

# PRARA NEWS

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February 2018



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**WELCOME  
NEW MEMBERS**

**PRESIDENT'S  
PAGE**

**BY: JEFF DECKER**



I would like to personally congratulate Nancy on her retirement from PRARA. I enjoyed working with you during your 22 years at PRARA, and I consider you a valuable asset to our association.

While you will be missed by all of us at PRARA, you certainly deserve your retirement. Your hard work and diligence have greatly benefited our association.

It has always been my pleasure to work with you. So, while I am saddened to see you go, I am confident that you will find the same success and happiness in retirement that you experienced during your time here.

Nancy, I wish you the best in your future endeavors. Retirement will surely offer you many new opportunities, which I know you will embrace wholeheartedly, just as you did at PRARA.

**RACK PRICES 1/31/18**

<u>Brand</u>	<u>Reg.</u>	<u>Mid.</u>	<u>Prem.</u>
BP b*	1.8771	2.0221	2.3241
Citgo b*	1.8709	2.0390	2.2761
Exxon b*	1.8805	2.0260	2.3150
Gulf b*	1.8790	1.9915	2.2430
Shell b*	1.8939	2.0660	2.3698
Sunoco	1.8728	2.0128	2.3010

\* 10% ethanol

Tax of .760 cents per gallon and .011 cent indemnification fund & .001 cent Oil Spill Tax are not included in rack price.

Superfund tax eliminated

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## NANCY'S NOTES



Happy Valentines Day! This article is my last and a bitter sweet one to boot. I am announcing my retirement as of February 12<sup>th</sup>. As most of you know I have been planning this for a number of years but just couldn't take the final step. Life is fleeting and I want to enjoy watching my granddaughter grow up. I have worked for PRARA for over 22 years and now looking forward to the next chapter.

While I look forward to my retirement I will miss being part of PRARA. I have made many good friends over the years and will miss everyone very much. I still believe the association has your best interests at heart and feel confident that Tammy and the board will be there to help you when needed. Take Care!



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## Cadillac Tax Delay Included Congressional Budget Continuing Resolution

On January 22, after a three-day shutdown of the federal government, Congress passed a short-term continuing resolution (CR) to fund the government through February 8.

The Cadillac tax will now be delayed until 2022, rather than 2020.

Included in the CR was a two-year delay to Obamacare's 40 percent excise tax on high-value healthcare plans provided by employers to their employees, known as the "Cadillac tax."

The Cadillac tax was included in Obamacare to reduce employer incentive to overspend on health plans and employee incentive to overuse services encouraged by the high-cost plans.

Starting in 2018, employers were supposed to begin paying a 40 percent tax on costs of health plans that are above \$10,200 per individual and \$27,500 for family coverage.

The idea was that many buy unnecessarily expensive plans, since they are not taxed on those earnings applied to premium costs. However, many employers and members of Congress on both sides of the aisle oppose the tax.

PMAA is a member of the Stop the HIT (healthcare insurance tax) coalition that has been fighting this tax and we are pleased that Congress delayed the Cadillac tax until 2022 because the tax could cause companies to cut some benefits and increase worker out-of-pocket costs to pay for it.

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## Downstream Impact And Reauthorization Of The Federal Oil Spill Liability Tax

PMAA has continued to receive numerous inquiries on how the expiration of the Oil Spill Liability Tax (OSLT) on December 31, 2017 will impact petroleum marketers.

The OSLT was created in the aftermath of the Exxon Valdez spill in Prince William Sound Alaska. The 9 cents per barrel OSLT tax is imposed on crude oil at the refinery gate.

Proceeds from the OSLT go into a trust fund used by the Coast Guard to pay for clean-up after accidents like the Deepwater Horizon oil spill. Currently, there is 5.8 billion in the OSLT trust fund.

The OSLT has no relation to the federal \$.001 per gallon Leaking Underground Storage Tank (LUST) trust fund. The LUST tax has not expired and is collected at the terminal rack on all motor fuel and heating oil.

Refiners are the only party liable for the OSLT. The OSLT is not imposed, remitted or refunded downstream. There are no OSLT floor stock taxes or OSLT tax exempt parties downstream.

The OSLT has no real impact on downstream marketers other than as a cost passed through on finished product. The OSLT is paid by the refiner upstream.

That should be the end of the story, but some terminals break out the OSLT as a separate line item on bills of lading and invoices.

