrowhead, 16.9 oz

Avg Retail: \$2.95

Avg Cost: \$0.69



SPECIALTY WATER

1. San Pellegrino, 16.9 oz
2. Aha Sparkling Water, Blueberry Pomegranate, 12 oz
3. Topo Chico, 20 oz
4. Vita Coco, 16.9 oz
5. Perrier, 16.9 oz
6. Essentia Alkaline Water, 16.9 oz
7. Smartwater, Cucumber Lime Enhanced Water, 23.7 oz
8. Body Armor, Super Hydration Water, 1L
9. Hint, Blackberry Water, 16 oz
10. Bai 5, Coconut Water, 18 oz

Avg Retail: \$4.02

Avg Cost: \$0.99

All data is 100% based on actual lobby retail sales captured by ImpulsePoint.



JUICE & TEA

1. Minute Maid, Apple Juice, 12 oz
2. Minute Maid, Orange Juice, 12 oz
3. Gold Peak, Sweetened Iced Tea, 18.5 oz
4. Minute Maid, Lemonade, 20 oz
5. Tropicana, Orange Juice, 15.2 oz
6. Tropicana, Apple Juice, 15.2 oz
7. Gold Peak, Unsweetened Tea, 18.5 oz
8. Minute Maid, Cranberry Grape, 12 oz
9. Minute Maid, Cranberry Apple Raspberry, 12 oz
10. Minute Maid, Pink Lemonade, 20 oz

Avg Retail: \$3.00

Avg Cost: \$1.04



MILK

1. Fairlife, Yup!, Chocolate Milk, 14 oz
2. Fairlife, Yup!, White Milk, 14 oz
3. Nesquik, Chocolate Milk, 14 oz
4. Fairlife, Yup! Milk, Strawberry, 14 oz
5. Darigold, 2% Milk, 14 oz
6. Shamrock Farms, Chocolate Milk, 12 oz
7. Nesquik, Strawberry Milk, 14 oz
8. Shamrock Farms, 2% Milk, 12 oz
9. Darigold, 1% Chocolate Milk, 14 oz
10. Shamrock Farms, Vitamin D Milk, 12 oz

Avg Retail: \$3.16

Avg Cost: \$1.16

BEVERAGES



ENERGY

1. Red Bull, 8.4 oz
2. Monster Energy, 16 oz
3. Red Bull, 12 oz
4. Monster Zero, 16 oz
5. Red Bull, Sugar Free, 12 oz
6. Red Bull, Sugar Free, 8.4 oz
7. Red Bull, Tropical, 12 oz
8. Monster, Java Mean Bean, 16 oz
9. Monster, Ultra Sunrise, 16 oz
10. Monster Energy, Ultra Violet, 16 oz

Avg Retail: \$4.00

Avg Cost: \$1.54



SPORTS DRINKS

1. Powerade, Mountain Blast, 20 oz
2. Powerade, Fruit Punch, 20 oz
3. Glaceau, Vitamin Water XXX, 20 oz
4. Gatorade, Cool Blue, 20 oz
5. Gatorade, Fruit Punch, 20 oz
6. Glaceau, Vitamin Water, Dragon Fruit, 20 oz
7. Gatorade, Lemon Lime, 20 oz
8. Gatorade, Orange, 20 oz
9. Powerade, Orange, 20 oz
10. Powerade, Lemon Lime, 20 oz

Avg Retail: \$3.31

Avg Cost: \$1.00



COFFEE

1. Dunkin' Donuts, Iced Coffee, French Vanilla, 13.7 oz
2. Starbucks, Frappuccino, Mocha, 9.5 oz
3. Dunkin' Donuts, Iced Coffee, Mocha, 13.7 oz
4. Dunkin' Donuts, Iced Coffee, 13.7 oz
5. Starbucks, Frappuccino, Vanilla, 9.5 oz
6. Stok, Vanilla Iced Coffee, 13.7 oz
7. Dunkin' Donuts, Iced Coffee, Espresso, 13.7 oz
8. Stok, Mocha Iced Coffee, 13.7 oz
9. La Colombe, La Colombe Draft Latte Vanilla, 9 oz
10. Stok, Black Iced Coffee, 13.7 oz

Avg Retail: \$2.63

Avg Cost: \$4.06



PROTEIN

1. Core Power, Chocolate Protein Drink, 14 oz
2. BodyArmor, Strawberry Banana, 16 oz
3. Core Power, Vanilla Protein Drink, 14 oz
4. BodyArmor, Orange Mango, 16 oz
5. BodyArmor, Fruit Punch, 16 oz
6. Muscle Milk, Chocolate, 14 oz
7. Core Power, Strawberry Banana Protein Drink, 14 oz
8. Core Power, Elite Protein, 14 oz
9. Muscle Milk, Vanilla Cream, 14 oz
10. Muscle Milk, Chocolate, 14 oz

Avg Retail: \$4.22

Avg Cost: \$1.83



BEER

1. Bud Light, 12 oz
2. Michelob Ultra, 12 oz
3. Stella Artois, 11.2 oz
4. Coors Light, 12 oz
5. Budweiser, 12 oz
6. Corona Extra, 12 oz
7. Miller Lite, 12 oz
8. Heineken, 12 oz
9. Blue Moon, 12 oz
10. Yuengling Lager, 12 oz

