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How to go from cyber victim to data-security top gun.

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What Couche-Tard may do with The Pantry's 1,512-store Kangaroo network. Grand Opening: QuickChek. The motivations of younger millennials and females. Eye on low gas prices; foodservice menu rotations; the 2015 Beverage Report; anti-vaping laws; fuel MPG requirements; a new twist on loyalty; and more!

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### COVER STORY

## Cover Story: Hack-Proof

By [Angel Abcede](#), Senior Editor/Content Development Coordinator  
[Samantha Oller](#), Senior Editor/Special Projects Coordinator

How to go from cyber victim to data-security top gun—and prevent criminals from stealing your \$#!t

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### OPINION

## Opinion: Are You in Their Wallet?

By [Anton Bakker](#), President & CEO, Outsite Networks

The all-important millennials are looking for a more personal relationship with their favorite brands. They expect mobile offers and rewards for their loyalty and will share their experiences.

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## Opinion: In Search of Declining Gallons

By [Norman Turiano](#), Principal, Turiano Strategic Consulting

The future of the convenience-store industry may very likely be one that is not driven by fuel purchases, as the transportation fuel universe becomes more complex, fragmented and less important.

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## Opinion: Poutine: Simply a Brilliant Dish

By [Ed Burcher](#), President, Burcher Consulting

A decidedly Montreal food: poutine. This rather simple dish is excellent in its basic form—french fries topped with gravy and cheese curds—and over the top with the variations that are now available.

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## Opinion: What We've Learned Over 25 Years

By [Jim Fisher](#), Founder and CEO, IMST Corp.

So the year 2015 brings with it the celebration of two silver anniversaries for us: one company and one personal. And actually, it represents one ruby anniversary as well. The year 2015 marks 40 years of my being involved with the convenience retail and petroleum industry.

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### EDITOR'S NOTE

TODAY'S TOP NEWS	CATEGORY NEWS
PRODUCT OF THE DAY	TOP 101

## Who Are the Low-Price Gas Leaders?

Same retailer tops GasBuddy's ranking of lowest-priced brands for third year



**Turpin Sees Fishing, Biking & Retailing in His Future** 2/12/2015

**GPM Picks Up Other Half of VPS** 2/11/2015

**Cover Story: Hack-Proof** 2/2/2015

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## From the Editor: What to Expect in the New Year

By [Mitch Morrison](#), Vice President & Group Editor

Financial analysts are offering a forecast that could be described as a wintry mix of snow, sleet and rain, with a dose of sun and blue skies—in other words, a goopy mess in which some retailers will enjoy record years and others will disappear.

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## Digital Tsunamis and The Power of The Consumer

By [Angel Abcede](#), Senior Editor/Content Development Coordinator

The whole idea of using data to harness the consumer psyche feels unnatural.

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## From the Editor: A Menu-Labeling Silver Lining?

By [Abbie Westra](#), Editor-in-Chief, Convenience Store Products

I don't believe the menu-labeling regulations case is fully closed; lobbyists and legislators will continue to fight to make concessions for convenience retailers. But I also think it's time to stop focusing on D.C. and instead consider what this could really mean for you and your guests.

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### FEATURES

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## CSP Tobacco: Backbar Boost

By [Melissa Vonder Haar](#), Tobacco Editor

Why 2015 might be the year of the smokeless pouch.

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## Vaping: 'A Disruptive Technology'

Who benefits the most from anti-vaping legislation?

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## CSP Fuel: Economy Class

The magic number is 54.5: That's the target the government and automakers have agreed upon for the average fuel economy of new cars and light trucks by 2025.

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## CSP Tech: Reward Me, and I'll <3 You!

By [Angel Abcede](#), Senior Editor/Content Development Coordinator

Digital coupons, apps, payment combine to put new twist on loyalty.

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## Top Tech Topics for 2015

By [Angel Abcede](#), Senior Editor/Content Development Coordinator

As the cogs of 2015 start turning, specific technology projects start rising in importance. To help shed light on where things are headed, convenience retailers Jenny Bullard of Flash Foods and Scott Hartman of Rutter's Farm Stores offered up their lists of top tech themes.

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## A Fuel Price 'Paradigm Shift'

By [Steve Holtz](#), Online News Director & Beverage Editor

As consumers delight in low prices and retailers bask in the glow of satisfying margins, pundits wonder how long the elation—and possible deflation—will last.

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## CSP Fuel: The Low-Crude Ripple Effect

By [Samantha Oller](#), Senior Editor/Special Projects Coordinator

As crude oil prices fall below \$50, the effect on gas prices and other sectors of the fuel industry ripples outward.

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## Financial: On Discount Retailers, Fast Food and the Drop in Brent Crude

By [Mitch Morrison](#), Vice President & Group Editor

The year 2014 may be remembered as the year the economy started to rebound.

