



# GRAB & GO FOR IT!

A HOTEL RETAIL GUIDE

VOLUME 1: THE COVID EDITION

# HELLO!

Enjoy this playbook packed with all the data and resources needed to succeed at Grab & Go retail during Covid.

And long after we all get back to travel and more travel!

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*Dear Hospitality,*

**Self-service Grab & Go markets have never been more essential than in today's Covid world.**

That lobby market that once offered water, snacks, and a 2-pack of Tylenol – is now the #1 F&B source for guests at many hotels who used the space to quickly replace lost revenue and food service. Rather than closing markets, they began offering packaged breakfast items, kitchen-prepared meals, and higher quality snack items to offset the closure or restrictions on restaurants, bistros and bars.

Savvy hoteliers grew tired of watching Grub Hub-type delivery companies funnel revenue off property. Many reopened their kitchens or partnered with local restaurants to package quality meals-to-go on premise without impacting local Covid restrictions.

We have also seen a 68% increase in hotels adding a retail self-service kiosk to allow guests to control the transaction, avoid the front desk line, and minimize cross contamination concerns handing food back and forth through plexiglass. See our kiosk report inside for hard data on the Kiosk Effect.

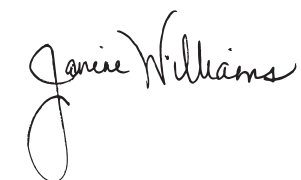
Impulsify has compiled this resource for hotels to simplify Grab & Go with three core objectives in mind:

✓ Guest Safety    ✓ Guest F&B Satisfaction    ✓ Incremental Revenue

**We are in this together.**

And we are here to help the only way we know how. Successful, safe, and super convenient Grab & Go retail.

**Janine Williams**  
CEO | Impulsify



# SELF-SERVICE GRAB & GO MARKETS

## The New Essential in Hotel F&B

The slow and steady retail evolution from around-the-corner, after-thought market to front-and-center lobby market took a solid 10 years for most hotel brands. One of the best examples is Hilton Garden Inn's leap from Pavilion Pantry to The Shop - which resembles a Joanna Gaines style makeover including the large center island full of bountiful product!

*But Covid is demanding a more immediate leap forward from cool open market design to full-fledged, technology driven, self-service Grab & Go retail.*

Nearly every major brand has some iteration of a lobby market. Avid's The Market, Hilton Garden Inn's The Shop, and Crowne Plaza's The Marketplace, are just a few examples of brands who made a concerted effort to convert the cost-center, guest amenity market into a well-designed profit center that provides an enhanced guest experience and incremental revenue for owners.

**We have seen a 350% increase in Sales Per Occupied Room in hotels that take an F&B approach to their retail market. If you provide quality food, improved presentation, and excellent service to guests through the lobby Grab & Go market, the benefits will be threefold.**

More meal options while restaurants and buffets are closed

Incremental revenue kept on premise to offset losses due to occupancy

Better guest experience than expected as travel recovers

There are three key components needed to convert a hotel market into an essential Grab & Go retail outlet to feed both cravings and meal requirements through Covid.



### An Assortment Overhaul

The days of microwavable mac-and-cheese and Cup-of-Noodles just officially ended. With restaurant and buffet closures, guests are demanding larger, healthier, and higher quality meal options. STAT.

- Think kitchen-prepared meals packaged and labeled daily including salads, wraps, sandwiches, pastas, hardboiled eggs, and sealed breakfast burritos placed in your coolers.
- Increased portion sizes.
- Frozen dinners and ice cream sales are some of the top performers as guests visit the market for meals and late-night indulgence.

**No kitchen onsite? Reach out to a local restaurant and ask them to prepare meals daily using your packaging and labels. They are struggling and will welcome filling a daily order.**

- Keep menu items simple and easy to package. Be sure you can get a minimum 100% markup to account for items that don't sell well or expire.
- Go local. Choose a popular local restaurant to provide guests with a more regional, unique experience and to support small business during these challenging times.

### Up Your Merchandising and Replenishment

Make it feel like a true F&B experience. Not a market.

Baskets, beverage glides, center table displays, and creative merchandising will entice guests to enter, purchase, consume and repeat. Think Whole Foods, Trader Joes, Pret-a-Manager.

With all the fears and anxiety that guests are experiencing now, it is more important than ever to make them feel like their retail experience is clean, fresh, safe and well-maintained.



### Make it Safe and Self-Service

Self-service is beyond essential. With cross-contamination concerns, plexi-glass, masks, distancing expectations, and coin shortages, now is not the time to force guests to stand in line for a soda purchase.

A self-service kiosk allows guests to scan their items and charge to their room or pay by credit card without a cashier touching their food or waiting in crowded, long lines.

Retail sales data in hotels throughout Covid demonstrates it is the preferred method 92% of the time when offered. Data supports a 93% increase in retail revenue where a kiosk is offered over the same-size, same-brand hotels that do not offer a guest-facing retail POS option.

Include signage that clearly communicates that your store is cleaned and refreshed throughout the day. Make hand sanitizer readily available, and actively monitor and maintain inventory like never before to ensure that your guests have quality meals and snack options available at all times during their stay.





# THE KIOSK EFFECT CASE STUDY

A study of 400 hotels comparing performance using only a front desk POS vs hotels using front desk + guest-facing POS kiosk, which allows guests to bypass the front desk and self-pay using a credit card or room charge.

An increasing number of hotel brands and operators are seeking ROI data on adding guest-facing POS technology to their lobby Grab & Go stores.

The goal of adding a self-pay option for guests is to:

- Reduce front desk retail traffic
- Decrease abandoned retail sales
- Decrease retail theft
- Improve guest experience

## INTERESTING DISCOVERIES



Based on total retail transactions rung, 72% of retail purchases take place at the kiosk when a kiosk is present.



This percentage has jumped to 100% at urban full service hotels in response to Covid.



By removing cash from the equation, on average, 72% of retail transactions and revenue skyrockets as it eliminates the opportunity for cash theft at the front desk.



By reducing the burden on the front desk, service recovery giveaways and shrinkage due to front desk errors and missed transactions have decreased, resulting in more revenue captured and better cost containment.



The greatest revenue increases occurred in Select Service hotels with 140-175 rooms, rather than the large full service hotels where the industry typically assumes the kiosk is most needed.



GenZ, Millennials, and tech-savvy GenX guests who want to truly “Grab & Go” without employee interaction will welcome the opportunity to pay in-store without waiting for an associate to initiate their transaction.



A fully complete Retail Management System and guest-facing kiosk offers a seamless solution to help minimize retail complexity, automate stocking and replenishment, and reduce the impact of front desk traffic created by a successful retail offering. Combined with a user-friendly interface and unlimited support and training, hotels can achieve unprecedented retail performance.

## KEY TAKEAWAYS

**The front desk associate – even when equipped with a proper retail POS is the #1 cause of revenue loss.**

Travelers genuinely want to purchase items when provided a convenient, “Grab & Go” retail experience with self-checkout, and theft decreases when a self-pay solution is available.

**The majority of theft and shrinkage occurs for three reasons:**




- The guest has been inconvenienced and feels entitled.
- The front desk is overwhelmed and gives product away.
- The theft of cash at the front desk is largely unmeasured and unmanaged. Moving transactions to a kiosk reduces the opportunity significantly.