Avg Retail: \$5.14

Avg Cost: \$1.02



WINE

1. Sutter Home, Cabernet Sauvignon, 187 MI
2. Sutter Home, Chardonnay, 187 MI
3. Sutter Home, Merlot, 187 MI
4. Sutter Home, Pinot Grigio, 187 MI
5. Sutter Home, White Zinfandel, 187 MI
6. Sutter Home, Moscato, 187 MI
7. Lamarca, Prosecco Wine, 187 MI
8. Sutter Home, Pinot Noir, 187 MI
9. Barefoot, Cabernet Sauvignon 187 MI
10. Barefoot, Chardonnay, 187 MI

Avg Retail: \$6.13

Avg Cost: \$1.55



CHIPS

1. Doritos, Nacho Cheese, 2.5 oz
2. Lay's, Classic, 2.25 oz
3. Doritos, Cool Ranch, 2.5 oz
4. Lay's, Barbecue, 2.25 oz
5. Cheetos, Crunchy Cheetos, 2.75 oz
6. Cheetos, Crunchy Flamin' Hot, 2.75 oz
7. Pringles, Grab & Go, Original, 2.3 oz
8. Pringles, Grab & Go, Sour Cream & Onion, 2.6 oz
9. Tostito's Rounds Tortilla Chips 3 oz
10. Ruffles, Cheddar & Sour Cream, 2.25 oz

Avg Retail: \$2.91

Avg Cost: \$0.97



CRACKERS

1. Sunshine, Cheez-It, 3 oz
2. Nabisco, Ritz, Bits, Sandwich Cracker w/ Cheese, 3 oz
3. Sunshine, Cheez-It, White Cheddar, 2 oz
4. Goldfish, Cheddar Cheese, 2.25 oz
5. Nabisco, Ritz, Bits, Sandwich Cracker w/ Peanut Butter, 3 oz
6. Lance, Peanut Butter, 1 oz
7. Lance, Toasted Cheese and Peanut Butter, 1.3 oz
8. Keebler, Cheese & Peanut Butter Sandwich Crackers, 1.8 oz
9. Ritz, Cracker Chips Sour Cream & Onion, 1.75 oz
10. Lance, Cream Cheese and Chives, 1.38 oz

Avg Retail: \$2.39

Avg Cost: \$0.67



CANDY

1. Skittles, Bite Size, Original, 2.17 oz
2. Sour Patch Kids, 3.5 oz
3. Haribo, Gummi Gold Bears, 5 oz
4. Starburst, Fruit Chews, Original, 2.07 oz
5. Sour Patch Kids, 2 Oz, Bag
6. Swedish Fish, Original, 5 oz
7. Twizzlers, Strawberry Twists, 2.5 oz
8. Welch's, Fruit Snacks, Mixed, 5 oz
9. Skittles, Bite Size, Tropical, 2.17 oz
10. Albanese, 12 Flavors Gummy Bears, 7.5 oz

Avg Retail: \$2.48

Avg Cost: \$0.82



GUM & MINTS

1. Altoids, Peppermint Mints, 1.76 oz
2. Mentos, Mint, 1.32 oz
3. Tic Tac, Mints, 1 oz
4. Orbit Gum, Spearmint, 14 pc
5. Tic Tac, Orange Mints, 1 oz
6. Dentyne Ice, Peppermint, Sugar Free Gum, 7.6 oz
7. Orbit Gum, Wintermint, 14 pc
8. Orbit Gum, Peppermint, 14 pc
9. Trident, Spearmint, 18 pc
10. Dentyne Ice, Spearmint, 7.6 oz

Avg Retail: \$2.68

Avg Cost: \$0.94



COOKIES

1. Oreo, Single Serve, 2.4 oz
2. Rice Krispies Treats, 2.13 oz
3. Oreo, 5.25 oz
4. Nutter Butter, 1.9 oz
5. Oreo, Mini, 3 oz
6. Famous Amos, Chocolate Chip Cookies, 2 oz
7. Chips Ahoy, Mini, Chocolate Chip, 3 oz
8. Grandma's, Peanut Butter Cookies, 3 oz
9. Chips Ahoy, 6 oz
10. Chips Ahoy, 1.55 oz

Avg Retail: \$3.02

Avg Cost: \$0.94



ICE CREAM

1. Snicker's, Ice Cream Bar, 3.33 oz
2. Haagen-Dazs, Chocolate Ice Cream, 3.6 oz
3. Twix, Ice Cream, 3.13 oz
4. Nestle, Toll House, Chocolate Chip Cookie Sandwich, 7 oz
5. Nestle, Drumstick, Vanilla, 4.6 oz
6. Edys, Dibs, Vanilla with Nestle Crunch Coating, 4 oz
7. Haagen-Dazs Strawberry, 3.6 oz
8. Haagen-Dazs, Vanilla with Almonds, 3.67 oz
9. Haagen-Dazs, Vanilla Ice Cream, 3.6 oz
10. Klondike, Original Ice Cream, 5.5 oz

Avg Retail: \$3.66

Avg Cost: \$1.32



CHOCOLATE

1. M&M's, Milk Chocolate, 1.69 oz
2. Snicker's, Candy Bar, 1.86 oz
3. Reese's, Peanut Butter Cups 1.5 oz
4. M&M's, Peanut, 1.74 oz
5. Kit Kat, Milk Chocolate, 1.5 oz
6. Twix Cookie Bar, Caramel, 1.79 oz
7. Hershey's, Milk Chocolate, 1.55 oz
8. 3 Musketeers, 1.92 oz
9. Milky Way, Candy Bar, 1.84 oz
10. Hershey's, Milk Chocolate with Almonds, 1.45 oz