This practice causes confusion downstream because the tax is paid by refiners on crude oil at the refinery gate. The OSLT is not imposed, remitted or refunded downstream. There are no OSLT floor stock taxes or OSLT tax exempt parties downstream.

However, breaking out the OSLT as a separate line item gives it a perception of importance downstream. The only impact of the OSLT on petroleum marketers below the terminal rack is a miniscule increase in the rack cost of finished motor fuel and heating oil.

Terminal operators break out the OSLT on invoices, not because downstream marketers need to know, but for their own accounting purposes and no other reason. There is no OSLT notice requirement for downstream parties.

Some downstream marketers who break out

the OSLT on invoices to their end user customers may need to adjust their accounting practices, but there is no need to account for the OSLT downstream of the terminal rack in the first place.

The OSLT expired on December 31, 2017. This means that refiners are no longer required to pay 9 cents per barrel OSLT on crude oil at the refinery gate. This results in a miniscule price adjustment in the cost of the fuel or not, depending on whether the cost savings is passed downstream.

Many terminals are notifying customers that they are making no cost adjustment because they expect the OSLT will be reauthorized retroactively by Congress sometime in late January 2018. Some terminals are passing the cost savings down while others don't break out the OSLT to begin with and have nothing to report.

A one-year OSLT reauthorization (effective January 1, 2018) is included in the tax extenders package that the Senate Finance Committee introduced late last year. It is likely that Congress will pass the tax extenders bill later this month as part of the federal government spending bill.

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## Gov. Wolf Proposes Expansion Of Overtime Pay Rules Affecting Nearly 500,000

Gov. Tom Wolf Wednesday announced a proposal to expand overtime rules to increase the pay of nearly half-a-million people to ensure they are compensated fairly for their hard work.

“Pennsylvania’s overtime rules haven’t changed in more than 40 years and workers are paying the price,” said Gov. Wolf. “I am taking this action to ensure hundreds of thousands of Pennsylvanians who work more than 40 hours a week for the same job receive the overtime pay they have earned.

“It’s simple, if you work overtime, then you should get paid fairly for it. This important step will put more money into the pockets of hardworking people and will help expand the middle class in Pennsylvania.”

Gov. Wolf made the announcement at The Fresh Grocer of Grays Ferry in Philadelphia, where he was joined by legislators, local elected officials, store management, staff, and local workers, who were quick to praise the governor’s announcement.

“What the governor is proposing is common sense,” said Denise Kennedy, an Upper Darby resident and secretary at Garrettford Elementary School. “Paying workers fairly on the lower end of the pay scale will put more money in our pockets so we can spend it at local businesses. All I can say is, what can I do to help get this done?”

The middle class is built on the idea of hard work and fair pay, but workers in Pennsylvania have not received a minimum wage increase in nearly a decade and overtime rules established in 1977 have not kept up with inflation.

Many hardworking Pennsylvanians are not getting the overtime pay they deserve. Because the overtime rules have not been updated, employees are covered by an exemption to overtime that was intended for high-wage, white-collar employees more than 40 years ago.

As a result, a salaried worker earning up to \$24,000 a year, which is below the poverty line for a family of four, can work more than 40, 50, 60 or more hours a week and is not guaranteed overtime at time-and-a-half.

“Four decades is far too long for Pennsylvania’s overtime regulations to remain stagnant,” said Acting Labor & Industry Secretary Jerry Oleksiak. “Updating the overtime rules to keep pace with our 21st century economy is the right thing to do for the hardworking men and women of the commonwealth.

It will also generate competitive salaries and reduce turnover, helping to create and keep ‘Jobs that Pay’ here in Pennsylvania.”

At the direction of Gov. Wolf, the Department of Labor & Industry is finalizing a plan to modernize rules and clarify requirements. The new rules will phase in over four years to increase the salary threshold that requires employers to pay overtime to most salaried workers.

The first step will raise the salary level to determine overtime eligibility for most workers from the federal minimum of \$455 per week, \$23,660 annually, to \$610 per week, \$31,720 annually, on Jan. 1, 2020. The threshold will increase to \$39,832 on Jan. 1, 2021, followed by \$47,892 in 2022, extending overtime eligibility to 370,000 workers and up to 460,000 in four years.

Starting in 2022, the salary threshold will update automatically every three years so workers are not left behind. Additionally, the duties for executive, administration and professional workers will be clarified to make it easier for employers to know if a worker qualifies for overtime.