### Reasons for Increases

- Reduction in giveaways at the front desk when an associate is overwhelmed with check-ins or phones and lets guests take items for free.
- Reduction in abandoned sales that occur when guests want to make a purchase, but do not want to wait in the front desk line to complete the transaction.
- Reduction in “inadvertent theft” that occurs when guests want to make a purchase but the line is long or no associate is available, so they take items thinking they are entitled or will come back to pay later.
- Increase in indulgent buys and personal care items that occur when guests can purchase without associate interaction.
- Increase in overall convenience of a truly “Grab & Go” retail experience.



A study of 400 hotels comparing performance using only a front desk POS vs hotels using front desk + guest-facing POS kiosk, which allows guests to bypass the front desk and self-pay using a credit card or room charge.

	 Front Desk POS Only*	 Front Desk POS and Guest Facing Kiosk**	 The Kiosk Difference***
Average Monthly Revenue	\$5.7K	\$9.9K	73% INCREASE
Average Sales Per Occupied Room	\$1.34	\$1.85	40% INCREASE

## SELF-PAY KIOSK BENEFITS

 Guest-facing kiosk accepts room charge and credit card

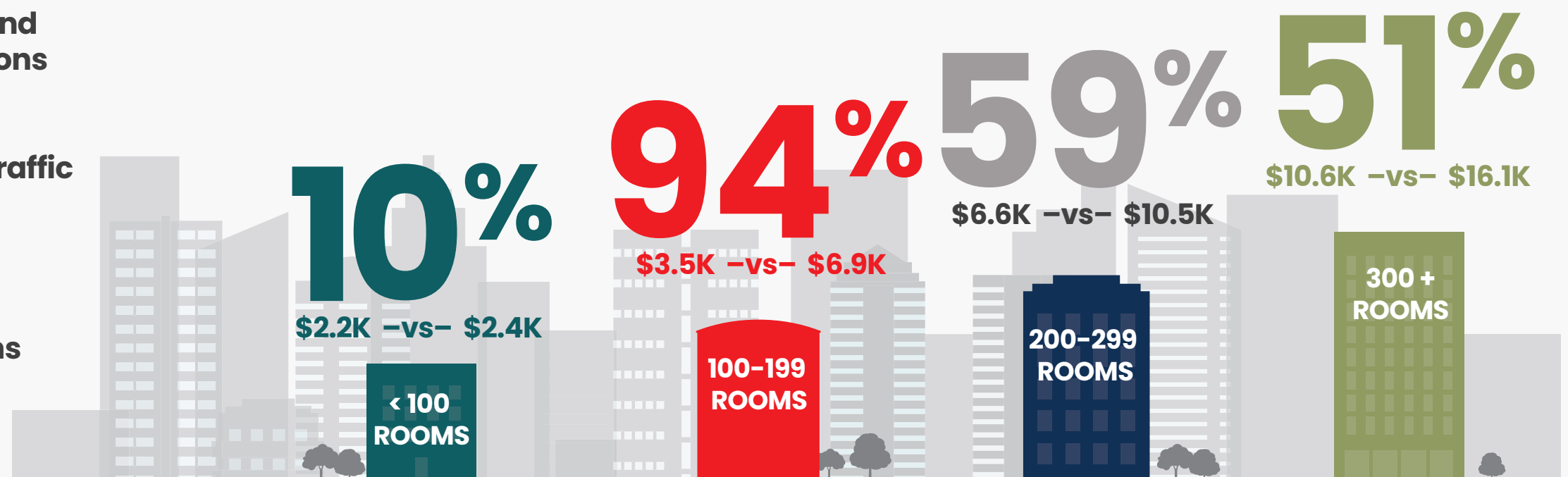
 Give guests confidence and control of retail transactions

 Reduce front desk retail traffic up to 98%

 Reduce Covid-19 concerns

## KIOSK INCREASE SUMMARY

Average Monthly Revenue Increase by Hotel Size



\* Sampled from 350 Full Service, Select Service and Extended Stay Hotels using ImpulsePoint Front Desk Only. Actual Sales July 2019.

\*\* Sampled from 50 Full Service, Select Service and Extended Stay Hotels using ImpulsePoint Front Desk plus Guest Facing-Kiosk. Actual Sales July 2019.

\*\*\* Sales Per Occupied Room is on Average Monthly Revenue / Estimated Rooms Sold using US industry average 68% occupancy.

# 7 KEY FACTORS

## WHEN ADDING SELF-SERVICE KIOSKS

WHAT YOU DON'T KNOW CAN COST YOU

1

As self-service technology becomes essential rather than a cool feature to meet Millennial demands, **more and more POS suppliers are jumping into the ring to offer tablets and touchscreen kiosks to reduce front desk traffic with a guest-facing Point of Sale for retail purchases.**

2

**With increasing demand comes a lot of misinformation that adds up to a PCI compliance nightmare – if not a full data hack – for hoteliers who do not understand the difference between attended and unattended credit card transactions.**

3

**The definition of unattended retail is often misunderstood even by people within the point of sale and credit card industries themselves.** An attempt to create the idea of “semi-attended” transactions, because an attendant is nearby, leads many to believe that they can cut corners on true credit card safety to offer a self-service solution at a lower cost.

4

**A transaction at the front desk whereby the associate initiates the transaction from their terminal, views the transaction that takes place, and is physically present to verify that the guest had a card present at the time of the transaction is defined as an “attended” transaction.** Even if the credit card terminal is actually facing the guest and the guest completes the card-swipe or chip insert independently, it is still an “attended” transaction, because it was initiated and observed by a cashier or attendant.

5

**A transaction conducted on a self-service kiosk where the guest both initiates the transaction and completes the transaction is defined as an “unattended” transaction** and requires a very different POS and credit card payment terminal to protect credit card data and minimize hacking or tampering with the POS.

7

**In the US, almost any credit card device that has a keypad or is a USB plug-and-play chip/swipe is not certified for unattended transactions** and leaves your hotel vulnerable to a variety of credit card and PCI issues.

6

**In recent weeks, we have seen a number of hotels install mobile tablets with keypad credit card terminals or Square-type credit card swipes to get a self-service offering up quickly and affordably.** We’ve also seen POS companies quickly converting their cashier-attended POS solutions to self-service solutions without selecting and requiring the correct credit card terminal hardware and kiosk monitoring software to ensure that guest credit card data is well-protected from theft or hacking.



GRAB & GO SAFELY



# SELL WHAT SELLS BEST

- 1 **BEVERAGE**
- 2 **SHELF STABLE**
- 3 **FROZEN**
- 4 **PREPARED FOODS**
- 5 **ESSENTIALS**

## BEST SELLING CATEGORIES & PRODUCTS DURING COVID

Choosing an assortment that guests need, want, and purchase has always been difficult, but then add Covid concerns to the mix...

*How in the heck do you choose the right products to sell?*

ImpulsePoint, our Hotel Retail POS System, captured over \$10M in retail sales at hotels across the country from March to September 2020.

We broke down the Top 10 items in each category to help guide hotels on what moves.

Bring in the top 3-5 items from each subcategory for your store, and you should meet all your guests' needs while dramatically increasing revenue!