Avg Retail: \$2.28

Avg Cost: \$0.75



SALTY

1. Act II, Popcorn, 2.75 oz
2. Chex Mix, Traditional, 3.75 oz
3. Skinny Pop, Original, 1 oz
4. Smartfood, Popcorn, White Cheddar, 1 oz
5. Gardetto's Snack Mix, Snak-Ens, Original Recipe, 5.5 oz
6. Rold Gold, Pretzels, Classic Tiny Twists, 2 oz
7. General Mills, Chex Mix, Cheddar, 3.75 oz
8. Combos Pizzeria Pretzel, 6.3 oz
9. Smartfood, Popcorn, 2 oz
10. Orville Redenbacher's, Movie Butter Popcorn, 2.9 oz

Avg Retail: \$3.10

Avg Cost: \$1.08



HEALTHY

1. Jack Link's, Beef Jerky, Original 100 Calories, 1.25 oz
2. Nature Valley, Crunchy Granola Bar, Oats 'N Honey, 1.5 oz
3. Planters, Salted Peanuts, 2 oz
4. Planter's, Honey Roasted Peanuts, 6 oz
5. Wonderful Pistachios, Roasted & Salted, 1 oz
6. Clif Bar, Chocolate Chip, 2.4 oz
7. Planter's, Trail Mix, Nut & Chocolate, 2 oz
8. Planter's, Salted Cashews, 3 oz
9. Clif Bar Crunchy Peanut Butter, 2.4 oz
10. Luna, Lemon Zest Bar, 1.7 oz

Avg Retail: \$3.61

Avg Cost: \$1.38

All data is 100% based on actual lobby retail sales captured by ImpulsePoint.





BREAKFAST

1. Kellogg's, Pop Tarts, Strawberry, 2-Pack, 3.67 oz
2. Kellogg's, Pop Tarts, Brown Sugar & Cinnamon, 2-Pack, 3.67 oz
3. Otis Spunkmeyer, Muffin, Blueberry, 4 oz
4. Otis Spunkmeyer, Banana Nut Muffin, 4 oz
5. General Mills, Honey Nut Cheerios, 1.83 oz
6. Kellogg's, Frosted Flakes, 2.1 oz
7. Otis Spunkmeyer Muffin, Chocolate Chocolate Chip, 4 oz
8. Kellogg's, Pop Tarts, Blueberry, 2-Pack, 3.67 oz
9. Cinnamon Toast Crunch, 2 oz
10. Quaker, Instant Oatmeal, Maple & Brown Sugar, 1.69 Oz, Cup

Avg Retail: \$2.55

Avg Cost: \$0.74



SHELF STABLE

1. Kraft, Macaroni and Cheese, 2.05 oz
2. Bumble Bee, Tuna Salad with Crackers, Ready to Eat, 3.5 oz
3. Campbell's, Chunky, Classic Chicken Noodle, 15.5 oz
4. Chef Boyardee, Beef Ravioli, Microwavable, 7 oz
5. Thai Kitchen, Pad Thai Rice Noodle, 9.77 oz
6. Bumble Bee, Chicken Salad w/Crackers, Ready to Eat, 3.5 oz
7. StarKist, Lunch-To-Go Kit, Chunk Light Tuna in Water, 4.1 oz
8. Campbell's, Soup at Hand, Chicken w/Noodles, 10 oz
9. Campbell's, Soup at Hand, Classic Tomato, Cup, 10.75 oz
10. Simply Asia, Sesame Teriyaki, 8.5 oz

Avg Retail: \$4.03

Avg Cost: \$2.71



REFRIGERATED

1. Oh Snap, Dill Pickle Bites, 3.5 oz
2. Hillshire Snacking, Genoa Salame, 2.76 oz
3. Sabra, Hummus w/Pretzel Crisps To Go, Classic, 4.3 oz
4. Oscar Mayer, Lunchables, Turkey & Cheddar, 4.5 oz
5. Hillshire Small Plates, Italian Dry Salame, 2.76 oz
6. Sabra, Roasted Red Pepper Hummus w/ Pretzels
7. Chobani, Greek Yogurt, Blueberry, 6 oz
8. Chobani, Greek Yogurt, Strawberry, 6 oz
9. Hillshire Snacking, Wine-Infused Salame, 2.76 oz
10. Hillshire Small Plates, Hot Calabrese Salame, 2.76 oz

Avg Retail: \$4.80

Avg Cost: \$1.78



FROZEN

1. Hot Pockets, Pepperoni Pizza, 4 oz
2. Hot Pockets, Ham & Cheese 4 oz
3. DiGiorno, for One, Pepperoni Pizza, 6.5 inch, 9.3 oz
4. Nestle, Stouffer's, Lasagna w/ Meat & Sauce, 10.5 oz
5. DiGiorno, for One, Four Cheese Pizza, 6.5 inch, 9.2 oz
6. Nestle, Stouffer's, Macaroni and Cheese, 12 oz
7. Nestle, Lean Cuisine, Fettuccini Alfredo, 9.25 oz
8. Nestle, Lean Cuisine, Spaghetti w/ Meat Sauce, 11.5 oz
9. Nestle, Lean Cuisine, Culinary Arts, Sesame Chicken, 9 oz
10. Red Baron, Four Cheese Pizza, 6 oz