“This long overdue moment for thousands of struggling, hard-working employees in the 8th senatorial district and across Pennsylvania is saying this really is a happy new year,” Sen. Anthony Williams (D-Philadelphia) said.

When fully implemented, modernizing overtime rules will increase the wages of an estimated 460,000 workers in Pennsylvania. That will lead to a stronger middle class. When workers earn more, they spend it in their local communities, which helps grow the economy throughout the state.

“The Governor’s proposal will give many working families in PA an increase in their income and will make sure they are paid for the hard work they are doing,” Rep. Jordan Harris (D-Philadelphia) said. “That additional revenue will help pay utility bills, buy groceries, take vacations, and just make life a little easier.”



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Feb. 6, 8, 13, 15

April 2, 4, 9, 11

May 14, 16, 21, 23

### State Inspection

Mar. 6, 8, 13, 15

Apr. 24, 26, May 1, 3



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## DEP Proposing 15 PPM Sulfur Standard For Heating Oil

The Pennsylvania Department of Environmental Protection has started the regulatory process to establish 15 ppm as the sulfur limit for heating oil sold in the state

The compliance date of the proposed rule is July 1, 2019.

The leadership of PPA was told by DEP that the U.S. EPA directed states who had not adopted a 15 ppm sulfur standard to do so as quickly as possible, or at least prior to 2028.

In the documents linked below, DEP is proposing to use an aggressive schedule to adopt the standard through the regulatory process in order to establish the July 2019 compliance date. The 15 ppm sulfur standard has been long supported by the significant majority of PPA member marketers.

As members know, there has been opposition to this proposal in the past by other groups.

PPA will keep members informed as to appropriate public comment periods.

It is our understanding that the state of Maryland is also in the process of adopting the 15 ppm standard to take effect July 2019.



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## A Retailer's Guide to 2018

By Carolyn Schierhorn - 12/28/2017

Many grocery retailers, from supermarket chains to convenience stores to mass merchants and discounters, leverage their creativity and shopper insights to please existing customers and entice other consumers to visit their stores and e-commerce sites for the first time. *Store Brands*, a *Convenience Store News* sister publication, offers 10 ideas for retailers to maintain customers and attract new ones in 2018 and beyond:

1. Today's consumers are insisting on transparency. Be sure to participate in a program such as SmartLabel so your customers have easy access to detailed, well-organized product information, and make sure to use social media and in-store signage to tell customers about your sustainability and fair trade initiatives.

2. Add more co-creation opportunities for customers on the store perimeter to increase shopper engagement and enjoyment.

3. Look for ways to make shopping as convenient as possible for customers, whether offering curbside pickup or home delivery or having satellite click-and-collect outposts.

4. Given that customer service is a key element of a retailer's brand, make sure that employees are attuned to shoppers' needs and wants, and that they recommend store brand products to customers whenever appropriate.

5. If you're foraying into in-store foodservice for the first time, your grocerant needs to be more

than a hot bar with a few plain tables in the corner. Uniqueness and an Instagram-worthy atmosphere are important to customers, especially young adult shoppers.

6. If you haven't yet developed a natural and organic private brand food line, considering doing so.

7. With millennials known for pampering their four-legged companions, pet food and supplies constitute a category with untapped potential for store brands. Consider strengthening your offerings in this realm.

8. Consumers today tend to shop while looking at their smart phones, so consider how you can use the latest technologies to increase sales. With beacon technology paired with a phone app, for example, retailers can send specific messages to customers as soon as they enter the store and offer cross-merchandising suggestions when they look at items in a particular aisle or refrigerated case.

9. Play up your private brands on your website and e-commerce portal.

10. Invite representatives of small businesses and area nonprofits to set up displays on the store perimeter, so they can tell customers about community resources. These individuals and organizations will likely reciprocate by recommending your stores and private brands to others.

*Carolyn Schierhorn is the managing editor for Store Brands.*



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## Results From National Conference On Weights & Measures Interim Meeting

Last week, the [National Conference on Weights and Measures](#) (NCWM) held its interim meeting in St. Pete Beach, Florida. On the agenda were items regarding ethanol flex fuel labeling, tightening the acceptable UST water acceptance level from 1 inch to ¼ inch and skimming issues.