*You're Welcome!*

# BEVERAGE


SODA	WATER	SPECIALTY WATER	ENERGY	SPORTS DRINKS	COFFEE
<div><div>Avg Retail \$2.63</div><div></div><div>Avg Cost \$0.86</div></div> <div><div>1. Coca-Cola, 20 oz</div><div>2. Sprite, Lemon Lime, 20 oz</div><div>3. Diet Coca-Cola, 20 oz</div><div>4. Dr. Pepper, 20 oz</div><div>5. Coca-Cola, Zero, 20 oz</div><div>6. Fanta, Orange, 20 oz</div><div>7. Coca-Cola, 16.9 oz</div><div>8. Diet Dr. Pepper, 20 oz</div><div>9. Coca-Cola, 12 oz</div><div>10. Seagram's Ginger Ale, 20 oz</div></div>	<div><div>Avg Retail \$3.34</div><div></div><div>Avg Cost \$0.89</div></div> <div><div>1. Dasani Water, 20 oz</div><div>2. Smart Water, 20 oz</div><div>3. Smart Water, 1 L</div><div>4. Nestle, Pure Life Water, 16.9 oz</div><div>5. Dasani Water, 16.9 oz</div><div>6. Smartwater, 23.7 oz</div><div>7. Aquafina Pure Water, 20 oz</div><div>8. Smart Water, 1 L</div><div>9. Fiji, Water, 16.9 oz</div><div>10. Dasani Water, 16.9 oz</div></div>	<div><div>Avg Retail \$3.59</div><div></div><div>Avg Cost \$0.93</div></div> <div><div>1. Zico Coconut Water, 16.9 oz</div><div>2. San Pellegrino, Sparkling Water, 16.9 oz</div><div>3. Lifewater, Enhanced Water, 20 oz</div><div>4. Dasani, Sparkling Water, Lime, 12 oz</div><div>5. Dasani, Sparkling Water, Berry, 12 oz</div><div>6. Glaceau Smartwater, 16.9 oz</div><div>7. Essentia Ionized Alkaline Water, 1 L</div><div>8. Dasani Water, Lemon, 20 oz</div><div>9. Dasani Sparkling Water, Black Cherry, 12 oz</div><div>10. Smart Water, Cucumber Lime, 23.7 oz</div></div>	<div><div>Avg Retail \$4.07</div><div></div><div>Avg Cost \$1.69</div></div> <div><div>1. Monster Energy, 16 oz</div><div>2. Red Bull 8.4 oz</div><div>3. Monster Energy, Zero, 16 oz</div><div>4. Red Bull, 12 oz</div><div>5. Red Bull, Sugar Free, 8.4 oz</div><div>6. Monster, Low Carb, 16 oz</div><div>7. Red Bull, Sugar Free, 12 oz</div><div>8. Monster, Ultra Sunrise, 16 oz</div><div>9. Monster, Ultra Violet, 16 oz</div><div>10. Java Monster, Mean Bean, 15 oz</div></div>	<div><div>Avg Retail \$3.26</div><div></div><div>Avg Cost \$1.01</div></div> <div><div>1. Powerade, Mountain Blast, 20 oz, Bottle</div><div>2. Powerade, Fruit Punch, 20 oz, Bottle</div><div>3. Glaceau, Vitamin Water XXX, Blueberry Pomegranate, 20 oz, Bottle</div><div>4. Gatorade, Cool Blue, 20 oz, Bottle</div><div>5. Gatorade, Fruit Punch, 20 oz, Bottle</div><div>6. Glaceau, Vitamin Water, Dragon Fruit, 20 oz, Bottle</div><div>7. Glaceau, Vitamin Water, Zero, Squeezed Lemonade, 20 oz, Bottle</div><div>8. Gatorade, Lemon Lime, 20 oz, Bottle</div><div>9. Gatorade, Orange, 20 oz, Bottle</div><div>10. Powerade, Mountain Berry Blast, 20 oz, Bottle</div></div>	<div><div>Avg Retail \$4.01</div><div></div><div>Avg Cost \$1.17</div></div> <div><div>1. Dunkin' Donuts, Iced Coffee, French Vanilla, 13.7 oz</div><div>2. Dunkin' Donuts, Iced Coffee, Mocha, 13.7 oz</div><div>3. Dunkin' Donuts, Iced Coffee, 13.7 oz</div><div>4. Starbucks, Frappuccino, Mocha, 9.5 oz</div><div>5. Starbucks, Frappuccino, Vanilla, 9.5 oz</div><div>6. Starbucks Coffee-Veranda/Pike/Verona</div><div>7. Dunkin' Donuts, Iced Coffee, Espresso, 13.7 oz</div><div>8. Starbucks, Frappuccino, Coffee, 9.5 oz</div><div>9. Starbucks Coffee Large</div><div>10. Starbucks Medium Coffee</div></div>
JUICE & TEA	MILK	PROTEIN	BEER	WINE	
<div><div>Avg Retail \$2.98</div><div></div><div>Avg Cost \$1.10</div></div> <div><div>1. Minute Maid, Apple Juice, 12 oz</div><div>2. Minute Maid Orange Juice, 12 oz</div><div>3. Gold Peak, Sweetened Iced Tea, 18.5 oz</div><div>4. Minute Maid, Lemonade, 20 oz</div><div>5. Gold Peak Unsweetened Tea, 18.5 oz</div><div>6. Tropicana, Orange Juice, 10 Oz</div><div>7. Minute Maid, Cranberry Apple Raspberry, 12 oz</div><div>8. Hubert's, Original Lemonade, 16 oz</div><div>9. Minute Maid, Cran Grape, 15.2 oz</div><div>10. Hubert's, Strawberry Lemonade, 16 oz</div></div>	<div><div>Avg Retail \$3.11</div><div></div><div>Avg Cost \$1.18</div></div> <div><div>1. Fairlife Yup! Milk Chocolate, 14 oz</div><div>2. Fairlife Yup! Milk, 14 oz</div><div>3. Fairlife, 2% Reduced Fat Ultra-Filtered Chocolate Milk, 8 oz</div><div>4. FairLife, 2% White Reduced Fat Milk, 8 oz</div><div>5. Fairlife Yup! Milk, Strawberry, 14 Oz</div><div>6. Nesquik Chocolate Milk, 14 oz</div><div>7. Fairlife Yup! Milk, Vanilla, 14 oz</div><div>8. Nesquik Strawberry Milk, 14 oz</div><div>9. Shamrock Farms, Vitamin D Milk, 12 oz</div><div>10. Shamrock Farms, Reduced Fat 2% Milk, 12 oz</div></div>	<div><div>Avg Retail \$4.26</div><div></div><div>Avg Cost \$1.91</div></div> <div><div>1. Core Power, Chocolate Protein Drink, 14 oz, Bottle</div><div>2. Core Power, Vanilla Protein Drink, 14 oz, Bottle</div><div>3. BodyArmor, Strawberry Banana, 16 oz, bottle</div><div>4. BodyArmor, Orange Mango, 16 oz, Bottle</div><div>5. Core Power, Elite High Power Protein Shake, 14 oz, Bottle</div><div>6. Core Power, Strawberry Banana Protein Drink, 14 oz, Bottle</div><div>7. BodyArmor, Fruit Punch, 16 oz, Bottle</div><div>8. Muscle Milk, Chocolate Shake, 11 oz, Bottle</div><div>9. Core Power, Chocolate, 11.5 Oz, Bottle</div><div>10. Muscle Milk, Chocolate, 14 Oz, Bottle</div></div>	<div><div>Avg Retail \$5.02</div><div></div><div>Avg Cost \$1.06</div></div> <div><div>1. Bud Light, 12 oz</div><div>2. Bud Light, 16 oz</div><div>3. Coors Light, 12 oz</div><div>4. Stella Artois, 11.2 oz</div><div>5. Corona, Extra, 12 oz</div><div>6. Michelob Ultra, 12 oz</div><div>7. Michelob Ultra, 16 oz</div><div>8. Miller Lite, 12 oz</div><div>9. Budweiser, 12 oz</div><div>10. Heineken, 12 oz</div></div>	<div><div>Avg Retail \$7.81</div><div></div><div>Avg Cost \$2.09</div></div> <div><div>1. Sutter Home, Chardonnay, 187 mL</div><div>2. Sutter Home, Cabernet Sauvignon, 187 mL</div><div>3. Sutter Home, Merlot, 187 mL</div><div>4. Sutter Home, Moscato, 187 mL</div><div>5. Sutter Home, White Zinfandel, 187 mL</div><div>6. Sutter Home, Pinot Grigio, 187 mL</div><div>7. Kendall-Jackson, Vintner's Reserve Chardonnay, 375 mL</div><div>8. Barefoot, Cabernet Sauvignon 187 mL</div><div>9. Kendall-Jackson, Vintner's Reserve Cabernet Sauvignon, 350 mL</div><div>10. Copa, Chardonnay, 187 mL</div></div>	

