



AVANTI

January/February 2011

THE VOICE OF 7-ELEVEN FRANCHISEES

Redefining Distribution And The Business Model: CDC, BT, And CMR



National Coalition 36th Annual
Convention and Trade Show

Mark your calendar!

July 17-21, 2011

Paris Las Vegas
Hotel and Casino

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Promise Of The CDC
Making The CDC Work For Us
Good Will Sales—Time To Move On?
The EBT Food Stamp Benefits
Authorization Process

Convenience Quick Serve,
A New Store Strategy
Legislation Affecting Our Stores
7-Eleven, Wal-Mart
& Dollar Stores



MAXIMIZE YOUR SALES

WITH **SLURPEE** Only at 7-Eleven

KZ3™ BATTLE FUEL

FLAVORED BY

Promotion runs now through **MARCH 31ST**



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SLIN #130098 2.5 Gallon BIB

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MAGNUM

For pleasure seekers



ALMOND
ICE CREAM BAR



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CLASSIC
ICE CREAM BAR



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ICE CREAM BAR



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Green Sweets
Open Stock Launching April 2011



60 Count Box
UIN# 306357



3 for Price of 2 Pouch
SUN# 321462



Signed.
**SEALED.
DELIVERED.**



60 Count Box
UIN# 369397



3 for Price of 2 Pouch
SUN# 369116



FOR MORE INFORMATION, CONTACT YOUR SWEDISH MATCH REPRESENTATIVE. 800-367-3677 CUSTOMER.SERVICE@SMNA.COM

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1st in White Grape
1st in FoilFresh™
1st in Freshness



Lead with White Owl...
we keep coming up
with fresh ideas!



60 Count Box
UIN# 189316



2 Pouch Upright
SUN# 321306



Signed. **SEALED. DELIVERED.**

FOR MORE INFORMATION, CONTACT YOUR SWEDISH MATCH REPRESENTATIVE. 800-367-3677 CUSTOMER.SERVICE@SMNA.COM

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Every Storeowner Has A Chance To Win One of Three Harley-Davidson Sportster Motorcycles!

To Enter One Or Both Drawings:

1 Increase sales of 7UP, Sunkist, Canada Dry, A&W and Welch's brands by 10% over last year! You will be automatically entered to win one of two Harley-Davidson® Sportster® Forty-Eight™ Motorcycles! All pack sizes are eligible, including 20 oz., 12 pack, 2 liter and 1 liter. Growth will be measured by 7-Exchange store scan data.

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Three Winners Will Be Chosen By Drawing At The National Coalition Convention and Trade Show, July 17-21, 2011.

Contest Runs From January 1, 2011 to May 31 2011

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Franchisee Name _____

Brand Replaced _____

Dr Pepper Brand Ordered _____ Store Number _____

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Store Phone Number _____

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Non-colas are outperforming Colas YTD at 7-Eleven!
Fountain Carbonated Soft Drinks on average deliver 80% gross margin!



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- A healthy and nutritious snack alternative for fitness-conscious consumers
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supremeprotein.com

* Source: IRI Bars, CBScan, 52, WK, ending, 9.5.10
High protein bars with sales over \$5 million



Ben & Jerry's is the #1 selling packaged ice cream at 7 Eleven.

- Ben & Jerry's has 6 of the top 10 selling packaged ice cream skus, including the TOP 3
- Half Baked.
 - Chocolate Chip Cookie Dough
 - Chocolate Fudge Brownie



Source: IRI - 7-Eleven frozen treat dollar sales 52 weeks ending 1-9-11

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Choices in your vault
means money
in your pocket.



SLIN: 90021

SLIN: 90024

SLIN: 90023

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SLIN: 190230

SLIN: 190216

SLIN: 190247

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and start growing your category!

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SLIN 300163



SLIN 300551

NEW



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New TRIDENT VITALITY™ delivers a delicious flavor experience in each soft center piece. Purchase intent and uniqueness are in the top 20% of all category innovation concepts tested!

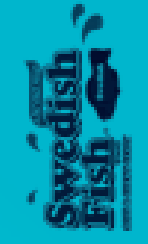
Available in three flavors:

- **VIGORATE™** : A burst of citrus and strawberry with Vitamin C.
- **REJUVE™** : A blend of luscious mint and white tea.
- **AWAKEN™** : Peppy Peppermint with a dash of Ginseng.

Contact your Kraft representative today.



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Source: "BASIS 1" concept test



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When it comes to driving traffic to your store, singles are one SKU to focus on. They're not only the most profitable beer SKU¹, but their share is also growing². And when it comes to leveraging profitable beer brands and innovative tools, you can count on one beer brewer—MillerCoors.

Drive Your Singles Business With MillerCoors

- Right single SKUs
- Right expertise
- Right tools



¹C-Store Channel Margin Analysis.
²Nielsen Total U.S. Convenience YTD through 9/11/10.

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Stores that carry the core 8 Pringles items do 189 percent more Pringles Volume than stores that carry 4 Pringles Items
Stock up for your July/August fully funded Pringles Promotion!

Pringles is
the #1 Cannister
Chip!



Super Stacks (unit UPC)

Original
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UIN 420042
SLIN 300013

Sour Cream & Onion
6.38 OZ (181g)
UIN 420430
SLIN 300016

Cheddar Cheese
6.38 OZ (181g)
UIN 420638
SLIN 300004

Barbecue
6.38 OZ (181g)
UIN 421230
SLIN 300008



If you need
a Pringles
Gravity Feed
Rack, call
Cari Martin at
214-366-3101.

Grab and Go (12 per case)

Original
2.6 OZ (74g)
UIN 117895
SLIN 301706

Sour Cream & Onion
2.6 OZ (74g)
UIN 117937
SLIN 301538

Cheddar Cheese
2.6 OZ (74g)
UIN 118141
SLIN 301534

Barbecue
2.6 OZ (74g)
UIN 118117
SLIN 300116



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through
McLane

SHARE THE SUCCESS!

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Mentos Rolls are up
+6.27% at 7-eleven*

NEW!
7 Flavors
in 1 pack



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Non-Chocolate is up
+5.83%
at 7-eleven*



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7-eleven**

Contact your local **PERFETTI** representative or customer service at 1-800-283-5988



*7-Eleven IRI data ending 12/31/2010

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CASE VOLUME GROWTH AT +34%¹

Dos Equis Lager 6- and 12-packs are the
FASTEST-GROWING SKUs¹

OVER 1,040,000 FACEBOOK FANS!

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Enjoy DOS EQUIS[®] Responsibly
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1. AC Nielsen, 24 weeks ending 1/1/11.
2. Facebook, as of 2/7/11.



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THE VOICE OF 7-ELEVEN FRANCHISEES
JANUARY/FEBRUARY 2011

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BY BRUCE MAPLES, CHAIRMAN,
NATIONAL COALITION

At franchisees' request, 7-Eleven will convert CDCs across the country to a more balanced fee structure.



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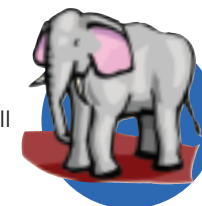
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VICE CHAIRMAN,
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VICE CHAIRMAN, NATIONAL COALITION

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National Coalition 36th Annual Convention and Trade Show
Mark your calendar!
July 17-21, 2011
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Vendors Enlisted To Help Support Hire Heroes USA



The National Coalition, 7-Eleven and vendor partners have teamed up to create a cause equity program in which brand partners contribute a predetermined amount per unit sold to help support Hire Heroes USA, an organization that provides transition assistance to Operation Iraqi Freedom and Operation

Enduring Freedom veterans, specializing in career placement of those injured or with any level of disability. Running throughout April and May, the program features a special in-store display containing products and deals from participating vendors, from which a portion of the sales will be donated to Hire Heroes USA. The impactful in-store POS will highlight the organization and 7-Eleven's commitment with signage that reads "Look For The Badge, Help Vets Work." The program's goal is to raise at least \$100,000 for Hire Heroes USA.

7-Eleven, Inc. Announces New Store Concept

7-Eleven announced a new store concept to National Coalition Board of Di-



rectors at the Coalition's February board meeting in Ponte Vedra Beach, Florida. Coining the term "convenience quick serve," which reflects a blurring of retail food channels, VP Merchandising Jesus Delgado Jenkins described a new SEI strategy called Concentrated Market Rollout (CMR), which involves AQIP for all stores in a market, installation of the new hot foods program, modernized coffee bars, then a blitz of advertising and media support.

With cigarettes in permanent decline, more outlets selling food on-the-go, and today's customer looking for value, the new strategy will present one face to the customer for all stores in the market, with modern equipment and the hot foods program, Jenkins said. Key components of the CMR strategy include fresh and hot foods, fully

stocked shelves, super clean stores, a friendly atmosphere (welcoming vs. greeting), and plus selling to boost the market basket total and the number of

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The new Concentrated Market Rollout will present one face for all 7-Eleven stores.

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The Voice of 7-Eleven Franchisees
January/February 2011

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Six Qualifying Shippers and 26 Qualifying SKUs

Be One Of 75 Franchisees To Win \$500!

Kraft's First Half Franchisee Sales Growth Incentive Contest!

