

## PIZZA TO GO

The Broaster Co. is jumping into the pizza business with the introduction of its new Broaster To Go Authentic Pizza program. This new program combines top-quality foods,



convenient cooking equipment and bold merchandising systems into an innovative branded program with no franchise, royalty or licensing fees. The program begins with a selection of top-quality frozen pizzas pre-assembled with America's most popular pizza toppings: cheese, sausage and pepperoni. Additionally, Broaster offers a choice of reliable pizza ovens to fit c-store baking speed, space and budget requirements. As with other Broaster offerings, branded packaging, POS materials and accessory equipment and supplies are available to complete the program.

For More Information From The Broaster Co.

- (888) 935-5195
- c-store@broaster.com
- www.broaster.com

## SERVE THE UNDERSERVED

Coinstar E-Payment Services offers complete Pay-As-You-Go solutions designed for your shoppers. We offer products your customers want and sell year-round, from national and regional prepaid wireless programs, to long distance and financial services, including Prepaid MasterCard and Prepaid Gift Cards. Our flexible technology options, including point-of-sale integration (POSA) terminals, POS integration and kiosks, are designed to grow with your business, while our best-in-class merchandising support complements convenience store operations, big or small.



For More Information From Coinstar E-Payment Services

- (877) 893-8670
- www.coinstar.com

## ENERGY BO



The trend-setting, off-the-charts energy drink from Monster will command more real estate on c-store shelves with the introduction of five exciting new products further enhancing the already diverse Java Monster energy drink lineup. The new beverages include: Lo-Ball, Nut-Up, Irish Blend, Russian and Chai Hai, Monster's first tea-based energy drink. "Everybody at Monster Energy knew we were onto something when we first launched the Java Monster line in 2007," said Geoff Bremmer, brand manager for Monster Energy. "The response from consumers was absolutely overwhelming. Onto something big, we ramped up production to meet orders. After months of research, mixing, sampling and in-house taste tests we're fired up to unveil our new additions to the Java Monster line."

For More Information From Monster Beverage Co. Inc.

- (866) 322-4466
- www.monsterenergy.com

## HAVE A CIGAR

General Tobacco (GT) announced the launch of the new Vaquero Filtered Cigars 100's Box. The Vaquero Filtered Cigars are the latest addition to GT's product line catalog and will be available in a variety of flavors, such as Natural, Lights, Vanilla, Menthol, Peach, Cherry and Wildberry. Vaquero Filtered Cigars 100's Box joins the other successful brands of General Tobacco including GT One, Bronco, Silver, 32 Degrees and Champion. General Tobacco, the sixth-largest tobacco company in the nation, is a full participating member of the Master Settlement Agreement (MSA). It continues to hold a leading position in the value-priced cigarette market. Its mission is to distribute superior quality tobacco products at competitive prices.



For More Information From General Tobacco Co.

- (877)500-9595
- www.generaltobacco.com