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

# SNACKS

CHIPS		
Avg Retail		Avg Cost
\$2.70		\$0.86
1. Doritos, Nacho, 2.875 oz		
2. Doritos, Cool Ranch, 2.875 oz		
3. Cheeto's, Crunchy, 3.25 oz		
4. Lay's, Potato Chips, Barbecue, 2.5 oz		
5. Lay's, Original, 2.5 oz		
6. Doritos, Nacho Cheese, 1.75 oz		
7. Doritos, Cool Ranch, 1.75 oz		
8. Cheeto's, Crunchy, 2 oz		
9. Pringles, Grab & Go, Original, 2.3 oz		
10. Tostito's Rounds Tortilla Chips 3 oz		

CRACKERS		
Avg Retail		Avg Cost
\$2.53		\$0.78
1. Sunshine, Cheez-It, 3 oz		
2. Nabisco, Ritz, Bits, Sandwich Cracker with Cheese, 3 oz		
3. Sunshine, Cheez-It, 1.5 oz		
4. Nabisco, Ritz, Bits, Sandwich Cracker with Peanut Butter, 3 oz		
5. Sunshine, Cheez-It, White Cheddar Crackers, 3 oz		
6. Cheez-It Original, 2.0 oz		
7. Cheez-It White Cheddar 1.5 oz		
8. Pepperidge Farm, Goldfish Baked Snack Crackers Cheddar, 1.5 oz		
9. Sunshine, Cheez-It, 3 oz		
10. Goldfish, Cheddar Cheese, 2.25 oz		

CANDY		
Avg Retail		Avg Cost
\$2.77		\$0.90
1. Skittles, Bite Size, Original, 2.17 oz		
2. Haribo, Gummi Gold Bears, 5 oz		
3. Sour Patch Kids, 3.5 oz		
4. Starburst, Fruit Chews, Original, 2.07 oz		
5. Skittles, 3.5 oz		
6. Sour Patch Kids, 2 oz		
7. Swedish Fish, Original, Soft and Chewy, 5 oz		
8. Swedish Fish, Original, Soft and Chewy, 2 oz		
9. Sour Patch Kids, 5 oz		
10. Twizzlers, Strawberry Twists, 2.5 oz		

CHOCOLATE		
Avg Retail		Avg Cost
\$2.43		\$0.88
1. Snicker's, Candy Bar, 1.86 oz		
2. Reese's, Peanut Butter Cups, Two Cups, 1.5 oz		
3. M&M's, Chocolate Candies, Peanut, 1.74 oz		
4. Twix Cookie Bar, Caramel, 1.79 oz		
5. Kit Kat, Crisp Wafers in Milk Chocolate, Regular Size, 1.5 oz		
6. M&M's, Chocolate Candies, Milk Chocolate, 1.69 oz		
7. Hershey's, Milk Chocolate, 1.55 oz		
8. Snicker's, King Size, 3.29 oz		
9. Kit Kat, Crisp Wafers in Milk Chocolate, King Size, 3 oz		
10. Reese's, Peanut Butter Cup King Size, 2.8 oz, Bar		

SALTY		
Avg Retail		Avg Cost
\$2.93		\$1.00
1. Act II, Microwavable Popcorn Butter Lovers, 2.75 oz		
2. Act II, Popcorn, 2.75 oz		
3. General Mills, Chex Mix, Traditional, 3.75 oz		
4. Smartfood, Popcorn, 2 oz		
5. Chex Mix, Traditional, 1.75 oz		
6. Rold Gold, Pretzels Thins, Classic Style, 4 oz		
7. Skinny Pop, Original, 1 oz		
8. Smartfood, Popcorn, White Cheddar, 1 oz		
9. General Mills, Gardetto's Snack Mix, Snak-Ens, Original Recipe, 5.5 oz		
10. Combos Pizzeria Pretzel, 6.3 oz		

HEALTHY		
Avg Retail		Avg Cost
\$3.64		\$1.48
1. Nature Valley, Crunchy Granola Bar Oats 'N Honey, 1.5 oz		
2. Jack Link's, Beef Jerky, Original 100 Calories, 1.25 oz		
3. Clif Bar, Chocolate Chip, 2.4 oz		
4. Planter's, Honey Roasted Peanuts, 6 oz		
5. Wonderful Pistachios, Roasted & Salted, 5 oz		
6. Luna, Lemon Zest Bar, 1.7 oz		
7. Planter's, Salted Cashews, 3 oz		
8. Nature Valley, Crunchy Granola Bar, Peanut Butter, 1.5 Oz, Bar		
9. Clif Bar Crunchy Peanut Butter, 2.4 oz		
10. Clif Bar, White Chocolate Macadamia, 2.4 oz		

GUM & MINTS		
Avg Retail		Avg Cost
\$2.67		\$0.94
1. Altoids, Peppermint Mints, 1.76 oz		
2. Mentos, Mint, 1.32 oz		
3. Tic Tac, Freshmints Mints, BIG PACK, 1 oz		
4. Tic Tac, Orange Mints, BIG PACK, 1 oz		
5. Orbit, Sugarfree Gum, Spearmint, 14 Pc, Pack		
6. Dentyne Ice, Peppermint, Sugar Free Gum 7.6 oz, Split2Fit		
7. Orbit Gum, Wintermint, 14 Pc, Pack		
8. Dentyne Ice, Split2Fit, Arctic Chill, Sugar Free Gum, 7.6 oz, Pack		
9. Dentyne Ice, Spearmint, Sugar Free Gum, 7.6 Oz, Split2Fit		
10. Orbit, Sugarfree Gum, Peppermint, 14 Pc, Pack		