### Ethanol Flex Fuel Labeling

There were two items relating to ethanol flex fuel labeling at the dispenser. PMAA was concerned with the ethanol industry's attempt to only cite the Federal Trade Commission labeling requirements for E10 plus blends in NCWM Handbook 130 instead of both the FTC and the EPA approved E15 label.

If dispensers are not labeled in accordance with the EPA E15 labeling requirements, retailers would be in violation of the Clean Air Act with possible fines.

To this end, PMAA urged that references to both the FTC and EPA information be included in Handbook 130 to ensure that retailers have all available E15 dispenser labeling information to meet Federal Regulations. The proposed revision includes requirements for both the EPA and FTC requirements for labeling. These revisions were moved to a voting item by the Laws and Regulation committee.

In addition, to inclusion of EPA labeling requirements PMAA expressed concern as part of these discussions over the confusion created by the lack of specific requirements for the labeling of E-15 as well as other higher ethanol blends.

This is an issue that PMAA will continue to pursue as part of several other proposed changes that are being considered by the Fuels and Lubricants subcommittee.

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## EPA Still Contemplating Rewrite Of Federal Ozone Rule

Last Monday, the U.S. Environmental Protection Agency told a federal court that it is still reviewing the 2015 ozone standard. However, the EPA didn't give a time estimate of when they would be finishing their review, even though it is making strides with the states to implement the rule.

Last week, environmental groups requested that a federal court set an April 30 deadline for EPA to issue attainment area designations, which would give the states the 120 days they are currently permitted to fight any designations they disagree with.

In late November, the EPA published attainment designations under the 2015 ozone standard. The National Ambient Air Quality Standards (NAAQS) designations will go into effect on January 15.

These designations are important to marketers because those counties designated as being in nonattainment will likely be required to adopt more stringent Reid vapor pressure (RVP) or reformulated gasoline (RFG) requirements.

The EPA certified that 2,646 counties, two tribal areas and five territories, or about 85 percent of the nation's counties, meet the new standard of 70 parts per billion of ozone in ambient air.

However, the agency stopped short of saying which areas of the country do not meet the Obama administration's 2015 regulation on ozone.

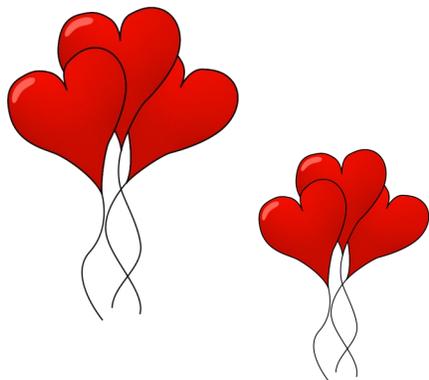
After the EPA failed to delay the process by another

year over the summer, the EPA was required under the Clean Air Act to make all the decisions by October 1 but missed the deadline.

In a statement, EPA said that "in the spirit of cooperative federalism, EPA will continue to work with states and the public to help areas with underlying technical issues, disputed designations, and/or insufficient information."

The statement also said that "EPA modeling, state agency comments, and peer-reviewed science indicate international emissions and background ozone can contribute significantly to areas meeting attainment thresholds. The agency intends to address these areas in a separate future action."

PMAA has been actively engaged in fighting more stringent ozone standards that would have a negative impact on petroleum marketers.





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## Retailers Who Accept SNAP Must Comply With Stocking Requirement This Month

Beginning January 17, 2018, the USDA Food and Nutrition Service (FNS) will begin implementing the stocking provision of the final rule, “Enhancing Retailer Standards in the Supplemental Nutrition Assistance Program (SNAP),” for all stores.

Authorized stores that don’t meet these requirements will be withdrawn from SNAP, and applicant stores that don’t meet the requirements will be denied authorization.

Meanwhile, the updated definition of “accessory food” also will go into effect on January 17, 2018. Accessory foods are not considered staple foods and may not be counted towards a retailer’s stocking requirements such as crackers, soda, potato chips, etc.

As previously reported, the FNS began implementing the restaurant (hot foods) provision of the final rule for all stores on October 16, 2017. The final retailer standards rule was published on December 15, 2016.

While there were improvements from what was originally proposed, the final rule still presents challenges and additional costs for retailers to participate in the program, especially for small business convenience store owners.



