

2021

BEST SELLERS

.....

HOTEL RETAIL GUIDE

POWERED BY IMPULSIFY



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

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

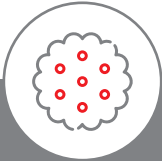
SNACKS

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	



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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	

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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

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BEST SELLERS 2020

TOP

SUBCATEGORIES

TOP PERFORMING SUBCATEGORIES

27%

Soda

20%

Water

12%

Candy

8%

Beer

6%

Ice Cream

5%

Sports Drinks

5%

Chips

4%

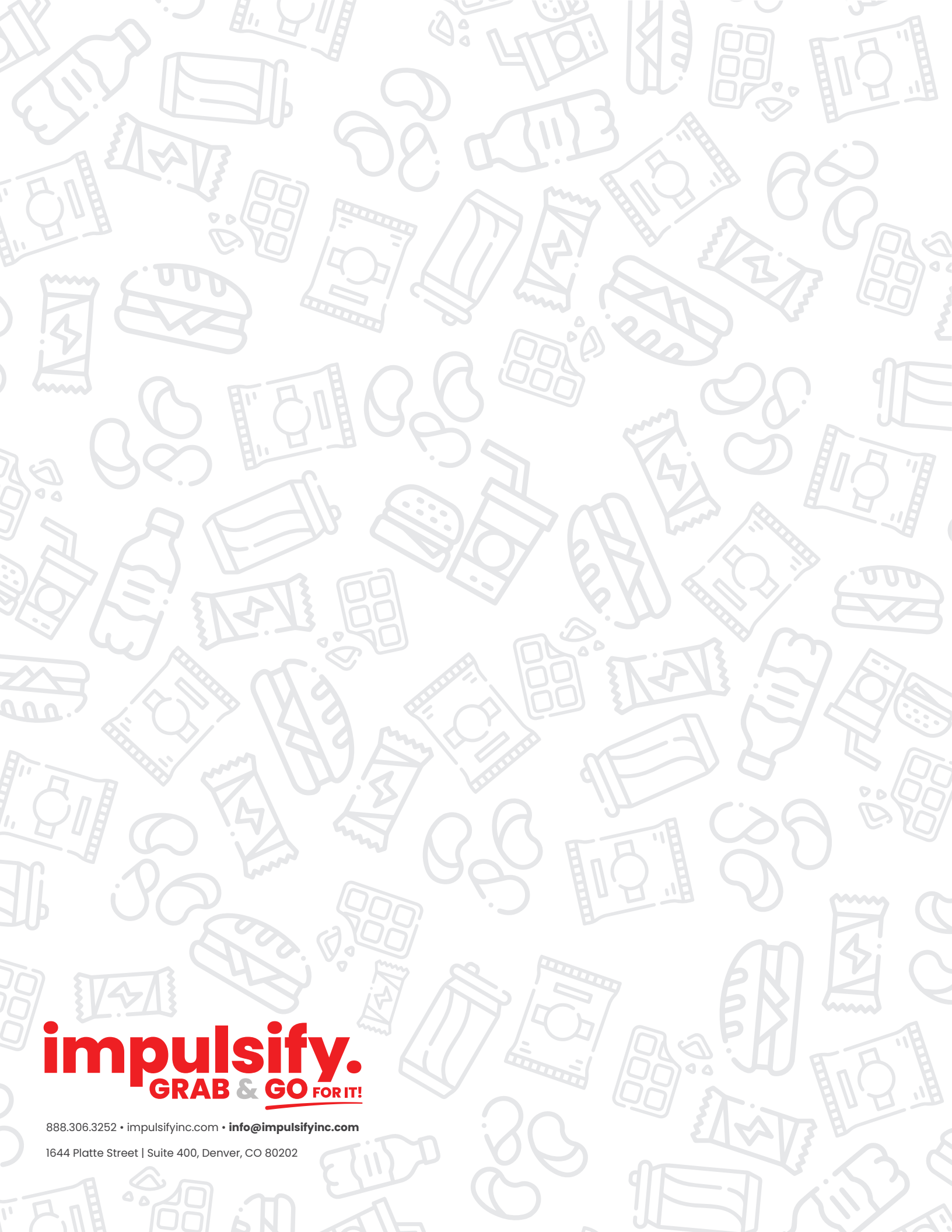
Juice & Tea

4%

Energy Drinks

2%

Cookies



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GRAB & GO FOR IT!

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