COOKIES		
Avg Retail		Avg Cost
\$2.74		\$0.83
1. Oreo, Single Serve, 2.40 oz		
2. Oreo, 5.25 oz		
3. Rice Krispies Treats, 2.13 oz		
4. Nutter Butter, 1.9 oz		
5. Nutter Butter, 4.8 oz		
6. Rice Krispies Treats, Crispy Marshmallow Squares, 1.3 Oz, Bar		
7. Oreo, Mini, 3 oz		
8. Famous Amos, Chocolate Chip Cookies, 2 oz		
9. Grandma's, Chocolate Chip, 3 oz		
10. Chips Ahoy, 6 Pack		

ICE CREAM		
Avg Retail		Avg Cost
\$3.66		\$1.40
1. Snicker's, Ice Cream Bar, 3.33 oz, Bar		
2. Twix, Ice Cream, 3.13 oz, Bar		
3. Nestle, Toll House, Ice Cream, Chocolate Chip Cookie Sandwich, 7 oz, Sandwich		
4. Haagen-Dazs, Chocolate Ice Cream, 3.6 oz, Cup		
5. Haagen-Dazs, Vanilla Ice Cream, 3.6 oz, Cup		
6. Edys, Dibs, Vanilla with Nestle Crunch Coating, 4 oz, cup		
7. Haagen-Dazs, Strawberry Ice Cream, 3.6 oz, Bar		
8. Nestle, Drumstick, Vanilla, 4.6 oz, Cone		
9. Haagen-Dazs, Vanilla with Almonds, 3.67 oz, Bar		
10. Haagen-Dazs, Vanilla & Milk Chocolate, 3.67 oz, Bar		



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

# MEALS-TO-GO

## BREAKFAST



Avg Retail	Avg Cost
\$2.57	\$0.72
1. Kellogg's, Pop Tarts, Strawberry, 2-Pack, 3.67 oz	
2. Otis Spunkmeyer, Banana Nut Muffin, 4 oz	
3. Kellogg's, Pop Tarts, Brown Sugar and Cinnamon, 2-Pack, 3.67 oz	
4. Otis Spunkmeyer, Muffin, Blueberry, 4 oz	
5. General Mills, Cereal in a Cup Honey Nut Cheerios, 1.83 oz	
6. Kellogg's, Pop Tarts, Blueberry, 2-Pack, 3.67 oz	
7. Quaker, Instant Oatmeal, Maple & Brown Sugar, 1.69 oz	
8. Kellogg's, Frosted Flakes, 2.1 oz	
9. Cinnamon Toast Crunch, 2 oz	
10. Quaker, Instant Oatmeal, Apples & Cinnamon, 1.51 oz	

## SHELF STABLE



Avg Retail	Avg Cost
\$3.86	\$1.47
1. Kraft, Macaroni and Cheese, Original Flavor, 2.05 Oz, Microwave Cup	
2. Nissin, Cup Noodles, Chicken, 2.25 Oz, Cup	
3. Nissin, Cup Noodles, Beef Noodles, 2.25 Oz, Cup	
4. Bumble Bee, Tuna Salad with Crackers, Ready to Eat, 3.5 Oz, Box	
5. Thai Kitchen, Pad Thai Rice Noodle, 9.77 Oz, Box	
6. Campbell's, Chunky, Classic Chicken Noodle, 15.5 Oz, Cup	
7. Kraft, Easy Mac Triple Cheese, 2.05 Oz, Cup	
8. Chef Boyardee, Beef Ravioli, Microwavable, 7 Oz, Bowl	
9. Bumble Bee, Chicken Salad with Crackers, Ready to Eat, 3.5 Oz, Box	
10. Campbell's, Soup at Hand, Chicken w/Noodles, 10 Oz, Cup	

## REFRIGERATED



Avg Retail	Avg Cost
\$4.29	\$1.67
1. Hillshire Snacking, Genoa Salame, 2.76 oz	
2. Oh Snap, Pickle Bites Dill Fresh Ks, 3.5 oz	
3. Sabra, Hummus w/Pretzel Crisps To Go, Classic, 4.3 oz	
4. Kraft, Snackables, Mozzarella String Cheese, 1 oz	
5. Hillshire Small Plates, Hot Calabrese Salame, 2.76 oz	
6. Hillshire Small Plates, Italian Dry Salame, 2.76 oz	
7. Sabra, Roasted Red Pepper Hummus w/Pretzels, 4.3 oz	
8. Hillshire Snacking, Wine-Infused Salame, 2.76 oz	
9. Chobani, Greek Yogurt, Strawberry, 6 oz	
10. Chobani, Greek Yogurt, Blueberry, 6 oz	

## FROZEN



Avg Retail	Avg Cost
\$5.82	\$2.38
1. Hot Pockets, Pepperoni Pizza, 4 oz	
2. DiGiorno For One, Pepperoni, 9.2 oz	
3. Nestle, Stouffer's, Homestyle, Lasagna w/Meat & Sauce, 10.5 oz	
4. Hot Pockets, Ham & Cheese 4 oz	
5. Hot Pockets, Pepperoni Pizza, 4.5 oz	
6. Nestle, Stouffer's, Macaroni and Cheese, 12 oz	
7. DiGiorno, Four Cheese, 9.2 oz	
8. Nestle, Lean Cuisine, Fettuccini Alfredo, 9.25 oz	
9. DiGiorno, for One, Traditional Crust, Pepperoni Pizza, 6.5 inch, 9.3 oz	
10. DiGiorno, for One, Traditional Crust, Four Cheese Pizza, 6.5 inch, 9.2 oz	

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





# ESSENTIALS

## MEDS



Avg Retail  
\$3.12

Avg Cost  
\$1.18

1. Tylenol, 6 Caplets, Pack
2. Advil, 4 Tablets and Paper Cup, Pack
3. Tylenol, Extra Strength, 4 Pack
4. Advil, 3 Dose Packets of 2, Blister Pack
5. Tums Anti-Acid, 12 tablets, Roll
6. Pepto Bismo, 1 6ct
7. Nyquil, Severe Cold & Flu, 4Ct, Pack
8. Pepto Bismol, 4 Tablets, Pack
9. Dayquil, 4 Caplets, Pack
10. Aleve, 3 Caplets, Box

## PERSONAL CARE



Avg Retail  
\$3.13

Avg Cost  
\$1.18

1. Kotex, Tampons, Regular, 2 Pack
2. Nail Clipper, 1 Pack
3. Degree, Anti Perspirant, Women's, Deodorant, 0.50 Oz, Stick
4. Old Spice, Men's Deodorant, .5 oz, Tube
5. Clear Eyes, 0.2 Oz, Bottle
6. Purell, Hand Sanitizer, Advanced, 1 Oz, Bottle
7. Scope, Mouthwash, Mint, 1.5 Oz, Pack
8. Toothbrush, Medium, 1 Pack
9. Crest, Complete Travel Toothbrush Toothpaste Combo, 1 Ct, Pack
10. All Ultra Powder Vending Laundry Detergent