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## 8 Consumer Trends for 2018

By Don Longo 1-8-2018

NATIONAL REPORT — Smart retailers keep an ear close to the ground to keep up with the latest trends. Consumer trends, in particular, will drive many of the business decisions convenience store operators will make in the coming year. To help you anticipate what's next, *Convenience Store News* curated multiple forecasts from leading research and consulting firms to bring you our "8 Consumer Trends for 2018."

These are hardly the only consumer trends to watch for in 2018, but they seem to be the ones most heavily mentioned by prognosticators.

### 1. TRANSPARENCY & TRACEABILITY

According to Mintel's *Global Food & Drink Trends 2018* report, transparency and traceability will play a major role in consumers' choices. Consumers' need for reassurance about the safety and trustworthiness of food and drink has led to increased use of natural, ethical and environmental claims in global food and drink launches. In addition to more specific product details, the next wave of clean label will challenge manufacturers and retailers to democratize transparency and traceability so that products are accessible to all consumers regardless of household income.

### 2. PERSONALIZATION

The rapid expansion in the variety of food and drink retail channels will fuel the opportunity for recommendations, promotions and product innovations that are personalized based on individual consumer behavior, the Mintel report also stated.

### 3. SELF-CARE

Going forward, more consumers will be looking for ingredients, products and combinations of food and drink that provide nutrition, physical or emotional benefits that advance their priorities for self-care, according to Mintel Global Food & Drink Analyst Jenny Zegler.

### 4. NEW SENSATIONS, NEW EXPERIENCES

In 2018, texture will become more important for food and drink companies and consumers. Mintel's *Global Food & Drink Trends 2018* report highlights that texture is the next facet of formulation that can be leveraged to provide consumers with interactive and documentation-worthy experiences.

The quest for experiences will provide opportunities for multisensory food and drink that uses unexpected texture to provide consumers — especially teens and young adults of the iGeneration — with tangible connections to the real world, as well as moments worth sharing either in-person or online.

### 5. I'M SPECIAL, SO SPECIAL

As technology helps to make shopping as effortless as possible, an era of targeted promotions and products is

emerging. Motivated by the potential to save time and ideally money, consumers are sampling a variety of channels and technologies when shopping for food and drink, including home delivery, subscription services and automatic replenishment, according to Mintel.

Companies and retailers can leverage technology to establish new levels of efficiency, such as customized recommendations, cross-category pairings, and resourceful solutions that save consumers time, effort and energy. Opportunities exist for companies to tempt consumers by creating products, suggesting combinations of goods, and other options across consumer categories that make shopping more efficient and affordable for customers.

IDC Retail Insights predicts that by 2020, more than half of consumers will expect perfect fulfillment execution as a top reason for loyalty to retailers. As a result, retailers will increase their budgets for these technologies by up to 20 percent to create a fully transparent and user-friendly fulfillment experience.

### 6. DON'T CRACK ME UP

Cracked pepper is the new sea salt. The use of black or cracked pepper in chips and crackers signifies a seriousness about bringing in the flavor, according to Packaged Facts' *2018 Food Forecast Ebook*. Pepper is also flexing its flavor muscles in artisanal foods, including dessert. The rise of this seasoning is partly due to renewed interest in cured meats — pastrami and pancetta, plus gravlax, as a Nordic variation on smoked salmon or lox.

Speaking of cracking, pistachios are "re-glamorized and nutritious," according to Packaged Facts. The brightly colored, deeply flavored and protein-packed nut suits sweet or savory for Mediterranean, Middle Eastern, Indian or regional-accented California/Southwestern dishes. Products such as Sahale Snacks Moroccan-spiced Pomegranate Pistachios point the way by combining nut appeal, superfood cues and foreign accents for exotic-but-accessible food innovation with global game.

### 7. GREEN BADGE OF COURAGE

Vegan and non-GMO are the new green badges of food formulation courage, according to Packaged Facts. With packaged food innovation focused on clean label, vegan and non-GMO have become all-star package callouts, raising the ante on organic and all-natural. Vegan serves as a positive cue even for those who are merely friends of vegetarians or vegans, as has also been the case with gluten-free.

*Con't. on page 15*

Con't. from page 14

"Vegetarians and vegans together account for less than 15 percent of all consumers and their numbers do not grow very rapidly, but a growing number of consumers identify themselves as flexitarian or lessitarian, meaning they've cut back on their consumption of animal-based foods and beverages. It is this group that is most responsible for the significant and ongoing shift from dairy milk to plant-based milk," said David Sprinkle, research director for Packaged Facts.

