

# THE HOT 100



## THE MOST CLICKED PRODUCTS OF THE PAST YEAR

By Kristina Peters



his year's Hot 100 has one key differentiator: cannabidiol (CBD) and hemp products. While these products represent only a sliver of the most clicked products on CStoreProducts Online.com from Oct. 1, 2018, to Oct. 1, 2019, it reinforces how much intrigue there is behind this budding category.

The 2018 Farm Bill, which legalized hemp with a tetrahydrocannabinol level of 0.3% or less, helped to push these products into the mainstream. Consumers have jumped on the trend for the reported health benefits, such as reducing pain and inflammation, improving sleep and reducing anxiety. Meanwhile, c-store operators have been more reluctant, largely because of yet-to-be-determined product regulations. But those that have added hemp and CBD products to their store mix are viewing it as a new sales opportunity.

While all major categories are represented in the Hot 100, the list is largely composed of tobacco and foodservice products—two of the largest categories for c-stores in terms of sales. Cigarettes and other tobacco products made up 37.7% of in-store sales in 2018, while foodservice made up 22.6%, according to NACS State of the Industry data. Which brings us to the No. 1 most clicked product of the past year. It falls into either the foodservice or tobacco category, but what will it be?

**100**  
Xyience  
Wild Grape  
and Fuji Apple  
Xyience

**99**  
Nitro Infuser  
Wilbur Curtis

**98**  
OCB Organic  
Hemp  
Republic Group

**97**  
Schaefer's  
Coffee Art C  
Schaefer USA

**96**  
Ooey Goey  
Butter Cakes  
Prairie City  
Bakery

**95**  
Zapp's Mardi  
Gras-themed  
potato chips  
Utz Quality  
Foods

**94**  
Mrs. Freshley's  
Brownie Made  
With Oreo  
Cookie Pieces  
Flowers Foods

**93**  
LED  
illuminated  
headers  
ImageWorks  
Display &  
Marketing  
Group

**92**  
Jack Link's  
Snack Bowls  
Golden West  
Food Group

**91**  
Outlaw  
EnergyPlus  
Electrolytes  
Outlaw  
Beverage Inc.

**90**  
Pan-Oston  
tobacco  
displays  
Pan-Oston

**89**  
3T Organic  
Rechargeable  
Heat Not Burn  
e-cigarette  
Vapor Tobacco  
Manufacturing

**88**  
Swisher  
Sweets  
Wild Rush  
Swisher  
International  
Inc.

**87**  
Haus Craft  
Collection  
Mistic E Cigs

**86**  
SlimFast Keto  
bars and snacks  
SlimFast

**85**  
Swisher Sweets  
Coco Blue  
Swisher  
International  
Inc.

**84**  
White Owl  
Summer  
Sampler  
Cigarillos  
Swedish Match  
North America

**83**  
5 Gum  
Truth or Dare  
Mars Wrigley  
Confectionery

**82**  
Stock  
candy racks  
Applied  
Merchandising  
Concepts

**81**  
Heineken  
aluminum  
bottles  
Heineken USA

**80**  
Refrasia  
Revolution  
Group

**79**  
RingPopGummy  
Gems and Baby  
Bottle Pop  
Gummy Blast  
Bazooka Candy  
Brands

**78**  
Bear Naked  
Chunky Almond  
Butter Bars  
The Kellogg Co.

**77**  
Zevia Organic Tea  
Zevia

**76**  
Yonale Birch  
Water  
Yonale

**75**  
GoodBelly  
Probiotic Bar  
General Mills

**74**  
Jolly Rancher  
Dispensed  
Beverages  
Sunny Sky  
Products

**73**  
Honest  
Marijuana  
cannabis  
Honest  
Marijuana

**72**  
Joia Spirit  
Craft Cocktails  
Prestige  
Beverage Group

**71**  
Gehl's 2.0  
Dispenser  
Gehl Foods

**70**  
Rhino Rush  
Energy Drink  
Rhino Rush

**69**  
Made by  
True Biltong  
Made by True

**68**  
4D Gummy  
Blocks  
CandyRific

#77



### Zevia Organic Tea / Zevia

Zevia Organic Tea is a line of eight ready-to-drink teas that are naturally sweetened with stevia. The noncarbonated, non-GMO beverages are brewed with fair trade-certified tea and contain zero calories and zero sugar. Flavors include Black Tea, Green Tea, Peach and Raspberry. Two caffeine-free options are also available.

#69



### Made by True Biltong

Made by True Biltong, a traditional South African style of air-dried beef, is one of today's hottest trends in jerky. Made by True's offering is gluten-free and contains zero sugar and 16 grams of protein per serving. Flavors include Classic, Garlic Herb and Hint of Spice.