## ELECTRONICS



Avg Retail  
\$12.82

Avg Cost  
\$5.49

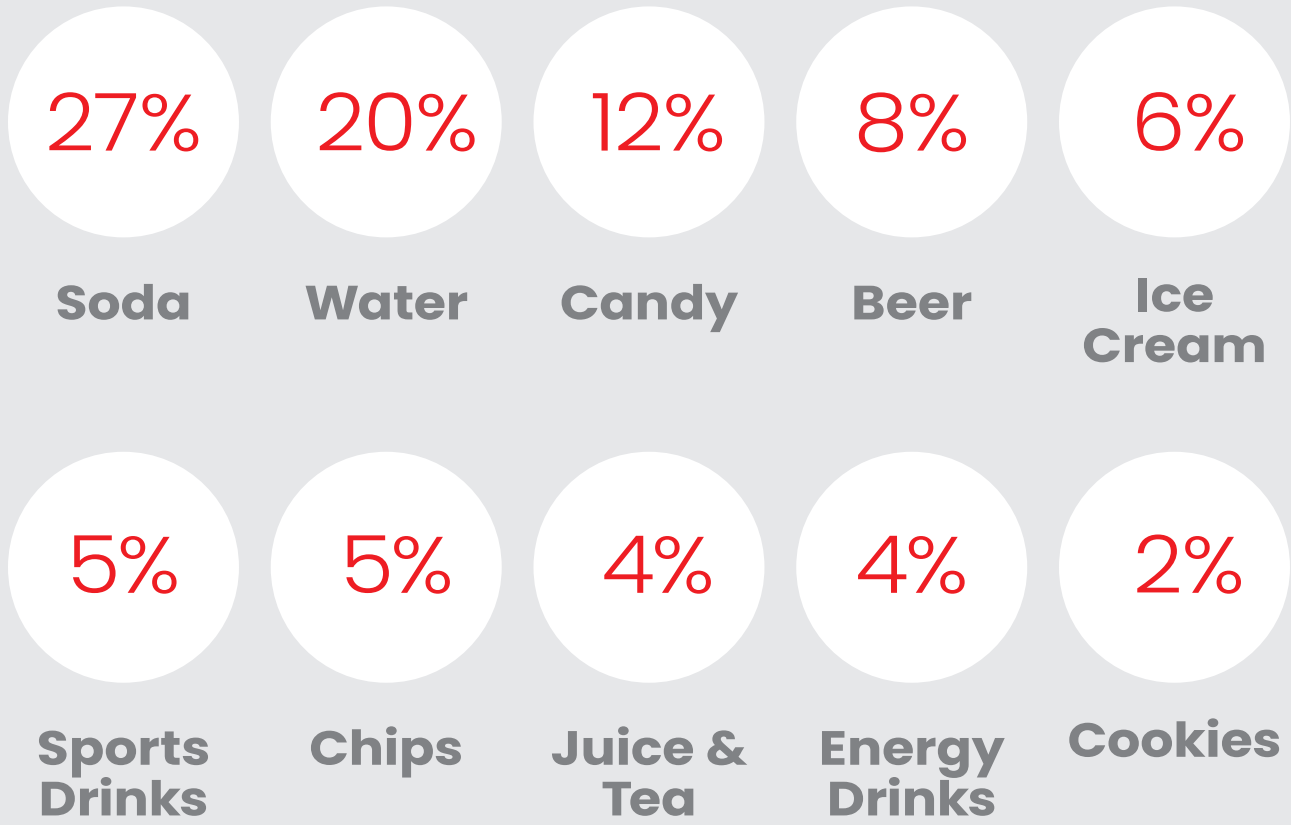
1. ZipKord, Data Cable for Apple Lightning Devices, Retail Packaging, White
2. ZipKord, 60 In. USB 2.0 Type-A to Type-C Cable, Black
3. Duracell, Alkaline, AA Size, 4 Pack
4. Zipkord, Dual USB Wall Charger, 1 Pack
5. Duracell, Alkaline, AAA Size, 4 Pack
6. ZipKord, Micro USB Connector Low-Profile Sync, 5 Ft, Black, Single
7. ZipKord, Retractable Charging Cable, Lightning, Apple
8. Duracell, Alkaline, AA, 2 Pack
9. ZipKord, Universal Travel Adapter
10. Zipkord, Lightning Connector For Apple, 5 Ft

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

# TOP

## SUBCATEGORIES

### TOP PERFORMING SUBCATEGORIES





# KITCHEN PREPARED MEALS, NO KITCHEN NECESSARY.

## FULL-SERVICE KITCHENS, LIMITED SERVICE, OUTSOURCED PACKAGED

With restaurants, breakfast counters, and buffets closed or highly restricted, the Grab & Go market has a whole new purpose: To provide quality meals to guests – safely.

We have seen too many hotels hand their F&B revenue over to popular app-based delivery companies to make up the Covid-inflicted absence of food service. Money comes and goes right past the front desk as guests order up meals they can't get on premise.

But certainly not all are experiencing this loss. Our data shows that hotels choosing to enhance the lobby market offerings with packaged meals and higher quality Grab & Go snacks are experiencing unprecedented market sales.

Some have re-opened their kitchens to create limited menus of packaged items: a sandwich, a salad, a wrap. Others have partnered with local delis, bakeries and restaurants to purchase pre-packaged salads, sandwiches, breakfast burritos and parfaits.

Guests are grateful and the increase in retail revenue helps offset some of the painful losses to ADR and occupancy.

*Select Service Hotels are ringing as much as \$20K per month during Covid with as much as \$3.57 / SPOR.*

### If the idea seems daunting, here are 5 easy steps to get started.

- 1** Choose 5-7 refrigerated menu items. According to ImpulsePoint data, the best sellers are: Hillshire Snacking Genoa Salame, Oh Snap Pickle Bites, Sabra Hummus w/Pretzel Crisps, and Hillshire Small Plates to name a few.
- 2** Purchase plastic cups, salad containers and sandwich boxes. Kraft options are available over plastic for brands who adhere to sustainable commitments.
- 3** Design a label that includes your store brand, product name, basic ingredients, and allergens.
- 4** Identify your supply source either onsite kitchen or local restaurant.
- 5** Start selling!



**BEFORE**



**AFTER**

# CASE STUDY RETAIL REFRESH

A San Antonio Extended Stay Hotel recently enlisted Impulsify to improve their existing Cupboard to provide better packaged snacks and meal options in the face of COVID-19 F&B limitations.

*The hotel selected our Full-Service Retail Refresh to improve the space with minor modifications to existing FF&E.*

They also opted to add a self-service kiosk to move the increased retail transactions off the front desk.

A full-service retail refresh recommended product mix, merchandising strategy, and procurements with all the necessary fixtures, vessels, and retail product was implemented to create a high performing retail outlet.

Existing FF&E was maximized with minor modifications like additional shelves or inserts. A merchandising specialist then went onsite to merchandise the store and train team members on maintenance using a custom 3D planogram.