Plant-based dairy alternatives are a trend to watch in 2018. The market for dairy and dairy alternative beverages will reach a projected \$28 billion by 2021. Spurring the segment's growth will be plant-based dairy alternatives, which are expected to reach 40 percent of the combined total of dairy and dairy alternative beverages. This figure is up from 25 percent in 2016 when dairy alternative beverages accounted for only \$6 billion in retail sales, according to the research firm.

The shift away from traditional dairy products, such as cow's milk, toward plant-based alternatives revolves around health concerns, with a growing number of consumers coming to believe that plant-based foods are healthier than animal-based foods.

#### 8. THE NEXT SRIRACHA?

"One doesn't have to look very far to find the 'next sriracha' or 'matcha tea,'" said Packaged Facts' Sprinkle.

"Culinary trends in 2018 will be inspired by familiar comforts from our childhoods, but with artisanal, indulgent and downright delicious re-imaginings that satisfy the appetites of traditionalists and foodies alike."

Packaged Facts identifies more than a dozen foods, beverages and ingredients that will trend in 2018 and beyond.

Among them:

- **Cauliflower** prepared in many different ways.
- **Eggs Benedict** trending across dayparts.
- **Mac and cheese** adapted into many forms, such as shareable plates, fried-bite-sized snacks, bar food or an alternative to French fries, and in mash-ups on sandwiches or poured into poutine.
- **Olives** offer flavor, versatility and allure, and represent opportunity at every price point in both foodservice and retail.
- **Figs** have primarily appeared in approximately three out of 10 fine-dining locations. In upscale casual dining, figs have seen real growth, with menu callouts steadily increasing from 2007 to 2017.
- **Tea-flavored ice creams** are now mass-market, but tea as a dessert drink or drink flavoring remains happy hunting ground for foodies. Menus use Earl Grey in artisanal ice creams, crème Anglaise, flavoring syrups, and craft sodas and cocktails.



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## Trendights: Upping Your Dinner Game

By Bonnie Riggs, The NPD Group - 01/03/2018

Every day, we face multiple choices, both major and minor, when it comes to where and what to eat for dinner. The decisions range from the simple “Am I hungry?” to the not-so-simple “Do I have all the food and beverage components to prepare a meal at home?”

Dinner is an essential part of our daily routine, and there is always the question of meal preparation. As a result of our ever-changing lifestyles, we’re busier than ever, working, taking the kids here and there, attending social events, and on and on. These activities result in many people and their families needing to think seriously about their dinner options on a regular basis.

Despite busy lives, we increasingly choose to eat our dinner meal at home. Today, 80 percent of dinner meals are sourced from home. Even with more dinner meals eaten at home, it still remains an important occasion to the foodservice industry, with nearly a third of all visits taking place at dinner. Further, dinner accounts for more than 40 percent of foodservice industry dollars or, said another way, \$179 billion annually.

### Source of Dinner Trends

Since the recession, it’s a fact that restaurants and other foodservice outlets have lost share to home-prepared meals. In 2017, 18 percent of dinner meals were purchased at a foodservice outlet or restaurant, down from 23 percent in 2007. However, keep in mind that 49 percent of these dinners that are purchased from a foodservice outlet are consumed at home, which presents an opportunity for convenience stores.

Dinner foodservice visits to c-stores currently represent only 7 percent of total c-store foodservice visits, but that single digit can easily be turned into a double-digit. It will take understanding how consumers make dinnertime decisions and identifying where there are opportunities and how those decisions can be influenced.

### When We Decide Where to Get Dinner

We’ve all been there. We’re in the mood for something to eat, but not sure what it is or where we should go. Should we go to a sit-down restaurant, use takeout, or just stay at home and eat in? There are always lots of options available, but that serves only to make the decision-making process more difficult. The question is: When are these decisions made? How often is this decision made at the last minute, and how does that impact the decision to turn to foodservice for dinner?

To answer this question, we at NPD conducted a proprietary study that addressed the issue, “Eat In or Out? What Drives Dinner Choices.” The study showed nearly half of the decisions about where to get dinner are made that day. There are two different kinds of consumers: those who plan where to get their dinner in advance and those who make their decision the day of.