Earn Points Three Ways For A Chance To Win!
CONTEST RUNS JANUARY 1, 2011 TO JUNE 30, 2011

1. Stock 12-20 Qualifying SKUs

2. Order 1-3 Qualifying Shippers

3. Increase sales of Qualifying SKUs 3-10% over last year

QUALIFYING SKUs

TUBE NUTS

ITEM	SLIN	UIN
Planters Tube Salted Peanuts 1.75 oz.	302504	069930
Planters Tube Honey Roasted Peanuts 1.75 oz.	302503	070276
Planters Tube Heart Peanuts 1.75 oz.	302523	070433
Planters Smoked Almond 1.5 oz.	302211	790089
Planters Dry Roasted Pistachios 1.75 oz.	301905	521823
Planters Flavor Grove Pistachio Salt & Pepper	303307	360174
Planters Flavor Grove Pistachio Salt & Pepper	N/A	360183
Planters Deluxe Mixed Nuts	303045	401562
Planters Deluxe Jumbo Cashews	N/A	401570
Planters Trail Mix 1.7 oz.	302046	011726
Planters Tube Honey Roasted Cashews 1.5 oz.	301996	896225
Planters Tube Salted Cashews 1.5 oz.	302127	070854
Planters Flavor Grove Sea Salt & Olive Oil 1.5 oz.	300999	360182

BAG NUTS

Planters Dry Roasted Peanuts 6 oz.	303383	397935
Planters Dry Roasted Peanuts 5 Alarm Chili 6 oz.	303384	398024
Planters Salted Peanuts 6 oz.	301889	487321
Planters Honey Roasted Peanuts 6 oz.	301801	407131
Planters Honey Roasted Cashews 3 oz.	303219	346951
Planters Salted Cashews 3 oz.	300314	346510

TRAIL MIX

Planters Trail Mix Fruit & Nut 6 oz.	301853	037347
Planters Trail Mix Nut & Chocolate 6 oz.	301854	049213
Planters Trail Mix Nuts Seeds Raisins 6 oz.	NEW!	316794
Planters Trail Mix Nuts, Seeds, Raisins 6 oz.	303386	316794

CORN NUTS

Corn Nuts Original 4 oz.	300256	428219
Corn Nuts Ranch 4 oz.	301199	427856
Corn Nuts Chile Picante 4 oz.	301014	428110
Corn Nuts BBQ 4 oz.	300252	428300

QUALIFYING SHIPPERS

- NCAA March Madness Shipper, Available Jan. 3, 2011
IRC tearpad: 3 free tubes w/Bud purchase, buy 2 tubes, get 2 free, \$55 off 2 tubes (CA only)
- Official Nut Bud Bowl Shipper, Available Feb. 15, 2011
IRC tearpad: \$.75 off Coke 20 oz. & 1 tube nuts
- Roasted In To Bring Flavor Out Shipper, Available April 1, 2011
IRC tearpad: FREE Almond w/Pistachio tube
- Grab a Crunchy Hearty Handful Shipper, Available May 2, 2011
Trail Mix 2 for \$4.00, Fully funded Promomaster
IRC Tearpad: \$.50 off any beverage
- Not Your Ordinary Combo Shipper, Available May 30, 2011
Coke 20 oz. & Corn Nuts for \$2.00, Fully funded Promomaster
- Grab A 1-2 Crunch Combination Shipper, Available May 30, 2011
Coke 20 oz. & Corn Nuts for \$2.00, Fully funded Promomaster



How Points Are Awarded

	1 point	2 points	3 points
Number Qualifying SKUs Sold	12-15	16-19	20-plus
Percent Unit Sales Increase vs. Prior Year	3 to 6%	7 to 9%	10%-plus
Number Shippers Purchased	1	2	3

Quarter 1 and Quarter 2 scored separately, and points for both will be combined! 75 Stores with the highest number points win \$500!*

Scoring and Eligibility: 7-Exchange data will be used to capture number of SKUs sold and percent sales increase. McLane purchase data will be used to capture number of shippers purchased. Stores in operation for 12 months by January 1, 2011 are eligible to participate. Winning stores will be confirmed and approved by the National Coalition. Payment will be made through the National Coalition. All products not shown. *In the event of a tie, winners will be chosen by drawing.



“mission trips” consumers make to the store. According to Jenkins, dinner at c-stores is not yet in the customer’s mind. The Northeast and Pacific Northwest Divisions will be the first to experience the new program.

U.S. C-Store Count Rises

The NACS/Nielsen TDLinX 2011 Convenience Industry Store Count reveals that the number of c-stores in the

United States grew 1.2 percent over the past year. As of December 31, 2010 the count stands at 146,341. According to NACS, this increase reversed a rare two-year drop in the store count and is the highest number of stores ever recorded, eclipsing the 146,294 stores from the 2008 count. The study also reveals the c-store industry continues to be dominated by single-store operators, which account for 62.7 percent of stores. The report further shows that the number of c-stores selling motor fuels increased 1.7 percent over last year for a total of 117,297, or 80.2 percent of all c-stores.

According to NACS 2009 sales data, convenience store sales were \$511 billion, or one of every 28 dollars spent in the country in 2009. The top three states in store count are Texas with 14,466 stores, California with 10,581 stores, and Florida with 9,348. C-stores also outnumber the total number of stores from competing channels in the U.S. Figures from Nielsen TDLinX reveal that as of December 31, 2010 there were 36,149 supermarkets, 37,409 drug stores and 28,326 mass merchandiser/dollar stores.

7-Eleven Ranked Top C-Store Franchise By Forbes

Forbes Magazine has picked 7-Eleven as the second best franchise opportunity in its “Top 20 Franchises to Start” list. Domino’s Pizza took the #1 spot. The business publication measured 100 of the most recognized franchise brands and selected the top 20 that delivered the “best bang for a franchisee’s investment.” Companies were reviewed on minimal initial investment, number of locations, survival rate and training hours measured against start-up costs.

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Beat The Odds To Help Support Hire Heroes USA And The MDA!

The schedule for the 36th Annual National Coalition Convention And Trade Show at the Paris Las Vegas Hotel and Casino is packed full of business-building seminars and presentations, world-class entertainment, and family-friendly activities. It also features events to raise money for two charities 7-Eleven franchisees hold near and dear to their hearts.

The Joe Saraceno Charity Golf Tournament will once again benefit Hire Heroes USA, which provides transition assistance to

Operation Iraqi Freedom and Operation Enduring Freedom veterans, specializing in career placement of those injured or with any level of disability. Last year the golf tournament raised \$100,000 for the organization, and we hope to beat that amount this year! So join us at the scenic Sunrise Vista Golf Course at Nellis Air Force Base for a friendly game of golf and to support a worthy cause.

The Silent Auction benefiting the Muscular Dystrophy Association is a favorite among convention attendees. The event raised \$50,000 last year during a spontaneous, generous outpouring of support by franchisees, and we hope the spirit of giving will be even greater this year!

So mark your calendars! Full brochures and registration forms will be mailed in March. You can also register online at the National Coalition’s website (www.ncasef.com) beginning April 1.

July 17-21, 2011

Trade Show:
Wednesday, July 20
Thursday, July 21

Paris
Las Vegas
Hotel



National Coalition Of Associations Of 7-Eleven Franchisees
2011 Convention & Trade Show



PURE PROFITS

FROM THE #1 BOTTLED WATER BRAND IN THE U.S.¹



Why Nestlé® Pure Life®?

- Nestlé® Pure Life® Purified Water is the fastest-growing bottled water brand in the C-Store Channel.²
- Share in the profits with a potential 60–80% profit margin.
- Nestlé Waters 2/\$2 1-Liter promotions have generated sales lifts of 70–80%!³

HOT PROMOTION!

best value **2/\$2**

Promotional Period: Feb 15th – April 30th 2011



EMBRACE THE PURE LIFE™

¹ Beverage Marketing 2010
² The Nielsen Company C-Store FY 2010
³ 7-Exchange 2008, 2010

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Free Fill with first box until March 20!
Available from McLane February 21, 2011!

New Item!



SLIN 140398
24-Count/6 Per Case



Forbes stated that with over 6,200 locations (4,685 franchised), the average initial investment for a 7-Eleven store is \$389,378, the average royalty rate is 49 percent of gross profit, and SEI offers 231 hours of training. Tutoring service company Kumon North America was ranked third on the list, and fast-food chain McDonald's came in fourth.

Private Label Gains Consumer Approval

The private label market has enjoyed sales growth in recent years that isn't likely to decrease in the near future, according to market research company Mintel. Private label companies continue to introduce better-for-you products and more attractive packaging, all while being easier on consumers' pockets. Their efforts seem to be working, since recent Mintel research found that 44 percent of grocery shoppers believe store brand products are of better quality today than they were five years ago. Moreover, 39 percent of respondents who identify themselves as the primary grocery shopper of their household say

they would recommend a store brand product. Meanwhile, 34 percent say they don't feel like they're giving anything up (such as flavor or prestige) by using store brands. Only 19 percent believe it's worth paying more for name brand products.

Another Franchise Accolade For 7-Eleven

7-Eleven was one of only two c-store chains to make it onto the third annual AllBusiness AllStar Franchise rankings, coming in at No. 6. Couche-tard's Circle K was ranked at No. 54. Subway came in first, followed by Dunkin' Donuts and

Pizza Hut to round out the top three franchises for 2011. AllBusiness said 7-Eleven has consistently ranked high due to its strong brand presence, company leadership and continued commitment to helping entrepreneurs become franchisees.

