

Convenience Store News

WHAT'S NEXT IN CONVENIENCE AND PETROLEUM RETAILING

May 24, 2010

ViVOPay 8100

<http://w3.nexis.com/new/search/newssubmitForm.do>

ViVOtech, a manufacturer of near field communication (NFC) mobile payments, loyalty and marketing applications, and contactless readers, launched its new PCI 2.1-certified ViVOPay 8100. The customer-facing device is enabled with contactless NFC payment and promotion technology for small- and medium-size merchants, allowing them to accept mag stripe, contactless and NFC mobile payments, as well as deliver personalized mobile loyalty and marketing programs, the company stated. The ViVOPay 8100 device is powered by ViVOtech mLoyalty server software. To use the device, consumers can tap their mobile phone to electronically redeem a coupon or discount voucher, swipe or tap to make a payment, or enter their PIN for debit payments to complete a transaction.

Cheez-It White Cheddar Snack Mix

The Kellogg Convenience Team bagged a new snack mix for its Cheez-It brand -- Cheez-It White Cheddar Snack Mix. This new snack mix combines Cheez-It White Cheddar crackers, crunchy curls, bread slices, wheat squares, pretzel twists and white cheddar flavored seasoning. The new snack mix is available in June 2010.

Ready-to-Drink Seattle's Best Coffee Canned Iced Lattes

Seattle's Best Coffee brewed up a new line of canned iced lattes for retailers in the Western U.S. The new Seattle's Best Coffee Iced Latte drinks replicate handcrafted versions of the company's lattes made in its cafés, and are available in Iced Latte, Iced Vanilla Latte and Iced Mocha flavors. The drinks have a suggested retail price of \$1.49 for a single can and \$4.99 for a four-pack, according to the company. The new ready-to-drink beverages are part of the North American Coffee Partnership (NACP), a joint-venture between Seattle's Best parent Starbucks Corp. and Pepsi-Cola North America Beverages.

BIC Special Edition Rock Bands Series Lighters

Give music fans a way to express their favorite artists and rock bands with the new BIC Special Edition Rock Bands Series Lighters, featuring Aerosmith, KISS, Lynyrd Skynyrd, Motley Crüe and Ozzy Osbourne. The new lighter series features 12 designs from the artists, and target fans who experienced these bands in the 1970s, 1980s and 1990s, as well as young adults who enjoy listening to classic and hard rock, the company stated. The new Special Edition Rock Bands Series lighters have a suggested retail price of \$1.69 per lighter.