Avg Retail: \$5.89

Avg Cost: \$2.27



**TOP SELLING
KITCHEN PREPARED**

Roasted Turkey Club
Sandwich

Caesar Salad w/
Chicken

Ham & Swiss
Sandwich

Yogurt Berry Parfait

Fresh Fruit Cup

Breakfast Egg
Sandwich

Breakfast Burrito

Hardboiled Egg
2 Ct/ Cup



MEDS

1. Advil, 4 Tablets/ Paper Cup, Pk
2. Tylenol, Extra Strength, 4 Pk
3. Pepto Bismol, 4 Tablets, Pk
4. Aleve, 2 Caplets/Paper Cup, Pk
5. Tums Assorted Berries, 12 Tablets
6. Claritin Non Drowsy, 2 Tablet Pk
7. Dayquil, 4 Caplets, Pack
8. Nyquil, Severe Cold & Flu, 4Ct
9. Motrin, 2 Tablets, 3 Pk
10. Bayer Aspirin, 6 Tablet Pk

Avg Retail: \$3.25

Avg Cost: \$1.29



PERSONAL CARE

1. Tide Laundry Detergent
2. Crest, Complete Travel Toothbrush Toothpaste Combo, 1 Ct, Pk
- 3 Gillette, Travel Size Razor Twin Blade
4. Old Spice, Men's, Deodorant, High Endurance, 0.5 oz
5. Degree, Anti Perspirant, Women's, Deodorant, 0.5 oz
6. Kotex, Tampons, Regular, 2 Pack
7. Clear Eyes, 0.2 oz
8. Crest Toothpaste, 0.85 oz
9. Nail Clipper, 1 Pack
10. Scope, Mouthwash, Mint, 1.5 oz

Avg Retail: \$3.09

Avg Cost: \$1.11



ELECTRONICS

1. ZipKord, Data Cable for Apple Lightning Devices
2. ZipKord, Universal Travel Adapter, Z213N07
3. Duracell, Alkaline, AA Size, 4 Pk
4. Duracell, Alkaline, AAA Size, 4 Pk
5. Zipkord, Dual USB Wall Charger
6. ZipKord, 60 In. USB 2.0 Type-A to Type-C Cable
7. ZipKord, Micro USB Connector Low-Profile Sync
8. ZipKord, Power Bank, 4000 mAh
9. ZipKord, Universal Charging Kit Car and Wall w/ cables
10. Universal Ground Adapter Plug, Single

Avg Retail: \$4.70

Avg Cost: \$6.50

All data is 100% based on actual lobby retail sales captured by ImpulsePoint.

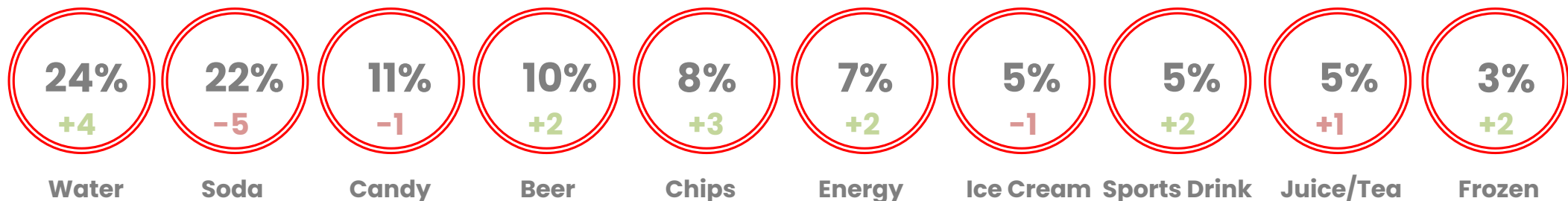


TOP

SUBCATEGORIES

TOP PERFORMING SUBCATEGORIES

As measured by percentage of revenue in Top 100 Products and compared to last year.



IN THE SPOTLIGHT: EMERGING TRENDS & INTERESTING FINDS



Alkaline88®

In 2012, The Alkaline Water Company set out on a mission to create the best tasting water in the world that also took advantage of emerging health trends: (1) The impact of alkaline water on nutrition and (2) the health benefits of mineral-dense Pink Himalayan Rock Salt. Thus, Alkaline88 was born, the smoothest tasting Clean Beverage™ in the US enhanced water category.

Trusted by locker-rooms across all professional sports, men's and women's, Alkaline88's Deliciously Smooth™ taste and elite hydrating ability also bring health and happiness to families, busy professionals, weekend warriors, health enthusiasts, athletes, and more. Available at more than 80,000 retail outlets nationwide.

Coming Soon: Alkaline88PLUS functional beverages based in Alkaline88 water and adding all-natural flavors, vitamins and supplements with no preservatives or calories.

WHY WE LIKE IT

- ✓ Water Variety and Flavor Interest
- ✓ Health & Wellness Benefits
- ✓ Functional Attributes
- ✓ High Gross Margin Opportunity
- ✓ High Volume Opportunity

Avg Cost: \$.60 - \$.65

Avg Retail: \$2.99 - \$3.99

nightfood®

Nighttime Snacking



Hotels are in the sleep business. Your rooms now feature upgraded beds, linens, blackout curtains, sound machines...all to help guests sleep a bit better.

But, what about the snacks in your lobby shop?

Did you know excess fat, sugar, and calories can directly interfere with sleep quality?

Sleep and nutrition experts formulated Nightfood to be a more sleep-friendly choice for nighttime snacking.

Put Nightfood next to your legacy ice cream brands just like you put a pot of decaf out next to the coffee.

Guests want better options when those late-night cravings hit. Delicious Nightfood delivers.