AllBusiness editors researched, compiled, and analyzed more than 800 franchise systems to find the 300 franchise companies for the

AllStar Franchise list. To be eligible, a franchise company had to have a Franchise Disclosure Document and at least 25 current domestic franchised units (or 100 company-owned units and 5 domestic franchise units). The criteria used to rank the winners include: franchise unit growth rate, financial strength, system size, years in business, years franchising, availability of financing, and Web (brand) visibility.

Beverage Sales Rebound In Second Half Of 2010

Despite a sales drop in the first half of 2010 that continued a two-year trend, it appears beverages are on the rebound after a strong second half, reported *CSP Daily News*. In fact, after the final numbers are tallied it is expected that beverage sales will show growth for the entire year. "The first half of the year was

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Winners Of Coffee-Mate Peppermint Mocha Contest Announced!

Nestle Professional has announced the winners of its Coffee Mate Peppermint Mocha contest. They are:

1st Place: FOA of Greater Los Angeles (President—Kathy York), Winner of \$4,000

2nd Place: San Francisco/Monterrey Bay FOA (President—Joe Galea), Winner of \$2,500

3rd Place: San Diego FOA (President—Jim Nunnally), Winner of \$1,000

The runners up were Pacific Northwest FOA and Chicagoland FOAC. Nestle Professional congratulates all the winners and extends a sincere thanks to franchisees for supporting Coffee Mate Creamers.



Play The Name Game!

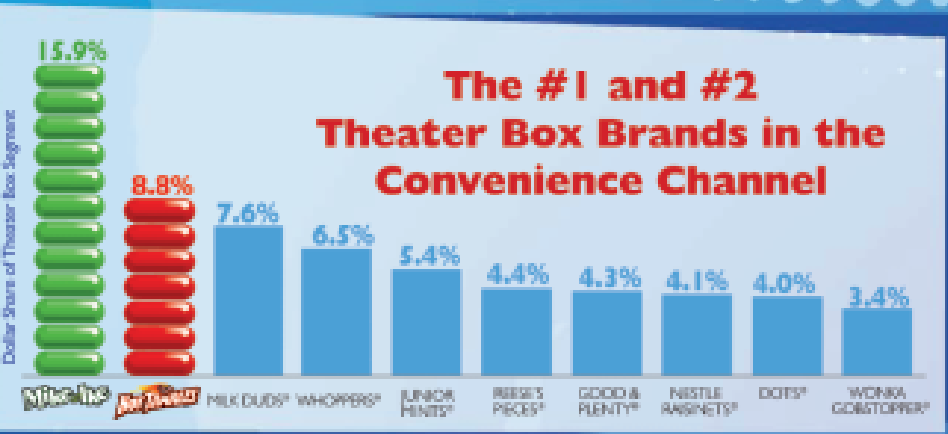
Look carefully at each page in this issue. Somewhere in this magazine a line is hidden that contains the words \$Name Game Winner + person's name + city\$. If you find this line, and if it contains your name, call AVANTI's Offices at 215 750-0178 before the next magazine is published, and win this issue's total. Uncollected money is automatically added to the next issue's total. NCASEF Members only. This issue's total: \$100.



PUMP UP YOUR SALES

with the Category Growth Leaders

THE BRANDS AT THE TOP OF CONSUMER DEMAND!



JUST BORN® Brands account for 24.9% of total Theater Box Candy sales*

Just Born Theater Boxes are outpacing Total Candy growth 7.2% vs. 4.7%**

NEW THEATER BOXES	UIN	SLIM	BIG BOXES	UIN	SLIM
MIKE AND IKE® Original Fruits 6oz Theater Box 12 ct box	299198	141789	MIKE AND IKE® Original Fruits 9.5oz Theater Box 12 ct box	833822	141455
HOT TAMALES® Cinnamon 6oz Theater Box 12 ct box	591255	142072	HOT TAMALES® Cinnamon 9.5oz Theater Box 12 ct box	833756	141452
MIKE AND IKE® RED RAGEOUS™ 6oz Theater Box 12 ct box	378521	142070			
MIKE AND IKE TROPICAL TYPHOON® 6oz Theater Box 12 ct box	299263	142067			
MIKE AND IKE BERRY BLAST® 6oz Theater Box 12 ct box	298992	142065			
MIKE AND IKE® ITALIAN ICE™ 4.2oz Theater Box 12 ct box	369124	142059			
MIKE AND IKE® LEMONADE BLENDS® 4.2oz Theater Box 12 ct box	478339	141781			
			COUNT GOODS		
			MIKE AND IKE® Original Fruits Count Goods 24ct box	310755	141374
			HOT TAMALES® Cinnamon Count Goods 24ct box	310763	140135
			PEANUT CHEWS® Original Count Goods 24ct box	348524	142271



tough; the third quarter was better, and fourth quarter appears to be even better," Gary Hemphill of Beverage Marketing Corp told the convenience and petroleum retailing news publication.

CSP Daily News provided the following category breakdown of how beverages fared in convenience stores in 2010:

- Beer—2010 dollar sales of beer in c-stores were down nearly 1 percent, and unit sales were down 2.64 percent, according to SymphonyIRI Group data. However, premium beers continue to grow, as do larger package size, 12-, 18- and 24-packs. Additionally, there is a notable consumer move toward single-serve beers.

- Bottled Water—The category will likely see single-digit growth, thanks to a healthy sales during the second half of 2010.

- Carbonated Soft Drinks—No growth for 2010, but sales are not expected to be down as much as in 2008 and 2009. SymphonyIRI Group shows that CSD dollar sales in c-stores dropped 3 percent in 2010, while unit sales declined about 1.5 percent.

- Energy Drinks—Climbed into double-digit growth in 2010 after a year at 6 percent growth in 2009.

- Sports Drinks—This category is making a comeback, with unit sales up 9.24 percent and dollar sales up 6.08 percent in 2010, according to SymphonyIRI Group data.

Beverage sales in 2010 are expected to show growth after a strong 2nd half.

Washington—gave low wage earners a boost on January 1 when they raised their minimum wage rates, reported CN-Money.com. The minimum wage hikes, which are automatic adjustments

made each year to reflect regional and national inflation rate changes, have increased payrolls by between nine and 12 cents. Washington raised minimum wages the most—by 12 cents, bringing the state's hourly rate to \$8.67 and adding an extra \$20 per month to paychecks.

Colorado increased its minimum wage by 11 cents, while Arizona, Montana, Ohio and Oregon raised it by 10 cents. Vermont increased its minimum wage by nine cents. According to the report, only 10 states automatically adjust their minimum wage levels each year for inflation. The remaining 40 states and D.C. must legislate any change in minimum wage, and none of those states have plans for increases at this time.

FDA Nabs Mississippi Retailers For Tobacco Sales To Minors

The U.S. Food and Drug Administration recently issued its first warning letters to retailers for the illegal sale of tobacco products to minors in violation of the 2009 Family Smoking Prevention and Tobacco Control Act (Tobacco Control Act). Using state inspectors who have been commissioned by the agency, the FDA visited 493 different

The FDA has busted several retailers for selling cigarettes to minors.

retail establishments in Mississippi between October and December 2010 and issued 25 warnings. Mississippi was the first state to participate in the FDA's State Enforcement Program, which got underway in the summer of 2010 and is designed to help enforce many provisions of the Tobacco Control Act and implement regulations.



NYC's Gruesome Tobacco Ads Struck Down

New York City's campaign to scare smokers into quitting by displaying horrifying images of decaying teeth or diseased lungs wherever tobacco products are sold was nixed by a federal judge who ruled that only the federal government can dictate warnings that must accompany the promotion of cigarettes, reported the Associated Press. At question was the legality of a 2009 NYC Board of Health code change requiring the display of smoking

cessation signs where tobacco products are sold. In making his decision the judge cited the federal Labeling Act, which was created to balance public and commercial interests with a comprehensive federal program to deal with cigarette labeling and advertising. The legislation stipulates that no state

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Several States Boost Minimum Wage

Seven states—Arizona, Colorado, Montana, Ohio, Oregon, Vermont and



Tobacco Continues to Change: Legislation Update

Below is a list of proposed bills making their way through state governments that COULD adversely affect business for tobacco retailers. Only those states where 7-Eleven operates are listed:

• Arizona—S 1086—Would provide that any one under the age of 18 who misrepresents his or her age in an attempt to purchase tobacco products or rolling papers shall be cited with a Class 3 misdemeanor (new penalty; remainder of penalties remain the same). No effective date given.

• Illinois—S 6—Would increase the excise tax on cigarettes by 76 cents per pack (from 98 cents to \$1.74 per pack) effective March 1, 2011. Would also increase the excise tax by 25 cents per pack (\$1.74 to \$1.99) effective March 1, 2012. Would further modify the excise tax on moist snuff from 18 percent to 20 cents per ounce effective March 1, 2011.

• Illinois—S 1925—Defines little cigar. Would tax little cigars at the same excise tax rate as cigarettes per pack (from 18 percent to 98 cents per pack). Would be effective the first day of the third month after the Cigarette Tax Act becomes law.

• Maryland—S 654—Would increase the excise tax on cigarettes by \$1 per pack (from \$2 to \$3 per pack). Would also increase the excise tax on other tobacco products to 95 percent (from 15 percent). Both would be effective July 1, 2011.

• New York—AB 3752—Would make it unlawful for a person under the age of 18 to possess tobacco products; provides for a fine not exceeding \$50 and/or completion of a tobacco awareness program. Would be effective November 1 proceeding becoming law.