## BEFORE

- Out of stocks
- Limited assortment due to pegs
- Poor space planning
- Triple/quadruple facings of slow movers
- Missing quality meals, healthy snacks, ice cream & electronics

## AFTER

- New Shelves
- New Merchandisers
- New Beverage Tracks
- New Categories
- Wider Variety
- New Pricing Strategy
- Self Service Kiosk

## RESULTS

**201%**

Revenue  
Increase

**186%**

SPOR  
Increase

**78%**

Profit Margin  
Increase

**196%**

Gross Profit  
Increase

# GRAB & GO

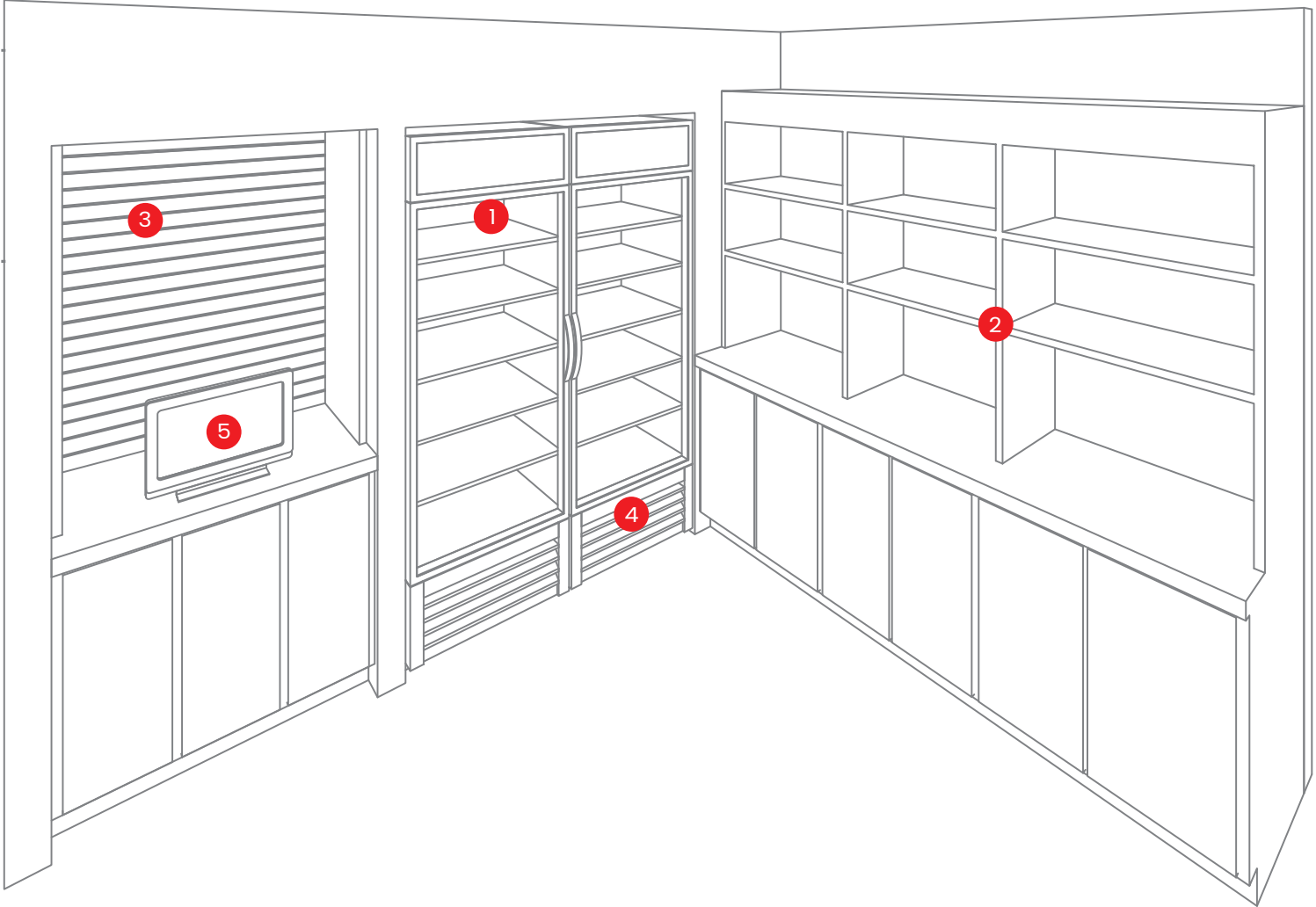
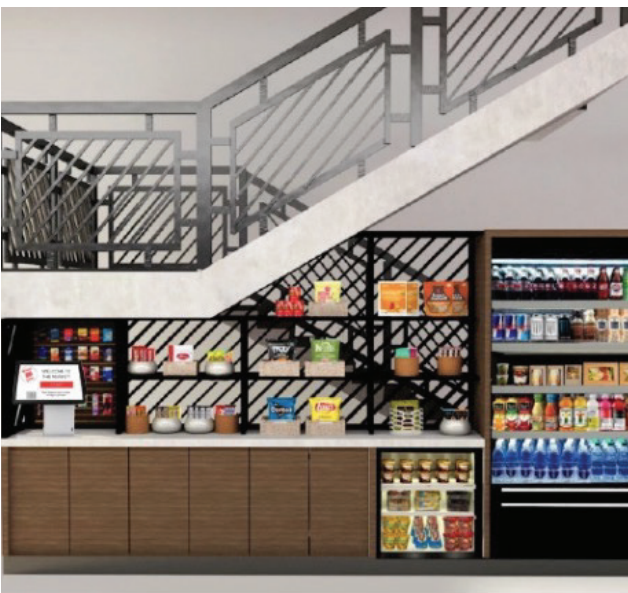
## FOR ANY SPACE

With the onset of Covid, Grab & Go markets have become the definition of essential. While many national brands have well-designed, clearly defined programs for offering snacks and beverages, few have been updated to accommodate the changing the F&B needs of guests: breakfast options, healthy meals, beer and wine, and ice cream are just a few categories in high demand this year that are lacking in most standard hotel retail assortments.

It is loud and clear that guests want quality and convenience without having to leave the hotel or interact with anyone that might expose them to Covid.

*Many hotels are upping their game by adding a self-service kiosk for purchasing and bringing in packaged fresh-made foods to meet priorities.*

For hotels that do not currently have a market, with as little as 8 feet of wall space, a thriving retail outlet can be added to almost any lobby. Some go even further – converting offices, storage rooms, and business centers into a Grab & Go to ensure guests have what they need while adding \$1.00–\$3.50 sales per occupied room in revenue.



### To build a safe and successful retail store you need 5 stations:

- 1 Refrigeration**  
Don't skip here. 62% of your profit will come from beverages and it stores fresh food, as well. We recommend a 50" reach-in cooler or a 2-door glass unit as the minimum for any hotel. Increase this for hotels over 200 rooms. We see owners go for small, low cost options to save a couple thousand dollars up front, but as a result, end up losing \$1000 or more per month in retail sales.
- 2 Shelving**  
Sectioned shelving allows you to easily categorize the core offerings: Sweet, Salty, Healthy, Quick Meals.
- 3 Framed Slatwall**  
Adding a 2' x 3' section of framed slatwall allows you to neatly offer essential items guests need, but don't want to leave your hotel for: Tylenol, Advil, cold medicine and personal care items are among the most appreciated items by guest need and carry a low cost, high margin when offered in single-serve blister packs.
- 4 Freezer**  
Ice cream ranked in the top 3 highest performing categories with novelties outselling cups and pints. Guests are consuming the treat in record numbers. See our best sellers list for more information.
- 5 Self-Service Pay Station**  
Kiosks are in record high demand in 2020 with a 68% increase in hotels choosing a self-service payment option to reduce front desk traffic and protect guests and associates from cross-contamination concerns.  
  