WHY WE LIKE IT

- ✓ Health & Wellness Benefits
- ✓ Unique Functional Attributes
- ✓ High Revenue Opportunity
- ✓ High Gross Profit Opportunity

Avg Cost: \$4.30

Avg Retail: \$6.50 - \$7.50

Confetti

SNACKS

We started in our tiny island lion city Singapore handcrafting veggies into nutrient dense chips we thought tasted better than store bought big brands with none of the junk. After hundreds of kitchen experiments, we landed on a satisfying crunch and rich hearty notes that is big as Confetti's soul.

Confetti makes delicious upcycled snacks from ugly veggies to reduce food waste, and uses colorful plants to feed the hungriest people in the world using a Robin Hood approach. We donate a portion of nutrient dense snacks to end hunger and malnutrition by working with global humanitarian missions to distribute snacks in the poorest parts of the world.

.....

WHY WE LIKE IT

- ✓ Sustainability, Sustainability, Sustainability
- ✓ Woman-Owned Business
- ✓ Charitable Commitment
- ✓ Upscale packaging and quality
- ✓ Unique Specialty Offering



Avg Cost: \$2.50
Avg Retail: \$5.00



HELP YOUR CUSTOMERS FEEL BETTER FASTER

Whether your customers are enjoying a few cocktails, doing a tough workout or feeling travel jet lag – this proprietary blend will accelerate recovery so they can be at the top of their game.

- Healthy alternative to sport drinks, powders, and otc medicines
- Science shows 75% of people are chronically dehydrated
- The fastest way to rehydrate, replenish and recover
- World's first chewable of its kind, tastes great
- Convenient packaged in on-the-go packets
3x more active ingredients than traditional sports drinks



WHY WE LIKE IT

- ✓ Unique functional attributes
- ✓ Broad appeal for full service and resorts guests
- ✓ Overwhelmingly positive customer reviews
- ✓ Minimal shelf space required
- ✓ Significant profit margin

Avg Cost: \$2.50
Avg Retail: \$5.00



THE PROFITABLE PLANOGRAM

INDULGENT TREATS

BEST SELLING SNACKS

EMERGING TRENDS

FRESH PREPARED FOODS

WIDE VARIETY OF BEVERAGE

SUNDRIES AND PERSONAL CARE

Right Product + Right Placement = Real Profit!

Our retail design team put together a few planograms for a variety of hotel types to help busy managers imagine what's possible in their stores.

Selecting the right assortment is more than just adding the best sellers! It is balancing top selling national brands with specialty items and emerging trends.

And then placing them in the right spot for maximum visibility and interest!

The Single Reach In Cooler



← Mixture of best selling 20 Oz Bottled Sodas including colas, non-colas and the diet version of each. Avoid cans that do Not produce the same gross profit or visual appeal.

← Group energy, caffeine, coffee and protein together. Be sure to offer milk, chocolate milk!

← Offer a variety of packaged Refrigerated Meals to meet healthier meal options for guests on the go. Utilize an existing kitchen or restaurant to prepare branded On-the-Go meals.

← Group sports drinks, vitamin waters, juices and teas together.

← Water, water, water. Offer a minimum of 2 brand options Preferably one mid-level and one premium in 2 sizes. To expand variety, swap 2 lanes of each brand for sparkling and/or coconut water.

To maximize product variety and ease of restocking, add beverage tracks and lanes to your shelves so product always looks full and appealing.

To order beverage pushers and dividers, contact design@impulsifyinc.com to order the correct shelf for your unit.

The Double Reach In Cooler

Left Side Cooler

Colas and their diet counterparts top the Charts. If your brand allows, provide both Coke and Pepsi products for maximum guest satisfaction.



Coffee and cold brews are all the rage. Columbe is a great specialty option. Dunkin is a tried-and-true brand! Protein and milk are more popular than ever due to fitness goals.



Refrigerated meals are a huge guest favorite. The category boomed as guests opted for healthier options this year in every category.



Coconut, collagen, vitamin and more make up the fast-growing Specialty Water category.



It is all about variety of brands, variety of sizes. If you limit to 2-3 stick with medium format (20-24 Oz Bottles).





Right Side Cooler

- ← Mixture of best selling 20 Oz Bottle Non-Cola Sodas including Including the diet version on each. Add Fantas for variety.
- ← Max out energy facings. The category climbed to 7% of the best sellers revenue.
- ← Packaged Kitchen Prepared Meals were the fastest growing category from 2020 to 2021. Guests want clean, healthy ingredients and will pay a premium to eat healthy on the go!
- ← Group sports drinks, vitamin waters, juices and teas together.
- ← Specialty waters including sparkling, flavored, coconut, and collagen are in high demand in endless varieties. They often carry a higher retail price and larger gross profit.

See Specialty Waters on pg 8 for inspiration.

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The Single Door Refrigerator



↵ Combination best selling cola/non-cola including diet/regular

↵ Single service coffee, energy, mil and protein

↵ Single serve juice, tea, lemonades

↵ Vitamin waters, sports drinks

↵ Specialty and Sparkling waters

↵ Bottled water, minimum two brand offering.

Most refrigerator manufacturers only include 4 shelves in their unit orders. We always purchase an additional when we design stores to maximize variety and create clear categories per shelf.

Contact design@impulsifyinc.com to order the correct shelf for your unit.

Extended Stay: Refrigerator | Freezer



Combination of premium and best-selling pints

Variety of best-selling ice cream novelties in clear bins or lanes

Heat and serve breakfast meals including burritos, waffles, sandwiches and "just add an egg" meals.

National best-selling favorites

Specialty and nutritional needs meals.



Limited offering of best-selling, high-volume eggs and dairy

Grab-and-go packaged snacks and small bites like Oh Snap Pickles, Sabra Single serves, Yogurt and Hardboiled eggs

Refrigerated salads and quick meals that offer healthier, on-the-go varieties.