• New York—S 2981—Would increase the excise tax on cigarettes by \$1.65 per pack (from \$4.35 to \$6 per pack), and provide that such increase would be used for tobacco use prevention and control. Would be effective January 1, 2012.

• New York—AB 4863—Would increase the purchasing age for tobacco and tobacco products from 18 years old to 19 years old. Would be effective the 120th day after becoming law.

• Oregon—H 2110—Would increase the excise tax on cigarettes \$1 per pack (from \$1.18 to \$2.18 per pack). Also would increase the excise tax on moist snuff \$1.51 per ounce (from \$1.78 to \$3.29 per ounce). The minimum tax on moist snuff would increase to \$3.96 (from \$2.14). The measure would further increase the excise tax on other tobacco products and cigars 55.25 percent (from 65 percent to 120.25 percent). All would be effective January 1, 2012.

• Oregon—S 692—Would remove prohibition against imposition of excise taxes by county on cigarettes and tobacco products. Would be effective the 91st day following adjournment.

• Oregon—H 3191—Would increase the minimum age for tobacco possession from 18 years old to 21 years old. Distribution of tobacco products to a person under age 21 would be a Class A violation and would be punishable by a fine of not less than \$100. No effective date given.

• Texas—SB 268—Would increase the excise tax on cigarettes to \$1.43 per pack (from \$1.41 per pack). Would be effective September 1, 2011. Would also increase the minimum age for purchase/possession of tobacco products from 18 to 19 effective September 1, 2011.

• Texas—H 670—Would prohibit smoking in certain workplaces and public places, including bars. Would be effective September 1, 2011.

• Utah—H 170—Would prohibit and provide penalties for the sale of a cigar, cigarette, electronic cigarette, nicotine product, or tobacco product by a person under the age of 19 to a person who is 19 years old or older.

New York's S-2981 would hike the state's cigarette excise tax by \$1.65 per pack, from \$4.35 to \$6.

Would be effective May 10, 2011.

• Virginia—H 1815—Would increase the excise tax on cigarettes \$1.15 per pack (from 30 cents to \$1.45 per pack). Also would increase the excise tax on other tobacco products 40 percent (from 10 percent to 50 percent). Would create a separately identified excise tax for roll-your-own tobacco and increase the excise tax 40 percent (from 10 percent to 50 percent). All would be effective July 1, 2011.

• West Virginia—S 31—Would increase penalties for tobacco use by minors. First offense: \$100 fine plus 40 hours community service; 2nd offense: \$150 fine plus 60 hours of community service plus no driver's license until age 18.

• West Virginia—H 2729—Would increase the excise tax on cigarettes to \$1.25 per pack (from 55 cents to \$1.25 per pack). Would also increase the excise tax on other tobacco products 7 percent (from 7 percent to 14 percent). Both would be effective July 1, 2011.

• West Virginia—H 2973—Would increase the excise tax on cigarettes by \$1 per pack (from 55 cents to \$1.55 per pack). Would also increase the excise tax on all other tobacco products from 7 percent to 50 percent. Both would be effective July 1, 2011.

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REFUEL Yourself sweepstakes

Get Your Customers Pumped!



Give your customers the chance to win gift cards worth \$100, \$40 and \$20 while boosting your sales!

- Special eye-catching display brightens up your store and sparks customer curiosity
- Convenient tear pad invites customers to enter sweepstakes
- Winners could return to fill their tanks and grab snacks, increasing in-store traffic and sales

1,600 winners
a total of \$50,000 in prizes

Displays available to ship through your local distributor during February and August 2011.

NO PURCHASE NECESSARY. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. Open to legal residents of the 50 U.S. and DC who are 18 years of age or older. Sweepstakes ends on February 1, 2011 at 12:00 am ET and ends on October 31, 2011 at 12:00 am ET. Subject to full official rules available at www.refuel.tictac.com. UIN 153544 UPC 28000-98884

Create a stir



Crème Brulee Cappuccino

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F.O.D. 4/25/11

Order Now!
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KEY FOCUS FLAVORS	SLIN #	KEY FOCUS FLAVORS	SLIN #
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Use limited time offer flavors to gain incremental sales – give customers the flavors they crave!

Keep your hot beverage area clean, showcase fresh and updated flavor tags – capture every sale!



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Member News

CONTINUED FROM PAGE 26



Bits & Pieces

In operation for just four years, Ontario's **bottle return program** recently recorded its one-billionth bottle return, the equivalent of **370,000 tons of glass that have been diverted from landfills.** • Italy has become the first country to ban the use of plastic bags nationwide, reported GreenBiz.com. As of January 1, **the only plastic bags available in Italy are biodegradable.** • A new study in the *Archives of Internal Medicine* claims that adding a 40 percent tax on sweetened beverages would not help fight obesity, as it would only **yield an average yearly weight loss of 1.3 pounds per person.** • New York City has filed a lawsuit against Washington state cigarette manufacturer King Mountain Tobacco Company, alleging the company has illegally sold and distributed untaxed cigarettes in New York, reported the *Associated Press.* • **A California woman has filed a lawsuit against McDonald's** asking the fast-food chain to stop marketing toys to kids, reported the *Washington Post.* The woman claims McDonald's **Happy Meal toys make it hard for her to say no** to her two kids and feed them healthy food, instead.

• **Dunkin' Donuts kicked off the New Year** by launching a multimillion-dollar, integrated national advertising campaign to promote its coffee, reported *Marketing Daily.* • A new Duane Reade drugstore in Brooklyn's Williamsburg neighborhood features a **beer bar**, reported the *New York Times.* Clerks offer **tastings of nine beers on tap and fill growlers that customers can buy** to drink elsewhere. • *Penthouse Magazine* founder Bob Guccione died recently at the age of 79. • **Caffeinated alcohol drinks like Four Loko**

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law could impose a requirement or prohibition with respect to advertising or promotion of cigarettes.

Seven & I Holdings Plans Global Expansion

SEI parent company and Japan's top retailer, Seven & I Holdings, is looking for overseas growth opportunities after a \$2 billion bid for Casey's General Stores was rejected, reported NTD Television. Facing weak growth prospects in a saturated Japanese marketplace, Seven & I plans to add over 300 stores this year in the U.S. and Canada, and said more moves like acquiring Exxon-Mobil gas stations are possible. Seven & I made over \$800 million in profit last quarter, up 12 percent on year, and is expecting over \$2.8 billion for the full year. Seven & I Holdings President Noritoshi Murata told NTD Television overall profit growth will exceed 10 percent next year, and 7-Eleven will expand its on-line business, taking convenience stores into the home.

Seven & I plans to add over 300 stores in the U.S. and Canada in 2011.



Michelle Obama in March of last year, will change the look of the many of the country's most popular food and beverage products by placing important nutrition information (calories, saturated fat, sodium and total sugars content) on the front of packages in a fact-based, simple and easy-to-use format.

Limited-Assortment Stores Growing

The sluggish economy is driving more shoppers to compact grocery stores that offer fewer name-brand products but bigger savings than conventional supermarkets, *USA Today* reported. As a result, limited-assortment grocers like Aldi, Grocery Outlet and Save-A-Lot are expanding very aggressively across the country. Aldi, which has more than 1,135 stores in more than 30 states, intends to open 80 to 100 more this year; Save-A-Lot, with more than 1,200 stores in 39 states, plans to double its size within the next five years; and Grocery Outlet plans to add 15 stores this year to the 150 locations it already has in six Western states. Limited-assortment stores stock mostly private-label packaged foods with a sprinkling of national brands thrown in when the price is

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Front-Of-Pack Nutrition Labeling Program Launched

America's leading food and beverage manufacturers and retailers recently announced the launch of Nutrition Keys, a new voluntary front-of-pack nutrition labeling system that will help consumers make informed choices when they shop. The program represents the most significant modernization of food labels since the Nutrition Labeling and Education Act of 1990. The Nutrition Keys program, developed in response to a request from First Lady



right, which make them especially appealing to consumers on tight budgets.



Walgreens Develops Private Label Beer

Pharmacy chain Walgreens recently rolled out a private label beer, reported *Chicago Breaking Business*. The brew, Big Flats 1901, has a suggested retail price of \$2.99 for a six-pack of cans and \$11.49 for a 24-pack, and is being sold in states where it is allowed. Walgreens began selling the beer in mid-December and it is now available in more than 4,000 locations, the company told the business publication. Big Flats 1901 was developed by private label alcohol company Winery Exchange, whose clients include Costco, Cost Plus World Market and Trader Joe's. Walgreens has been trying to build its alcohol business for about 18 months. The chain stopped selling alcohol in the 1990s and announced plans to begin selling it again in mid-2009.

Target plans to remodel 400 stores to sell fresh groceries.

Target Expands Grocery Offerings

Target will open 21 stores this year and remodel 400 stores nationwide to sell fresh groceries as part of a major plan to increase customer traffic, gain more frequent shopper visits and generate bigger basket purchases per visit, reported the Associated Press. The chain added groceries to about 350 stores last year under its "P Fresh" concept and said same-store sales are up 6

percent to 10 percent in stores with the added food sections. Industry observers told the newswire service it makes sense Target is focusing its capital spending mostly on grocery expansion because it can remodel several general merchandise stores for the same price as building a SuperTarget.