Of particular note, the closer we get to dinnertime, the more likely we are to choose foodservice or a restau-

rant. Among the last-minute decisions, more than a quarter of dinners are won by foodservice. And the closer we get to the weekend, the more foodservice wins the up-for-grab dinners.

### Decision Drivers for Eating Dinner In vs. Restaurants

Even in challenging times, we find many benefits to visiting restaurants or getting takeout for dinner. Dinner out is considered a treat in a variety of ways. Many consumers continue to point to the fact that there’s work involved with an in-home prepared meal — work from which foodservice spares them. When it comes to eating at home, the decision is largely tied to the cost associated with going out to a restaurant for dinner.

### Consumers Find Many Benefits to Using Foodservice for Dinner

The importance of enticing consumers to leave their homes is especially important at the dinner meal occasion.

How do c-store operators win this battle? The first way is with the menu offering. Menu offerings need to beat what consumers have available at home. New menu offerings must stimulate interest with variety, freshness and quality, which go a long way in meeting value expectations and the desire for more healthful meal options.

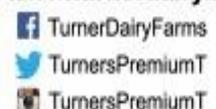
At the same time, increased focus on service should have favorable payoff, as many of these visits are driven by loyalty. Superior service and speed of service are critical components of driving customer loyalty. Making customers feel valued is the key to building customer loyalty. These are the wants and needs to meet in order to lure consumers off their couches and into your convenience store for dinner. Trendights is an exclusive bimonthly feature that appears in *Convenience Store News*.

## Fueled By Turners



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## Trump Administration Proposes Massive Expansion Of Offshore Oil Drilling

January 8, 2018

Thursday, the Trump administration released a proposal that would allow oil and gas drilling off the Atlantic and Pacific coasts. Interior Secretary Ryan Zinke said nearly all the nation's outer continental shelf is being considered for drilling, including areas off the coasts of Florida, California, Maine and Alaska.

It would be the first time in decades that oil drilling would be allowed off the waters of California, where drilling has been off limits since 1969.

The Department of Interior (DOI) is expecting to have 47 lease sales between 2019 and 2024, including 19 off the coast of Alaska and 12 in the Gulf of Mexico. Seven other areas offered for lease for new drilling would be in the waters off California.

Under the proposal, only one of 26 planning areas in the Atlantic Ocean, Pacific Ocean, Gulf of Mexico and the Arctic Ocean would be off limits to oil and gas exploration. That area, known as the North Aleutian Basin, was protected under an Executive Order by President George Bush.

Under the Obama Administration, oil drilling was blocked on more than 90 percent of the outer continental shelf. Secretary Zinke argued that those restrictions on drilling had cost the United States billions of dollars in lost revenue and the new proposal would make nearly 90 percent of those waters available for leasing.

In April, President Trump signed an Executive Order requiring the DOI to reconsider President Obama's five-year offshore drilling plan to block new lease sales in many areas of the Atlantic and Arctic.

The proposal comes less than one month after Congress passed a comprehensive tax bill that includes a provision to open the Arctic National Wildlife Refuge (ANWR) to oil and gas drilling and directs the Energy Department to sell as much as seven million barrels of crude oil from the Strategic Petroleum Reserve.



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We have noticed some of the calls to the PRARA office from landlines are not making it to the office. The caller is being told the phone number is no longer in service or being routed to somewhere else and then being disconnected. If this happens, please use a cell phone to call the office. The problem isn't our line but some of the other landlines trying to reach the PRARA office. This problem only happened a few times. Sorry for any inconvenience this may cause.



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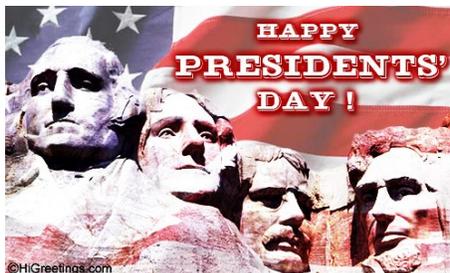
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## Calendar of Events

Groundhog Day	February 2
Valentine 's Day	February 14
Ash Wednesday	February 14
Chinese New Year	February 16
President 's Day	February 19

### Business Hours:

Monday	8:30-3:30
Tuesday	8:30-3:30
Wednesday	8:30-3:30
Thursday	8:30-3:30
Friday	Closed

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## Upcoming Events

Re-Cert Class	April 17
PRARA Golf Outing	June 6



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