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## Roundtable Report: Shopper Soul Searching

By [Angel Abcede](#), Senior Editor/Content Development Coordinator

Knowing motivations of younger millennials and females may inspire better retail strategies

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## Grand Opening: QuickChek's Treasure Island (Slideshow)



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Convenience-store chain storms the Long Island market with hearty eats on a robust site

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## 'Coup For Roo'

By [Mitch Morrison](#), Vice President & Group Editor  
[Samantha Oller](#), Senior Editor/Special Projects Coordinator

A look at what Couche-Tard will do with The Pantry's 1,512-store Kangaroo network.

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## CSP Kitchen: Counting Calories

By [Amanda Baltazar](#), Freelance writer

New FDA rules require c-stores post nutritional info by December

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## Wendy's Hog Heaven Play

By [Pat Cobe](#), Senior Editor

QSR reimagines fries with a nacho twist

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## Diversions: Winning the Year's Big Race

By [Angel Abcede](#), Senior Editor/Content Development Coordinator

For Las Vegas convenience retailer Duane Shields, the thrill of driving in a 250-mph drag race is outmatched only by taking the year's most coveted prize.

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## Opinion: Update on FDA Regulatory Actions

By [Thomas A. Briant](#), NATO Executive Director

While the U.S. Food and Drug Administration's proposed deeming regulations on cigars, pipe tobacco, e-cigarettes and hookah tobacco that were released in August have garnered most of the industry's attention, there are other important issues and actions that the FDA is working on that may affect tobacco retailers in the future.

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## Ask the Chef: Rotation Fixation

By [Christopher Koetke](#), Vice President, Kendall College School of Culinary Arts

How often should an operator change up menu items?

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## Prepaid Forecast

Each year, about two-thirds of convenience retailers say they plan to keep their prepaid offer as it is. See where the survey results stand today.

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### SPECIAL COVERAGE

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## 2015 Beverage Report: Brewed & Fermented

By [Steve Holtz](#), Online News Director & Beverage Editor

In the beer category, growth is being led primarily by crafts and Mexican imports.

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## Water's Log: Of Politics & Potential

By [Steve Holtz](#), Online News Director & Beverage Editor

Trends in bottled water that are keeping the beverage category at the forefront of growth.

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## Beverage Product Innovation (Infographic)

By [Steve Holtz](#), Online News Director & Beverage Editor

As consumers and retailers seek more from their beverages, major manufacturers have mined multiple ways to draw their attention. Here's a look at where their research and development teams moved in 2014.

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## 2015 Beverage Report: Enhancing a Category

By [Steve Holtz](#), Online News Director & Beverage Editor

Protein hits the spotlight as enhanced, premium beverages go mainstream.

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## 2015 Beverage Report: The Diet Dilemma

By [Steve Holtz](#), Online News Director & Beverage Editor

For years, diet CSDs traded on the promise of fewer calories and, thus, fewer pounds packed onto consumers. In 2013, that promise hit the fan as online campaigns suggested the most common sweetener in the category—[aspartame](#)—is the source of numerous health issues.

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## 2015 Beverage Report: Here's to Grapes

By [Steve Holtz](#), Online News Director & Beverage Editor

Wine sales—both traditional and sparkling—continue to see healthy growth in convenience stores.

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## 2015 Beverage Report: Dairy To Dream

By [Steve Holtz](#), Online News Director & Beverage Editor

The Coca-Cola Co., Atlanta, is chasing the protein lover with a return to the original enhanced beverage: milk.

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## 2015 Beverage Report: Sports Drinks Bulk Up

By [Steve Holtz](#), Online News Director & Beverage Editor

Sports-drink sales in convenience stores turned around in 2014. But the traditional sports-drink category has a fight ahead of it as other beverages seek to grab a piece of the post workout, rehydration pie.

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## 2015 Beverage Report: Re-Energizing Energy Drinks

By [Steve Holtz](#), Online News Director & Beverage Editor

Most beverage makers would be happy to report 7% growth and record gross sales. But in the energy-drink category, that's not good enough.

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## Fluid Thoughts Blog: Big-Business Backlash

By [Steve Holtz](#), Online News Director & Beverage Editor

What's the real reason millennial consumers don't drink soda?

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Turpin Sees Fishing, Biking & Retailing in His Future



What Yelp Knows About C-Store Shoppers



GPM Picks Up Other Half of VPS

- Tesoro Converts to Multi-Site Operator Model
- PriceAdvantage Launches Brand Refresh
- Murphy USA Bringing E15, E85 to Chicago & Houston
- Mixed Bag for Pilot Flying J
- Kraft Foods Group Makes Leadership Changes
- Jimmy Dean Blazin' Hot Sandwiches



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