Consumers Brace For Higher Food And Gas Prices

As food companies and restaurant operators attempt to avoid hiking prices as a result of rising commodity and transportation costs, U.S. consumers are bracing to pay more for their food in 2011, according to food market research by The NPD Group. "With food inflation accelerating in the last months of 2010 and [forecasted to continue] into at least the first half of 2011, Americans will be making well-thought out choices this year on how they will feed themselves," said Harry Balzer, chief industry analyst at NPD. "It amounts to 'relative food inflation.' They have so much to spend on food and they will carefully pick-and-choose how they spend it. Looking for more coupons and discounts, buying more private label foods, eating more leftovers, and generally getting the most bang for their buck."

Franchisees Urged To Continue Fight For Swipe Fee Reform

SEI is rallying franchisees to fight efforts by the banking industry to repeal debit card interchange fee reform signed into law last year. Although the Federal Reserve recently issued stan-

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Bits&Pieces...continued from page 29

have found new life after being banned by the FDA—they are being recycled into ethanol fuel for automobiles, the *Associated Press* reported. • BAZI International, Inc. announced that its product, **BAZI Natural Energy Shot**, will be sold in participating U.S. 7-Eleven stores starting in March. BAZI is a concentrated energy shot containing eight super fruits plus a variety of phytonutrients, antioxidants, vitamins and trace minerals. • **Liquor store owners in Massachusetts** are hopeful 2011 will bring more business, as a voter-mandated repeal of the state's 6.25 percent sales tax on alcohol took effect on January 1, reported NECN. • Walmart opened its first ever "Walmart on Campus" store at the University of Arkansas in January. The

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National Coalition Offices In Tucson

National Coalition offices are located in Tucson, Arizona. All queries and requests for information should be directed to the address below:

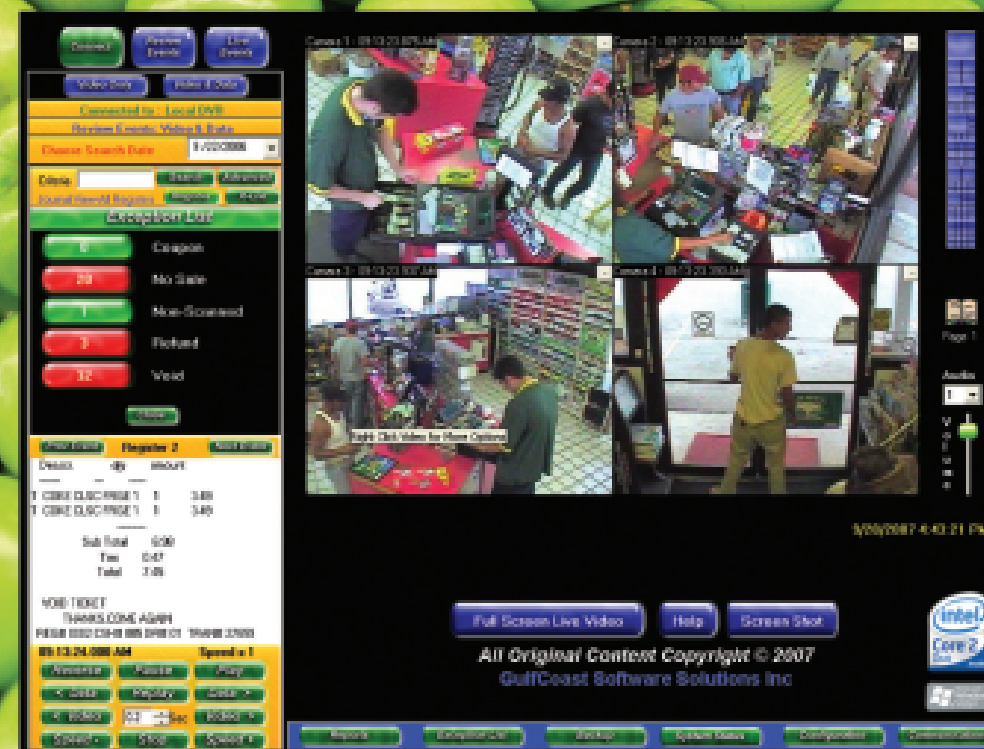
National Coalition of Associations of 7-Eleven Franchisees

3561 East Sunrise Drive, Suite 113
Tucson, AZ 85718
Office 520-577-8711
Fax 520-577-4688
E-mail: nationaloffice@ncasef.com



National Coalition of Associations of 7-Eleven Franchisees

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Gulfcoast is the industry innovator, with solutions that are truly plug and play. Our DVR's and integrated local/remote loss prevention software suite integrates seamlessly with major POS systems, and virtually any other data generating device including: smart safes, IP cameras, money order machines, time clocks, tank monitors, access control, alarm systems, power management systems and more.

Why is Gulfcoast the best choice for your retail solution? It works better. Our software acquires and standardizes data from multiple devices in realtime and lets you create and save rules that protect your operation. When rules are violated or exceptions generated, alerts are broadcast immediately to designated local and corporate staff for action.

The Gulfcoast Loss Prevention Software Suite Provides:

- Intelligent exception-based data mining identifies operational issues across your entire retail chain - with unmatched ease.
- Real-time cash-management monitoring is instantly accessible at multiple levels: store, region, corporate.
- Intuitive electronic journaling - saves time when searching and reviewing events.
- Integrated local and remote playback software for browsing data, video, and audio.
- Extensive print reporting capabilities.
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dards for debit swipe fees that would reduce the amount charged to retailers by up to 75 percent, intense lobbying by the banking industry has slowed the financial law's progress and has opened the door for Congressional hearings to review the matter. As such, SEI is asking franchisees to participate in a vast e-mail campaign to put pressure on members of Congress and the Federal Reserve to keep their promise on debit card swipe fee reform. SEI encourages 7-Eleven storeowners to visit www.unfaircreditcardfees.com at least once a week to send the e-mails until April 21, when the Federal Reserve announces the final debit card interchange fee changes.

Illinois Tollway Welcomes 7-Eleven to Oases

The Illinois Tollway announced recently that 7-Eleven stores will replace ExxonMobil outlets in the remaining 17 years of the lease agreement for all seven Illinois Tollway Oases. The new agreement with SEI includes maintenance and operations responsibilities for Mobil fuel stations at the Tollway Oases located throughout Northern Illinois and will ensure seamless continuation of services for Tollway customers.



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Bits&Pieces...continued from page 30

small-format store features a pharmacy and a variety of groceries and other items. • **The FDA's attempt to regulate electronic cigarettes has been shot down**, thus far, by the U.S. District Court of Appeals for the District of Columbia, reported the *Wall Street Journal*. • Former 7-Eleven senior fresh foods director **Joseph Chiovera has joined Couche-Tard** as vice president of foodservice for the United States and Canada, reported *CSP Daily News*. While at SEI, Chiovera was responsible for the **fresh sandwiches, cold snacks, salads and entrees**, as well as the operations of the company's 14 commissaries to align with strategic category direction. • For the fifth straight year, **Dunkin' Donuts has been recognized No. 1 in customer loyalty in the coffee category** by the Brand Keys Customer Loyalty Engagement Index. The index identifies brands that are best able to engage consumers by meeting or exceeding their expectations, which creates loyal customers. • **The number of U.S. quick-service restaurants dropped by 1 percent — or 2,122 units —** from 584,653 in fall 2009 to 579,102 in fall 2010, according to the NPD Group. • **Private label products and fresh coffee helped 7-Eleven stores in Taiwan**, operated by President Chain Store Corp, increase revenue 12.7 percent in 2010, reported the *Taipei Times*. December revenue at Taiwan 7-Eleven stores increased 9.9 percent year-over-year. • **North Carolina residents are driving to South Carolina to fill up on gas** after the state raised its gasoline tax to 32.5 cents a gallon on January 1. The gas tax in

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Huge Payoff For Simply Beverages Contest Winners!

The winners of the Simply Beverages incentive contest have been chosen! To be eligible for the contest—which ran from July 1, 2010 To December 31, 2010—stores had to purchase any one additional SKU of Simply to qualify for the \$500 drawing, purchase any two additional SKUs of Simply to qualify for the \$1500 drawing, or carry any four of five SKUs to qualify for the \$2,500 drawing. The additional Simply SKUs also had to be maintained through December 31, 2010. The Coca-Cola Company drew the winners from the pool of qualifying franchisees in January 2011.



THE WINNING STORES ARE:

\$2,500 Prize Winners

33903 Melrose Park, IL
23407 Rockville Ctr, NY
21132 West Valley City, UT
34040 Las Vegas, NV
18147 Salt Lake City, UT
25125 Bremerton, WA
34571 Redondo Beach, CA
32797 Kissimmee, FL
30167 Griffith, IN
19589 Eugene, OR

\$1,500 Prize Winners

29024 Aurora, CO
18147 Salt Lake City, UT
25325 Westminster, CO
34330 Denver, CO
27551 Broomfield, CO
33591 Chicago, IL
11463 West Paterson, NJ
23293 Denver, CO
24465 Olathe, KS
23989 Dallas, TX

\$500 Prize Winners

20093 Greenport, NY
34373 Freeport, NY
25298 Carrollton, TX
32962 Chesapeake, VA
34389 Winthrop, MA
25514 Lantana, FL
32499 Manchester, NH
11207 Bay Shore, NY
26885 Dallas, TX
26002 Virginia Beach, VA

Customization: The Key to Satisfaction at the Coffee Bar

Stock a variety of appealing creamers to make your coffee bar a competitive destination.



