

V8 hopes to get juiced

Juicing trend could give vegetable drink a nice boost

Veggie Juice. V8 vegetable drink sales have struggled in recent years, but parent company Campbell Soup believes the current juicing trend will boost return the veggie drink to widespread popularity. V8 is also expanding into adult on-the-go nutrition protein bars and shakes later this year.

The average car in this country is owned 2.3 times; and 16.5 million people buy a new car each year, says Sirius XM.

Up In Smoke. CVS Pharmacies may have stopped selling cigarettes, but Rite-Aid is continuing to sell nicotine. However, it is helping people quit, if they want to through its new, comprehensive Quit For You smoking cessation program. Launched in late August, this free program centers around the counseling skills of nearly 11,000 Rite-Aid pharmacists who have



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received special training to meet one-on-one with patients who want to quit smoking. Pharmacists actively work with these patients to develop a personalized quit plan based on a variety of effective smoking cessation methods, and Rite-Aid provides free in-store and online educational resources as well as discounts and incentives through

its Wellness Plus program to encourage them to follow through on their quit attempt.

Hip Barrel. Cracker Barrel is a popular destination among Seniors and Boomers with each store serving almost 1,000 guests per day. Now, the chain wants to become hip to the younger folk. The retail and restaurant chain plans to add more fashion forward apparel designs, such as in infinity scarves and tunic designs to its stores to resonate with millennials.

Ticket Passengers. School bus provider Student Transportation is introducing SchoolWheels Direct, a parent-pay service in six states. Unlike regular school buses, this type of transportation features air-conditioning on-board camera and seatbelts, GPS, Wi-Fi, and for an additional charge, an identification system that will log the

student's entry and exit from the vehicle. Still, this service remains rare. There are 10,000 school districts, with two-thirds of the bus business operated by the government.

Higher Sales. The average online transaction for Pier 1 Imports is \$1100, which is significantly higher than its in-store sales. The home decor chain now offers more than 1,600 items available only through its e-Commerce site and not in stores. And 50 percent of Pier1.com traffic comes from tablets and phones.

Movie Doldrums. Movie attendance is down this year, and IMAX believes it is because there were few movies that had a little bit of a twinkle in their eye, movies that are a little bit mischievous, movies that are fun. "I think maybe people are getting a little sick of the post-apocalyptic, dark angst-ridden, suicidal mov-

ies, there is, maybe a few too many of those," says IMAX's Greg Foster.

Older Tech. Senior living care provider Five Star Quality Care reports 70 percent of its leads comes through online channels. However, food and dining is a major consideration for seniors and their families when choosing a community.

International Growth. This year is the 45th anniversary of Gap Inc. In 1969, founders Doris and Don Fisher both spent \$21,000 each of their own money to start the company. Now, the chain will operate 110 stores in China by the end of the year and will open another location in India in 2015.

Larissa Faw covers business trends for Forbes, The Motley Fool and other outlets. Contact her at larissafaw@gmail.com.

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