If you have an existing store, reach out for a Retail Refresh. We'll leverage your existing shelving and appliances, and stock it with a best-selling assortment based on hotel data from across the country.  
  
If you want to add a lobby market, reach out for a Retail Design. We'll build you a safe and profitable Grab & Go market from the ground up to meet your size and placement needs all while ensuring you have happy guests.



# RETAIL PERFORMANCE

While we saw a painful dip in April and May Grab & Go retail revenue in response to Covid, a steady increase immediately followed as hotels embraced the market as their sole option for on-premise F&B. Hoteliers who were able to remain open or reopen later into the crisis stepped up assortments, meal offerings and added self-service kiosks to make the lobby market a safe and convenient option for snacks and meals without having to leave the hotel.

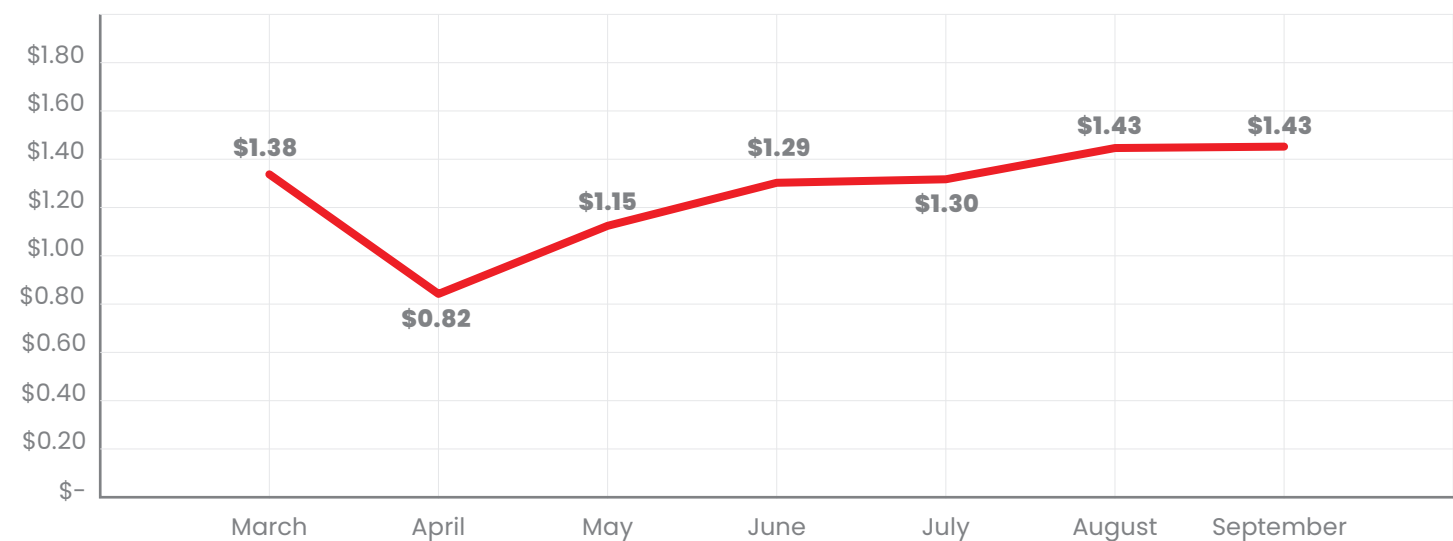
Sales Per Occupied Room is now at an all-time high as measured in nearly 1,000 hotels using ImpulsePoint POS to manage retail transactions and inventory. When comparing Pre-Covid revenue to post, every hotel type including Full Service, Select Service, and Extended Stay is now performing better than it did before the crisis began.

To calculate your SPOR, divide your total retail revenue by rooms sold for the same period. If you are not in the \$.1.40+ range, please reach out to us at [info@impulsifyinc.com](mailto:info@impulsifyinc.com) and let us know how we can help. There are a number of options available ranging from free to Full Retail Refresh that will maximize your incremental revenue during this challenging time.

### 2020 Monthly SPOR Trends **Extended Stay**



### 2020 Monthly SPOR Trends **Full Service**



### 2020 Monthly SPOR Trends **Select Service**



# RETAIL OPS

## CHECKLIST

Great retail does not have to be a burden to be successful. We have compiled daily, weekly, quarterly, and monthly checklists to help hoteliers maintain inventory, keep the store looking full and fresh, and avoid some of the profitability challenges that occur when not properly managed.

Disclaimer: "Some Reports referenced are found in ImpulsePoint: Front Desk POS. If you do not use an automated inventory solution, this will need to be tracked on a spreadsheet. For more information on ImpulsePoint, visit [impulsifyinc.com](http://impulsifyinc.com).

### DAILY

- ☐ Process all transactions – sales, department transfers, service recoveries
- ☐ Run Shift Replenish Report, restock store
- ☐ Run end of shift Sales Summary Report
- ☐ Reconcile cash drawer against Sales Summary
- ☐ Clean: Dust, vacuum/sweep, clean glass and countertops, empty garbage
- ☐ Restock utensils, napkins
- ☐ Tidy merchandising: Pull beverage items forward, labels forward facing, replace missing items
- ☐ Use planogram to verify category station merchandising

### WEEKLY

- ☐ Replenish in-store storage cabinets from backstock
- ☐ Check Shopping List for low inventory
- ☐ Review utensil, product packaging inventory
- ☐ Check arrivals, groups, occupancy levels for upcoming inventory needs
- ☐ Place replenishment order(s)
- ☐ Receive incoming inventory
- ☐ Tidy backstock room for easy restocking
- ☐ Review Negative Inventory Report, correct counts if needed
- ☐ Review Pending Products Report, correct details if needed

# RETAIL OPS CHECKLIST

## MONTHLY

- ☐ Verify Cost of Goods from monthly invoices
- ☐ Run Sales Performance Report for volume sold and margins by product
- ☐ Run Sales Summary by Cashier for adoption and/or incentive programs
- ☐ Review Service Recovery and Employee Discount Sales for potential profit impact
- ☐ Run Month End Inventory Report; Conduct Hard Inventory Count
- ☐ Verify PMS Sales vs. ImpulsePoint Sales  
Send totals to Impulsify Account Manager
- ☐ Send Total Rooms Sold to Impulsify Account Manager

## QUARTERLY

- ☐ Review Underperforming Products Report
- ☐ Archive slow moving products or items no longer carried
- ☐ Request replacement best sellers from Impulsify Account Manager
- ☐ Review user pins – deactivate unused pins
- ☐ Update seasonal items, if needed  
(umbrellas, sunscreen, allergy medicine, cold medicine)

# GO FOR IT

888.306.3252 • [impulsifyinc.com](https://impulsifyinc.com) • [info@impulsifyinc.com](mailto:info@impulsifyinc.com)

1644 Platte Street | Suite 400, Denver, CO 80202

View this playbook online at [impulsifyinc.com/playbook](https://impulsifyinc.com/playbook)