"International Delight® creamers are preferred 2 to 1 over the next closest competitor!"

	PRODUCT:	CDC SLIN:	McLane SLIN:	McLane UIN:
ID PC Creamers	French Vanilla 288 ct	230099	230124	420877
	Hazelnut 288 ct	230156	230123	267716
	Irish Crème 288 ct	230103	230128	420802
	Amaretto 288 ct	230093	230127	420828
CoffeeHouse Inspirations® PC Creamers	Chocolate Cream 288 ct	230107	230126	453233
	Caramel Macchiato 288 ct	230340	230296	029322
Half & Half	White Chocolate Mocha 288 ct	230343	230289	029314
	LOL® Mini Moo's® 384 ct	230155	230200	682138
Caffeinated PC Boost	STOK® 264 ct	230079	230942	440693



1. WWFC proprietary research, 9/22/10



Eleven will take responsibility for the Oases sites, including 13 Mobil fuel stations, convenience stores and car washes. By the end of March, all of the convenience stores will be rebranded as 7-Eleven operations, but the fuel stations will retain the Mobil gasoline brand.

FDA To Issue Report On Menthol Cigarettes

The FDA is scheduled to make a decision on the fate of menthol cigarettes sometime this year, and as part of the process has tasked the Tobacco Product Scientific Advisory Committee (TPSAC) with developing a report and recommendation on the impact of menthol cigarettes on the public health by March 23, 2011. The FDA has also asked industry representatives who serve on the Committee to develop a tobacco industry perspective document to accompany TPSAC's report. Once the reports and recommendations have been submitted, the FDA will review them and determine what actions, if any, are warranted.

Swipe Fee Hearings Continue On The Hill

On February 17, the U.S. Congress held a hearing to discover the implications and consequences of debit card interchange fee reform as set forth by the Durbin amendment to the Dodd-Frank Wall Street Reform Act of 2010. The hearing, described as “a fireworks display between members of Congress, merchants and the big banks,” was the result of intense lobbying by the banking and credit card industries to delay implementation of the reform, with the ultimate goal of getting it repealed, according to NACS.

In a released statement, NACS said this eighth congressional hearing on

swipe fee reform—conducted by the House Financial Services Subcommittee on Financial Institutions and Consumer Credit—was very much like the previous seven: retailer groups explained how fixing the broken swipe fee system would benefit consumers, while the banking lobby sought to distract and scare members of Congress.

With debit card swipe fee reform set to be finalized on April 21 and enacted by July 21, NACS said many Congress members expressed intense desire to delay implementation of the reform, buying into the banking industry's argument that it would lead to more fees for consumers. NACS added that committee members had a great deal of concern over what the banks called “government price fixing of debit

interchange,” but surprisingly very little concern over the fact that Visa and MasterCard have been “fixing” these fees for years. Others showed great concern over the profits and income stream of banks, but surprisingly little concern over the profits and income streams of retailers.

To continue the fight to preserve the Durbin swipe fee amendment, NACS is organizing a “Swipe Fee Fly-In” on March 9-10 in Washington, D.C., which includes an issue briefing, a briefing on how to lobby Congress, and meetings

with House representatives and Senators. NACS also urges c-store owners to visit nacsonline.com/grassroots to send letters to Congress and to the Federal Reserve in support of debit card swipe fee reform. ■

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The banking industry is trying to repeal swipe fee reform benefiting retailers.

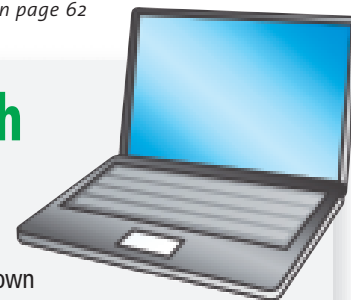
Charging Disputes Through the FM System

Franchisees were recently notified of a new method developed to handle FM Facility Maintenance disputes and inquiries. Since December, FM Facility Maintenance has been handling all requests for charge explanations, invoice copies, and charge disputes. To create an inquiry for Charge Explanation Required, Copy of Invoice Required, or a Charge Dispute, franchisees need to create a case through the Store Tools maintenance online help site:

1. Click Store Tools.
2. Click Maintenance Online Help.
3. Select Maintenance Case Create.
4. Enter your name under the Submitter Name section.
5. Enter a brief description, including the Tracking Number of the case in question.
6. Click the dropdown for Problem Area and select FZ Relations.

7. Click the dropdown for Issue/Problem Type then select Dispute.
8. Click the dropdown for Description then choose the appropriate description.
9. Under the detailed description section, enter as much information as you can so the case can be resolved quickly.
10. Then select Submit.

Once FM Facility Maintenance receives the inquiry, an automated confirmation e-mail will be sent back to the store with a tracking number and the notes that were provided in the original request. The issue will be resolved within 15 business days using the same notification process. All other Accounting inquiries that require SEI approval are handled the same as before and not through this process.



RULES OF THE game™

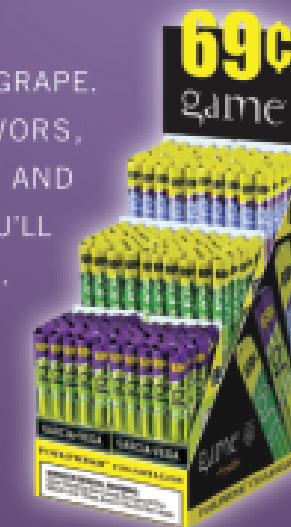
NO. 69

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Duracell C 2pk

 UIN 512467
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Duracell D 2pk

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 SLIN 160073



Duracell 9V 1pk

 UIN 512525
 SLIN 160068

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**From the
National Office**



PROMISE OF THE CDC

By Bruce Maples, Chairman
 National Coalition of Associations of 7-Eleven Franchisees

A

fter a decade of struggling to find a suitable daily delivery system for our stores, 7-Eleven has begun a transformation to what hopes to be a better solution for a daily distribution model. What started out as a network of warehouses and a fleet of small trucks that were designed to deliver fresh foods has turned into a fleet of trucks carrying everything from fresh foods to heavy liquids.

Over the years each CDC warehouse set out to increase throughput by adding items to the product assortment and lost sight of what the CDC was originally intended to do. Lack of throughput over the years has led to additional products and services added to a system that was never designed to handle or deliver anything other than fresh foods. In an attempt to fill the trucks and to provide the stores with a lower cost of goods, 7-Eleven over the years has turned the CDCs into a delivery network that is expensive to operate and fails to deliver the right products at the right costs to our stores.

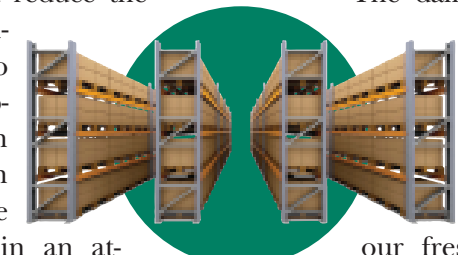
Poor product selection and lack of participation have dragged down the results. Over the years, 7-Eleven experimented with a variety of products and categories in an attempt to

deliver the stores a lower cost of goods. More recently, 7-Eleven implemented a flat fee structure in some areas in an attempt to increase participation and reduce the subsidy the company was paying to keep the CDCs operating. 7-Eleven also has been working with the CDC operators in an attempt to lower operating costs and change the culture at the CDCs.

“The change to an activity-based fee for the CDC will reveal the true cost of products.”

At franchisees' request, 7-Eleven will convert the CDCs across the country to a more balanced fee structure. At the most recent National Coalition Board of Directors meeting, Vice President of Logistics Bill Merrigan announced the transition of the CDC flat fee to an “activity based” fee structure that will allow franchisees to see the true distribution cost for the products they order and better monitor gross profit. Making the new structure work will depend on how committed 7-Eleven is to change. Everyone in the company—from the Store Support Center

to the field consultants—needs to be committed to providing the stores with a delivery system that gives us the competitive advantage. The daily delivery of fresh foods to our stores continues to give us a competitive advantage, but we have not yet achieved our fresh food potential. What once promised to be a solution—the delivery of a selection of proprietary fresh foods directly to our stores—has been a weak link in our fresh food chain and has failed to meet our customer's needs. We all understand that hot and fresh foods will need to play a larger role in our stores for us to be successful in the future. Cigarette units are projected to decline permanently, at a rate of 4 percent annually, at least for the next several years. Our continued dependence on cigarettes, coupled with a steady decline in cigarette unit sales, can be partially offset by fresh food sales, but after a



“The daily delivery of fresh foods to our stores continues to give us a competitive advantage, but we have not yet achieved our fresh food potential.”

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decade of searching for a fresh foods solution we have yet to see our fresh food sales grow past 10 percent of total sales.

The hot foods program rollout should help offset some of the lost opportunity of the CDC, but the tradeoff in counter space, plus write-offs and competition, will determine the ultimate success of the program. Everywhere we look today retailers are turning to fresh foods to offset losses in sales. With volume, standardization, a coordinat-

“What role the CDC plays and how it affects our stores needs to be guided by the franchisees.”

ed media (advertising) plan, and high-quality products, refocusing on a proprietary system that can deliver a daily solution to fresh foods will help us move away from our dependence on cigarettes and grow the fresh food category.