Smaller format grocery milk, half & half, and milk alternatives

Smaller format grocery juices and teas depending on region

Alcohol Beverages – Undercounter



Choose a variety of light, dark, best selling and premium brands. In bottles. For maximum profit



Can format wines are popular and easy to stock and store. Splits are also a great option for full-service hotels or locations who desire an upscale offering.



Ready-to-drink cocktails and sparkling malt beverages are a high volume, high profit trend that guests love!

Ice Cream Freezer – Undercounter



Mix best sellers with premiums, new trends and dietary needs for a winning combination of ice cream pints.



Premium bars are always a guest favorite, and the box format is easy to merchandise.



Novelties are the top selling ice cream. Choose the best sellers and keep them in stock!



Ice cream is consistently one of the top performing categories in any market with one of the highest profit per turn.

Freezer organizers make appealing merchandising possible. Never lay items down on the wire rack shelves.

Our clear bins make challenging products stand up with labels facing forward at all times.

Contact design@impulsifyinc.com for more information on freezer organization options.

Salty Snacks



Select Service National Brand Assortment

Group popcorns, crackers, mixes and combos together

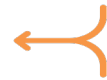
Choose the best-selling chips in the largest single serve size for maximum profit. Avoid 1.0 Oz bags of chips intended for F&B plating

Integrate specialty, gluten free and premium when appropriate

Choose large merchandisers that allow for a bountiful appearance and ease of restocking

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Sweet Treats and Healthy Snacks



Best selling cookies and specialty packaged like Bark Thins and Brookside, and Brownie Brittle.



Combination of chocolate and non-chocolate offerings meet adult cravings and family favorites.



Granolas, trail mix, dried fruits are all guest favorites



Finish off with a combination of bars, nuts and jerky or other protein offerings

Containers that allow product to stand up and face labels forward are easy to restock and offer visual interest.

Contact design@impulsifyinc.com for more information on shelf merchandisers and space planning.

Sundry Pay Station Option



Gum/Mints are the only “food” items that should be placed near sundries and personal care.



Over-the-counter medicines like headache, pain relief, indigestion and cold meds.



Offer Personal care items including TSA approved name brand deodorant, toothbrush/toothpaste, contact care and razor/shaving cream.



Electronics and charger accessories offer large gross profit opportunities that guest value in a pinch.

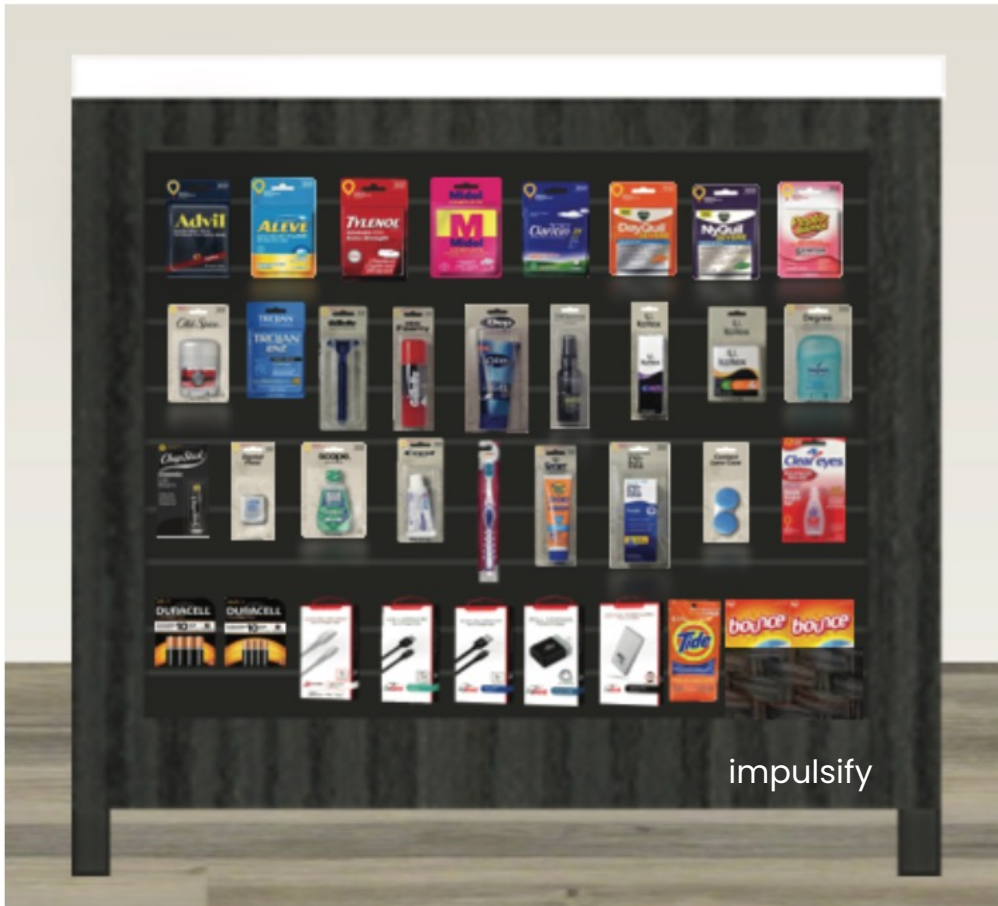


This is a great spot for the self pay station as well.

Custom units with high quality slatwall inserts make it easy to offer this essential category with minimal space requirement.

