



# THE INFO PUMP

A NEWSLETTER FROM THE WHIRLEY-DRINKWORKS!  
CONVENIENCE STORE TEAM

2009  
4TH QUARTER  
ISSUE

## Value of a Refill Mug Program

According to the NACS State of the Industry Report:

**Bob's Fuel Stop** 3

**5 FREE**  
Fountain Refills  
**1 2 3 4 5**

[Check out the NACS  
SOI numbers!](#)

- Refills represent 6% of Hot and Cold Dispensed Beverage Sales
- Each \$1 in Coffee Mug sales generates \$17.26 in Refills
- Each \$1 in Fountain Mug sales generates \$28.64 in Refills

## Merchandising Corner

**NEW**  
Shipper Display

- Small Footprint (14"W x 13.5"D)
- Holds 24-36 Mugs
- Includes 4 pre-packed shelves that are easy to attach to backer
- Includes custom point-of-sale sign



[Click Here  
for Full Merchandising Info](#)

## Are You Ready for Fountain Season?

- How about featuring a 100 oz. Mug for 100 Days of Summer? Several C-Store chains have had success with this Monster Mug in/out promotion
- We have a wide variety of products and merchandising to help you increase fountain beverage sales. Get inspired by the 2010 Fountain Art Portfolio that features on-trend graphics.



[View 2010 Fountain Art Portfolio](#)

## FEEDBACK

Questions, comments, product inquiries & email removal: [marketing@whirleydrinkworks.com](mailto:marketing@whirleydrinkworks.com)

## Looking for Premium Coffee Mugs?

We have premium stainless and acrylic travel mugs available in inventory with low minimum orders and quick turn-around time. Check out Whirley-DrinkWorks! Premium Coffee Brochure for our complete product line.



[Click Here for Brochure](#)

## Hot New Product at NACS

New 16 oz. Fusion **100% Leak Proof** Mug generated lots of excitement at NACS! Our patent-pending Fusion product line is Made in the USA, and is available in a variety of styles and colors.



**Never. Spill. Another. Drop.**

[Click Here for Brochure](#)

## Happy Holidays!

Our C-Store team would like to thank you for your business in 2009. We look forward to working with you in 2010 to create and execute successful and exciting Refill programs.

### The Elements of a Successful Refill Program:

- 1) **Mug Selection – Most Consumers own more than one mug**
  - Offer Value and Premium mug style options
  - Rotate products or change art every 4-6 months to keep program fresh
  - Color and on-trend graphics are important to consumers
- 2) **Refill Offer – Consumers are Looking for Value**
  - Promote '\$.99 Refills' or '5 Free Refills' loyalty card to drive repeat business
- 3) **Merchandising – Mugs are an Impulse Purchase**
  - Racks or Shipper Displays, with clear signage, need to be located near beverages

For more information on any of these programs...or to create a custom program, contact your local Whirley-DrinkWorks! C-Store Specialist or check out our website at:

[www.whirleydrinkworks.com](http://www.whirleydrinkworks.com)