What role the CDC plays and how it affects our stores needs to be guided by the franchisees. Your involvement in reshaping the CDC and delivering on what was originally promised is the only solution. In the coming month, reach

out to your market's logistics team to help them move the focus of the CDC back to its original goal of delivering fresh foods at the lowest possible cost. Franchisees, and FOAs in particular, can help identify quality vendors, provide input on their products, and identify on what days and in what quantities products get delivered to your stores.

Changing the cost structure of the CDC alone will not solve any of the problems that have been ingrained in the system for over a decade, but a fresh look at any solution that can help us achieve the competitive advantage that was promised is a move in the right direction. ■

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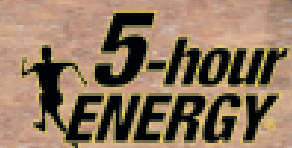
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Business Issues



MAKING THE CDC WORK FOR US

By Joe Galea, Executive Vice Chairman
National Coalition of Associations of 7-Eleven Franchisees

F

or quite some time there has been a lot of concern and many questions in the franchise community regarding the CDC flat fee. For instance, franchisees like to know what they are paying for a particular product or SKU, and the flat fee structure made real cost of goods really difficult to discern. Fortunately, at last month's National Coalition Board of Directors meeting, SEI VP of Logistics Bill Merrigan announced the company is going to eliminate the flat fee and gradually go back to "percent distribution" or markup fees. The company plans to begin the switch in the Northeast and Pacific Northwest regions, and all stores should be back to a markup fee structure by mid-year or third quarter.

While this development is certainly welcomed, the elimination of the CDC flat fee raises a new concern. Over the years SEI has told us that we need to support our CDCs, because the more we buy the more costs will come down. As you may recall, prior to the flat fee, when we were previously with the markup fee structure, this did not happen, and franchisees found other suppliers with similar products at a lower cost. This time, however, there are more stringent restrictions placed on franchisees that limit our ability to "buy outside of the system." Additionally, SEI

is now saying that if we don't support the CDC we will see higher costs passed on through it. Therefore, in order for CDC markup fees to work this time around, I believe we need a support system in place wherein SEI works hand-in-hand with the franchise community to get local vendors with proven sales

"If franchisees participate in specifying CDC vendors, we will order more product we can sell, have fewer write-offs, and consequently drive down prices."

records into the CDC so we can order more product we can sell, have fewer write-offs, and consequently drive down prices. To get SEI to add an independent or non-recommended vendor to the system, it is essential that franchisees keep sales data on that com-

pany's products, so SEI category managers can see how the items perform in the store. This idea has already worked for my FOA here in San Francisco. Recently, my association recommended an electronic cigarette vendor to SEI. We presented the supporting data, SEI reviewed it, and now the vendor is recommended throughout the country and is doing very well. Members of my FOA are currently testing Columbia Gorge Organic juices. I put those

"For CDC markup fees to work this time around we need a support system in place wherein SEI works hand-in-hand with the franchise community to get local vendors with proven sales records into the CDC."

items in my store in December and in six weeks I sold out large orders. We showed our sales data to SEI, exchanged e-mails back and forth through the proper channels, and now the company is going to set up a meeting with the vendor.

The flat fee is going away and the markup fee structure will be taking over soon. We as franchisees have an obligation to support the CDC, and in return SEI has an obligation to support franchisees. If SEI institutes this process nationwide—wherein it meets with the franchise community and the vendors we recommend to tailor the CDCs to the needs of our stores—then franchisees will buy, and this strategy will indeed bring down the cost of the CDC. I believe this formula will be a win/win/win for the franchise community, for SEI, and

most importantly, for our customers, because they will have the selection of products they want in our stores.

The time to implement a new strategy is now, because we are just a few months away from the Hundred Days of Summer and our prime selling season. ■

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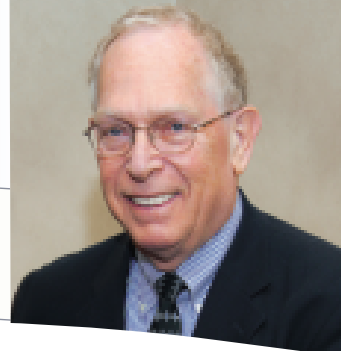
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Legal Issues

GOOD WILL SALES—TIME TO MOVE ON?

By Arnold J. Hauptman, Esq.

National Coalition of Associations of 7-Eleven Franchisees



If you are voluntarily considering a good will sale, or if SEI is making that decision for you, there are some things of which you should be aware.

If it is just a matter of thinking that operating a 24/7/365 business for 20, 30 or more years is enough coffee and Slurpee under the bridge, then good luck and happy cruising! On the other hand, if SEI has declared you to be in violation of the store agreement with one or more incurable breaches, entitling it to terminate the agreement, then you may be permitted to enter into a settlement agreement allowing you to find a willing buyer—but within a limited period of time, typically 60-120 days. Before signing such an agreement, however, you should always contact your attorney to explain the terms to you and perhaps negotiate a better deal with SEI.

First and foremost, and assuming you are not in a breach situation, you are absolutely entitled to transfer your interest in the store agreement for whatever good will price you can get. That price can vary greatly—from a few thousand dollars in some parts of the country, to several hundreds of thousands of dollars in other parts. How a franchisee goes

about marketing his or her store is a matter of preference, i.e., word of mouth, a business broker, media or online advertising, or all of these methods. One other method which makes a good deal of sense is to list the store as being for sale with your Market or Division office, which can then provide this information to prospective purchasers.

The big elephant in the room is that no sale can take place without the prior written consent of SEI. Not such an easy task. SEI has proven to be extremely selective when approving a prospective purchaser and, from my experience, the disapproval rate is very high. It is for this reason that every effort be made to find a quality purchaser who can meet the financial requirements of not only paying to you the good will price, but of paying the franchise fee and other miscellaneous fees that are disclosed on the offering circular.

I strongly urge my clients, before entering into a buy-sell agreement with a good will purchaser, to have that prospect meet with a franchise co-

ordinator or market manager to get an explanation of the 7-Eleven system—which is very different from other franchise systems—and, most importantly, to get a preliminary approval of the prospect's financial and business qualifications. All things being equal, I believe it is better to sell your good will to an existing franchisee rather than to an outsider. Once an existing owner is approved for an additional store, the training and qualification process is generally quicker and the sale ultimately assured.

Whether or not your deal is for an all-cash sale or partially subject to promissory notes over a specific period of time is a matter of business judgment. But remember this: when selling a private convenience store or other business, the promissory notes are generally secured by one or more agreements, which permit the seller to repossess the store, inventory, equipment, etc., upon a default. Not so with a 7-Eleven store. There is no right to regain the store premises, business or other assets upon a default, and therefore such notes are often simply unsecured or, at times, secured by a mortgage on realty owned by the pur-

continued on page 46

“No sale can take place without the prior written consent of SEI, and from my experience, the disapproval rate is very high.”

ARNOLD J. HAUPTMAN
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²Top-performing products are determined using the McLane Item and Sales Analyzer (formerly MPulse).
³Max of \$150 per year in Snack MVE incentives.
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chaser or frequently by a third party guarantor. It is always best to negotiate an all-cash sale whenever possible or, at the very least, keep the amount of the notes proportionately small and of short duration.

There are other conditions to obtaining SEI's consent to transfer your store's interest. Some of the more important ones are that you are not in material breach of the agreement and no termination is pending (except if a settlement agreement is signed); that the purchaser is made aware that he/she has no claim against SEI for any good will money paid to you or representations made by you; you pay all amounts due, or to become due, to SEI upon delivery of the final financials; that you sign a mutual termination of the agreement, general release of claims, and an indemnity in favor of SEI as to any claims against it by the purchaser arising out of the good will sale.

SEI agrees to approve or disapprove a candidate within 60 days after receiving all information regarding the proposed transaction. Upon approval, the purchaser must then sign the "then current agreement" which may be different from yours. Keep in mind, if you are on a 2004 agreement, you have the right to transfer the 50/50 split to a purchaser for the balance of the term of your SEI store agreement.

Then follows the training and qualification process, which can be lengthy and often depends upon the available schedule of training sessions, and the time it takes to get

beer (if you sell beer) and lottery licenses. A period of six months or more from the date that you and your purchaser submit a copy of the buy-sell agreement to SEI, until the effective date when you are audited out and the purchaser begins operations is, unfortunately, not unusual. Check out paragraph 28 for the details of the Close Out Procedure. Hint: enter into a contract in the spring and book the cruise for December/January.

Remember also that SEI has a right of first refusal in favor of SEI or its designee (does this mean another franchisee or outside prospect that SEI prefers?). The right is exercisable within ten (10) business days after it receives a copy of the good will agreement between you and your buyers and must meet all of the terms that were agreed upon. In any event, I have no personal knowledge of any such right ever being exercised—but it could happen.

Finally, it is always a good idea to have your attorney draw the good will sales agreement to make sure that you are protected against any willful default by your purchaser and to make sure that the agreement contains certain provisions required by SEI.

Good luck! ■

"A period of six months or more from when you submit a copy of the buy-sell agreement to SEI, until the effective date when the purchaser begins operations, is not unusual."

"It is better to sell your good will store to an existing franchisee rather than to an outsider. The training and qualification process is generally quicker and the sale ultimately assured."

Bits & Pieces...continued from page 32

South Carolina is 16.76 cents per gallon.