Contact design@impulsifyinc.com for more information on custom millwork built for maximum operational efficiency and product variety.

Sundries Gondola: 1, 2, 3, or 4 Sided



← Over-the-counter medicines like headache, pain relief, indigestion and cold meds.

← Offer a wider variety of best-selling Personal care items including TSA approved name brand deodorant, toothbrush/toothpaste, contact care and razor/shaving cream

← Electronics and charger accessories offer large gross profit opportunities that guests value in a pinch.
Also, a great option for laundry, pet supplies in extended stay.

Custom units with high quality countertops and slatwall inserts make it easy to offer this category with minimal space requirement.

Gondolas are an excellent way to offer essential product categories discreetly in a lobby setting. Available in 1-, 2-, -3, or 4-sided merchandising options.

Contact design@impulsifyinc.com for more information on custom millwork built for maximum operational efficiency and product variety.

2021 | Our Favorite Retail Designs



This year presented some of the most creative, big vision retail design requests we have seen to in hospitality.

Our Retail Design team used our proprietary retail transaction data to complete 27 full Retail Program designs for Brands and Management Companies looking to improve revenue and guest experience in their hotels.

**Not gonna lie...
we have some
favorites!**

Pictured Left:
Tammy Williams
VP, Retail Design
Impulsify

CREATIVE DESIGN MEETS RETAIL SCIENCE

One of our most ambitious projects of 2021 was the launch of the highly anticipated Main Street Mercantile at the upscale **Radisson Blu Anaheim**.

The hybrid grab-and-go + full gift shop was the work of Impulsify's Tammy Williams, VP of Retail Design.

"We do so much brand standard work in a year that when something is truly a white canvas to create on using our core design philosophies and retail best practices - I want to be part of that.

And boy was she ever...

From working with graphic designers on the custom movie real mural with homages to Disney films - to choosing the pop-of-color wall of bright white heads Mickey hat display - Tammy's creative design expertise is found in every eye-catching retail display.

Opting for bright white and warm natural millwork to balance the Disney Yellow ceiling and accent wall - the space vibrantly offers guests a variety of food, gift, in-a-pinch and essential ice cream novelties after a hot day in the California sun.

For Technology, the store utilizes both a traditional ImpulsePoint cashier-attended POS station as well as a guest facing ShopPop Kiosk for on-the-go purchases to minimize overhead costs on busy days improve guest experience.

FAVORITE DESIGN ELEMENT?

"The mural. It really just adds an artistic element of Disney without being a licensing issue or over the top. It wraps across 5 sections of wall. A delight to design. A beast to install!"





62%
of profit
comes
from the
cooler

SUPER SELECTIVE SELECT SERVICE DUAL BRAND Houston Galleria

American Hospitality Management reached out to Impulsify seeking more than the average Select Service market for their dual brand Staybridge Suites and Holiday Inn Express Houston Galleria.

“We want to feel more like a full-service market in every way,” was the ask.

With over 300 rooms under one roof between the two flags, we set to work to ensure a high-quality packaged F&B experience to meet guest needs and exceed revenue expectations on behalf of American Hospitality Management’s ownership.



Because the Staybridge Suites brand accommodates extended stay guests, we added a limited grocery offering in a full door glass refrigerator and freezer. We planogrammed larger format juice, milk, eggs, and grocery basics

Sensitive to the fact, the tremendous store size and SKU count could become an unbearable burden on a Select Service front desk team, we included a ShopPoP: Self Service Kiosk to off-load the 16,000 transactions rung in the first year!

The ShopPoP pay station includes credit card and Room Charge payment options, with the unique capability of offering both hotels' room sets on a single kiosk.

MARKETPLACE



THE GOLD STANDARD

CROWNE PLAZA CHANDLER PHOENIX RESORT & SPA

The Lester Hospitality team wanted more for their guests.

More space, more food, more beverage – and so much more wine! With almost 1,000 sq ft of dedicated retail, the beautiful, naturally lit space offers every major upscale grab and go category – PLUS, PLUS, PLUS!

The walled shelving units include storage in each section for ease of operations and restocking.

The custom center gondola provides ample wrap shelving as well as solid surface waterfall countertops to highlight specialty items that demand centerstage merchandising.

The reach in back-lit breeze coolers highlight the widest variety of top selling beverages from every category while reducing constant replenishment with the sheer storage capacity available for major categories like water and soda.

But the wine cellar!

The glassed-in wine offering boasts curated reds, whites, rosés, and bubbly. The design is modern. The result is breathtaking.

Not a wine connoisseur? No problem.

Guests may opt for the well-appointed liquor cabinet that offers top shelf spirits for purchase with Associate assistance.