#79



### Ring Pop Gummy Gems and Baby Bottle Pop Gummy Blast

Bazooka Candy Brands

Ring Pop Gummy Gems bring the Ring Pop-inspired shape to a 3D gummy form. Each gem has a sweet gummy outside and a splash of sour, juicy gel on the inside. Baby Bottle Pop Gummy Blast features a dual compartment with 10 Baby Bottle Pop-shaped 3D gummies on one side and fizzing powder on the other.

### Nitro Infuser / Wilbur Curtis

Catering to an emerging trend in cold coffee, the Nitro Infuser is a versatile stainless steel component that makes it easier for operators such as c-stores to add a creamy, stout-like effect to a wide variety of drink items, Wilbur Curtis says. It fits all kegerators, with no additional regulators or pumps required. Operators just need bottled nitrogen and a tap system for the unit.

#99



CATEGORIES > BEVERAGES TOBACCO PRODUCTS SNACKS CANDY FOODSERVICE FOODSERVICE EQUIPMENT CBD/HEMP PRODUCTS DISPLAYS GROCERY

**67**  
**Ignite X**  
Bo Vaping  
Ignite

**66**  
**Thunder Xtreme**  
Swedish Match  
North America

**65**  
**BIC Special Edition Astrology**  
Lighter Series  
BIC USA

**64**  
**Skippy P.B. & Jelly Minis**  
Hormel Foods

**63**  
**Big AZ Kick AZ Croissant**  
Tyson

**62**  
**Game Leaf Black Cherry and Game Mango**  
Swedish Match  
North America

**61**  
**Individually Wrapped Hot Dog Bun**  
Gonnella  
Baking Co.

**60**  
**Crocs Lighter disposable lighters**  
Crocs Lighter  
Inc.

**59**  
**Hershey's Chocolate Syrup pouch**  
The Hershey Co.

**58**  
**Eden Gourmet Syrups and Shakers**  
Sunny Sky  
Products

**57**  
**Hot Pockets Pizza Stix**  
Nestle USA

**56**  
**Night Owl Cigars**  
Swedish Match  
North America

**55**  
**Game Leaf**  
Swedish Match  
North America

**54**  
**MinusCal energy bars**  
MinusCal

**53**  
**Strawless Sipper Lid**  
Lollicup USA

**52**  
**Longhorn Moist Snuff Long Cut**  
Wintergreen  
Chill and  
Peach  
Swedish Match  
North America

**51**  
**Sabra Pizza Hummus Singles**  
Sabra Dipping  
Co.

**50**  
**Honeydrop Cold-Pressed CBD Lemonade**  
Honeydrop  
Beverages

**49**  
**Magic Ring Filled Donuts**  
Baker Boy

**48**  
**Split nut butter and jelly pack**  
Split Nutrition

**47**  
**Hillshire Farm Sausage Rolls**  
Tyson

**46**  
**Limited-edition Pax 3 and Pax Era**  
Pax Labs

**45**  
**Vuse Vibe**  
R.J. Reynolds  
Vapor Co.

**44**  
**Swisher Sweets Limited Edition Sweet Cream**  
Swisher  
International Inc.

**43**  
**Hemparettie**  
Nin'Sweet Life

**42**  
**Tipsy Tomato and Frank's Red Hot Bloody Mary**  
Ennoble  
Beverages

**41**  
**Swisher Sweets Dulce de Leche**  
Swisher  
International Inc.

**40**  
**Minh Egg Rolls**  
Schwan's Food  
Service

**39**  
**BIC Special Edition Music Legends Series lighters**  
BIC USA

**38**  
**El Monterey Empanadas**  
Ruiz Foods

**37**  
**Swisher Sweets Black Cigarillos**  
Swisher  
International Inc.

**36**  
**Silk Almondmilk in bulk**  
Danone North  
America

**35**  
**Silk Almondmilk Vanilla Soft Serve**  
Danone North  
America

#50



## Honeydrop Cold-Pressed CBD Lemonade

Honeydrop Beverages

In partnership with Evo Hemp, Honeydrop Beverages launched Honeydrop Cold-Pressed CBD Lemonade, which contains 20 milligrams of premium cannabidiol, a teaspoon of raw honey and 4 grams of sugar per bottle. Three varieties are available: Revive (Matcha), Relax (Lemon) and Rehab (Turmeric).

#44



## Swisher Sweets Limited Edition Sweet Cream

Swisher International Inc.

One of several Swisher Sweets varieties to launch this past year, Limited Edition Sweet Cream cigarillos have a smooth cream and exotic vanilla taste, according to Swisher International. The variety was available in a resealable two-count pouch with Swisher's "Sealed Fresh" guarantee.

#63



## Big AZ Kick AZ Croissant / Tyson

Designed for heat seekers, Tyson's Big AZ Kick AZ Croissant Sandwich is made with Sriracha-glazed sausage, juicy ham, scrambled eggs and Swiss and pepper jack cheeses on a buttery croissant. Each hand-crafted sandwich contains 21 grams of protein per serving. It is wrapped in transparent packaging.