2021 GRAB & GO RETAIL PERFORMANCE

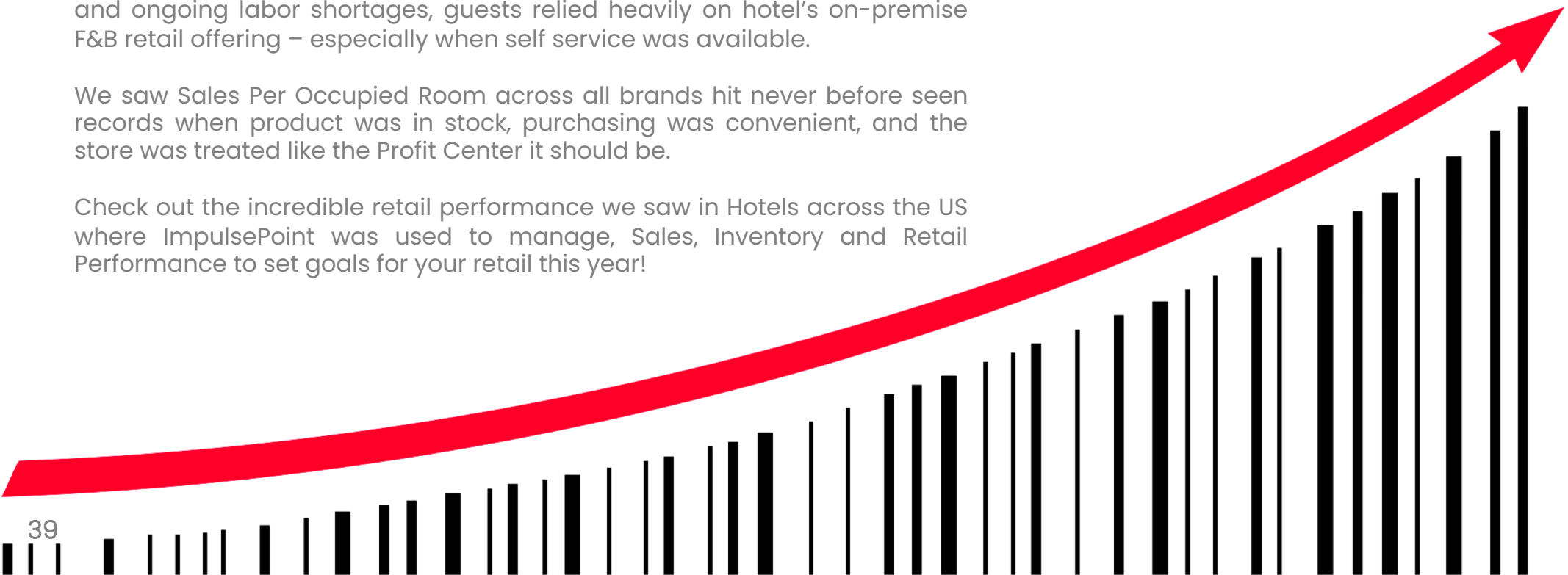
GUESTS TOTALLY GRABBED AND WENT FOR IT IN A HUGE WAY!

The Lobby retail market has never been a larger contributor to Incremental Revenue and Guest Satisfaction as we saw in 2021.

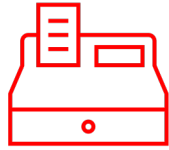
With reductions in breakfast, lingering restrictions on traditional F&B outlets, and ongoing labor shortages, guests relied heavily on hotel's on-premise F&B retail offering – especially when self service was available.

We saw Sales Per Occupied Room across all brands hit never before seen records when product was in stock, purchasing was convenient, and the store was treated like the Profit Center it should be.

Check out the incredible retail performance we saw in Hotels across the US where ImpulsePoint was used to manage, Sales, Inventory and Retail Performance to set goals for your retail this year!



IMPULSEPOINT USERS AT A GLANCE



5M

**TOTAL RETAIL
TRANSACTIONS**



\$8

**AVERAGE RETAIL
TRANSACTION AMOUNT**



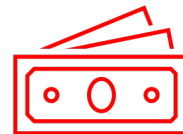
\$1.79

**AVERAGE RETAIL RPOR
ACROSS ALL HOTELS**



700_k

**TRANSACTIONS
MOVED TO KIOSK**



\$40_k

**AVG ANNUAL SALES
RUNG per KIOSK**



235%

**INCREASE IN KIOSK
DEPLOYMENTS**

ALL HOTELS BY TYPE



Select Service

Avg Annual Revenue

\$48,050

Avg Monthly Revenue

\$4,000

Avg Sales per Occupied Room

\$1.82



Full Service

Avg Annual Revenue

\$96,700

Avg Monthly Revenue

\$8,050

Avg Sales per Occupied Room

\$1.80



Extended Stay

Avg Annual Revenue

\$40,700

Avg Monthly Revenue

\$3,450

Avg Sales per Occupied Room

\$1.55

THE RETAIL ROCKSTARS! (Top 10%)

Select Service

Avg Annual Revenue

\$105,600

Avg Monthly Revenue

\$8,800

Avg Sales per
Occupied Room

\$3.56

Full Service

Avg Annual Revenue

\$199,800

Avg Monthly Revenue

\$16,650

Avg Sales per
Occupied Room

\$3.21

Extended Stay

Avg Annual Revenue

\$118,000

Avg Monthly Revenue

\$9,840

Avg Sales per
Occupied Room

\$3.67

SETTING HOTEL RETAIL GOALS

Calculate **Retail Revenue Per Occupied Room**.

$$RPOR = \text{Total Revenue} / \text{Total Rooms Sold}$$

2021 Actual

2022 Goal!

Use 2021 Numbers to get actuals for goal setting.

The ideal goal should be 25% above last year's average to account for inflation and growth.

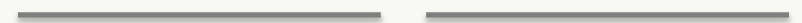
If you are above last year's average for your hotel type, choose a goal between the Average and The Top 10% for your segment.



Calculate current **Profit Margin**

$$\text{Profit} = (\text{Total Revenue} - \text{Total Spend}) / \text{Total Revenue}$$

The ideal goal is 55-65% to cover any loss due to theft, expiration, or other losses.



Management Companies and Ownership Groups who would like a complimentary portfolio retail revenue analysis, reach out to sales@impulsifyinc.com.

Let us show you why the grab & go is the most profitable real estate in your lobby!

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GRAB & GO FOR IT!