#52



## Longhorn Moist Snuff Long Cut Wintergreen Chill and Peach

Swedish Match  
North America

Long Cut Wintergreen Chill offers a clean, refreshing wintergreen flavor with an extra cooling kick, while Long Cut Peach blends a rich tobacco flavor with ripe, juicy peaches for a sweet taste, Swedish Match North America says.

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**34**  
**McCain**  
Early Risers  
McCain Foods

**33**  
**Instant**  
CBD Strips  
Vertical

**32**  
**Krispy Krunchy**  
dipping sauces  
Krispy Krunchy

**31**  
**HighDrate**  
Kona Gold

**30**  
**Silver cigarette**  
filter tubes  
Republic  
Group

**29**  
**Fly Guys Pizza**  
McLane Co.

**28**  
**Jack Link's**  
Cold Crafted  
Linkwich  
Jack Link's

**27**  
**Stok Cold-**  
Brew Bulk  
Dispensers  
Danone North  
America

**26**  
**Klondike**  
Premium  
Moist Tobacco  
Cheyenne  
International

**25**  
**ICEE Warheads**  
The ICEE Co.

**24**  
**Pimento**  
Cheese  
Flavored Curls  
Southern  
Recipe

**23**  
**White Owl**  
Mini Cigarillos  
Swedish Match  
North America

**22**  
**Zyn**  
Swedish Match  
North America

**21**  
**Swisher**  
Sweets Finest  
Fusion Mini  
Cigarillos  
Swisher  
International  
Inc.

**20**  
**Rich's fully**  
baked cookies  
Rich's  
Foodservice

**19**  
**Oscar Mayer**  
Maple Pancake  
Sausage and  
Blueberry  
Pancake  
Sausage  
Kraft Heinz

**18**  
**Black & Mild**  
Natural Wrap  
Altria

**17**  
**Pig Out Pigless**  
Bacon Chips  
Outstanding  
Foods

**16**  
**Pura Still**  
Spiked Still  
Water  
FIFCO USA

**15**  
**Winston Select**  
ITG Brands

**14**  
**Fire Grilled**  
Cheeseburger  
RollerBites  
Home Market  
Foods

**13**  
**Newport**  
Platinum  
Cigarettes  
R.J. Reynolds  
Tobacco Co.

**12**  
**Newport**  
Smooth Select  
R.J. Reynolds  
Tobacco Co.

**11**  
**Prime Time**  
Flavored  
Cigars  
Prime Time  
International  
Distributing  
Inc.

**10**  
**Meat Lovers**  
Scramble and  
Chicken, Bacon  
& Cheddar  
Tornados  
Ruiz Foods

**9**  
**Jack Link's**  
Cold Crafted  
Jack Link's

**8**  
**Folios Cheese**  
Wraps  
Lotito Foods

**7**  
**Winston Black**  
ITG Brands

**6**  
**Leap**  
E-Alternative  
Solutions

**5**  
**NJOY Ace**  
NJOY

**4**  
**Tapatio**  
Beef Jerky  
KMB Foods

**3**  
**Fit Soda**  
Koios Beverage  
Corp.

**2**  
**Backwoods**  
Honey Berry  
single cigars  
ITG Brands

**1**  
**Marlboro Ice**  
Altria



#29

## Fly Guys Pizza / McLane Co.

Part of McLane's private-label subsidiary Consumer Value Products, Fly Guys Pizza is a pizza program that offers operators a quality frozen pizza that can be served hot or made available for consumers to bake at home. The 12-inch pizzas can be served by the whole pie or slice. They are available in three varieties: pepperoni, five-meat and breakfast.

#20



## Rich's fully baked cookies

Rich's Foodservice

Rich's Foodservice's fully baked, individually wrapped cookies are made from premium, clean-label ingredients. The cookies come in Chocolate Chunk, Sugar Cookie, Triple Chocolate Filled Cookie With Fudge Filling (made with Hershey's chocolate chips) and Confetti Cake Cookie With Frosting Filling.

#28



## Jack Link's Cold Crafted Linkwich

Jack Link's

An extension of its Cold Crafted line, Jack Link's Linkwich is a breadless sandwich featuring premium cured meats and real Wisconsin cheese. The handheld snack contains 15 grams of protein in one serving and only 1 gram of carbs and sugar. Three varieties are available: Colby Jack & Hard Salami, Pepper Jack & Genoa Salami and Cheddar and Hard Salami.

#1



## Marlboro Ice

Altria

This crisp, cool-to-the-finish menthol cigarette comes in a resealable pack, the first of its kind in the U.S. cigarette market, the company says. And it's a repeat winner: Marlboro Ice was also the most clicked product on our 2018 Hot 100 list.

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