- Bowing to consumer demand, **more soda makers are replacing the high fructose corn syrup in their beverages with sugar**, reported *Supermarket News*.
- **Coffee chain Starbucks has changed its logo for the first time since 1992**. The redesign drops the green band and white text, and makes the Siren image larger.

- The federal Tax and Trade Bureau is considering a proposal to require alcohol producers to **list nutrition information like calories, carbohydrates**, serving size and alcohol per serving on liquor, beer and wine, reported the *Associated Press*.
- Texas c-store 787 Grocery/BBQ found a niche market by selling **food products made with alligator meat**, reported Fox 26 Morning News. The alligator meat comes straight from the swamp and is used to make alligator tamales, nachos, burgers, and more.
- **More DVDs and Blu-ray discs are being rented from kiosks like RedBox** than from brick-and-mortar stores, according to a recent study by the NPD Group.
- Retail industry sales (which exclude automobiles, gas stations, and restaurants) are **expected to increase 4 percent from 2010**, according to the National Retail Federation's 2011 economic forecast. The cautiously optimistic outlook comes on the heels of seven consecutive months of retail sales growth and better than ex-



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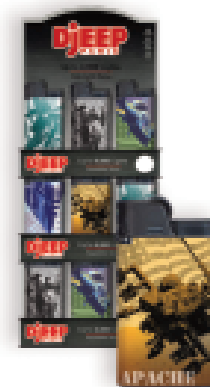
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The EBT Food Stamp Benefits Authorization Process

Jatinder Singh

VICE CHAIRMAN, NATIONAL COALITION

As many of you are aware, the majority of our customers pay cash or via credit/debit cards for their purchases. However, the number of customers using the Supplemental Nutrition Assistance Program (SNAP)—previously known as food stamps—has risen significantly in recent years due to the soft economy and high unemployment rate, and they are as important as any of our other customers.

Our stores have been participating in the SNAP/food stamps program since the paper days, and switched to the new system when state governments decided to go with Electronic Balance Transfer (EBT) in order to control the abuse associated with paper food stamps. The new system is more convenient as food stamp booklets have been eliminated and the new cards can be used in different cities and states through electronic processors or pin pads. I think we can all agree that the EBT system is very convenient for customers and retailers compared to the old paper system.

The U.S. Department of Agriculture authorized J.P. Morgan Chase EFS to handle the EBT transactions through their system, and it reimburses retailers through Automated Clearing House, which processes debit and credit cards between participating financial institutions. The new food stamps system is better than the old one—a store applies for a SNAP license through the Department of Agriculture and upon approval J.P. Morgan sends the equipment. After a little training the store is able to handle the transactions and you are in the business of accepting EBT

food stamp cards as payment. However, the EBT machine is another piece of equipment to take care of and it is not integrated into our POS system.

After scanning the items to be purchased through your cash register, you have to input all the information into the SNAP EBT machine to obtain authorization and balance the register transaction. Sales associates have to save the receipts from their shifts for reconciliation, as most of the time there is a difference in cash register transactions and EBT machine totals. EBT food stamp cards have a certain money amount loaded into them, so it is always a forced balance during daily cash report preparations when transactions authorized by the EBT machine do not match our cash registers. Regrettably, the EBT machine day-close amount and the cash register day-close amount rarely match, even if you reset your timing with J.P. Morgan's close time as per Eastern Time Zone. Therefore, forced balance is the only option.

Additionally, most 7-Eleven stores have only one phone line and everything is connected to it—including EBT machines—so store personnel cannot use the phone line during EBT transaction authorization. SEI has agreed to install separate phone lines

continued on page 51

JATINDER SINGH CAN BE REACHED AT
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“SEI has agreed to install separate phone lines for EBT machines in those stores with only one phone line.”

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UPC: 77567-08519



The EBT Food Stamp Benefits Authorization Process continued from page 49

for EBT machines in those stores that have only one phone line. Franchisees have to fill a Field Telecom request form and get it approved by their Market Manager. SEI will pay for installation of the phone line and the monthly charges. Franchisees may contact Telecom at 1-800-848-0711, prompt 3 or contact Patti.Barnes@7-11.com or 972-828-2865 to get the process started.

“To get an EBT phone line, franchisees have to fill out a Field Telecom request form and get it approved by their Market Manager.”

Integration of EBT transactions into our

POS system is the only solution for all these problems, and it can be installed into our current POS equipment by credit/debit card processors hired by SEI in conjunction with J.P. Morgan EFS' EBT authorization system. Franchisees may visit the J.P. Morgan Chase website for more information (www.ebtreailerinfo.JPmorgan.com). You may contact me with any questions on this issue at jksingh2003@yahoo.com or 702-249-3301.

Happy selling! ■



Convenience Quick Serve, A New Store Strategy

Jivtesh Gill
VICE CHAIRMAN, NATIONAL COALITION

At the most recent National Coalition Board of Directors meeting in Ponte Vedra Beach, Florida, FOA presidents, vice presidents, and vendors had the chance to hear about a new store strategy from SEI Vice President of Merchandising Jesus Delgado Jenkins. The strategy represents a pulling together of resources, and a redefining of retail food channels to include a new class of retailer, “Convenience Quick Serve.”

Jesus told the Board that three trends are defining the business today: cigarettes are in permanent decline (minus 4 percent per year), food on-the-go is increasing, and customers are looking for value. While c-stores have grown 5 percent in sales over the last five years, units have declined 11 percent, traffic counts have declined 10 percent, and fresh foods has grown to 8-11 percent of total sales.

Operating strategies, he said, have to protect traditional categories like coffee, beer and tobacco while we drive other parts of the business. So when the economy is contracting like it is now, one objective should be to increase business in the store in unit share rather than dollar share. Our retail objective should be to increase sales by giving our customers more value and more compelling reasons to come to our stores more often.

To describe the company's new strategy, Jesus coined a new term for retail food channels, called Convenience Quick Serve. This is a

“To describe the company's new strategy, SEI is using a new term for retail food channels called Convenience Quick Serve.”

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209-481-7445 or jjgill@aol.com**

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Convenience Quick Serve

continued from page 51

combination of the terms c-store channel and QSR (quick serve retailer, i.e. McDonald's and Dunkin' Donuts). For 7-Eleven, becoming Convenience Quick Serve involves a new Concentrated Market Rollout (CMR) strategy to drive traffic, build profitable sales and create new business.

According to Jesus, with the CMR strategy, SEI will concentrate on amassing resources in a market. Over the next 18 months, market by market, beginning in the Northeast and Pacific Northwest Divisions, SEI will AQIP all the stores, add hot foods

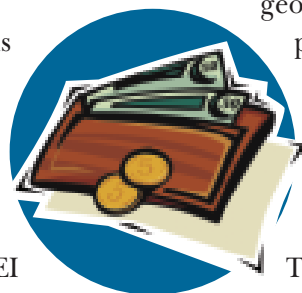
and updated coffee service, and then apply a large dose of advertising and media support. The result will be to present one face to the customer

"For 7-Eleven, Convenience Quick Serve involves a new Concentrated Market Rollout (CMR) strategy to drive traffic, build profitable sales and create new business."

for all the stores in the market with modern equipment and hot foods, supported by advertising. The areas of focus for franchisees, he said, are "fresh, well-stocked, clean, friendly, and plus selling."

There is something new here that is different from the way we looked at things in the past. This seems like a more coordinated strategy than when SEI would AQIP a store here and

there, replace a grill, or install a new coffee program without a coordinated advertising strategy for support. Now, when a store goes through changeover SEI is not going to install the new hot foods program based on your grill sales. Now the company will go to market by having every single store in that geographic area on board with a more modern look, hot foods and the new coffee program. SEI is looking to have an impact by presenting the same customer experience at every store in a geographic area, and supporting these stores with advertising.



Perhaps the biggest drawback to this strategy is that we don't have it implemented already. Then again, the process is to learn and refine imple-

mentation as we slowly go across the country, and the program evolves and improves as it rolls into different markets. According to Jesus, hot foods could be a big factor in attracting people into our stores. Quick serve is a \$600 billion dollar business, and when compared to cigarettes, a \$40 billion business, the tradeoff looks pretty good.

Unfortunately, implementing a strategy is not the same as talking about it, but I am ready to try anything to revitalize our business in the face of merging channels and 10 for \$10 sports drinks at drugstores, and 69-cent coffee all day at McDonald's. We want a piece of their business, and we are already in convenience, so quality hot and fresh foods could be a good fit.

Now the downside. Jesus wants us

to be clean, clean, clean. Clean enough to eat off the floor. We have to be well-stocked 24 hours a day, we are supposed to "welcome" our customers as opposed to "greeting," and our clerks must all plus-sell one additional item to each customer. Jesus also talked about building a franchisee foodservice culture. He wants us to focus on four strategic businesses—proprietary beverages, fresh foods, private label and services.

Variations on this concept have been tried before, and we are still dealing with the last one, the CDC, which is not living up to its promises of the freshest product at the lowest prices and everyday store delivery. The CDC has yet to generate additional or more profitable sales. After 10 or more years of the

continued on page 55

Bits&Pieces...continued from page 46

pected holiday sales. • "Humane" may soon join "organic" and "fair trade" on the list of labels found on food products in grocery stores, reported the *St. Louis Post Dispatch*. The demand is being made by consumers concerned about the treatment of animals by food manufacturers.

• Starbucks recently unveiled its largest coffee cup yet—the 31-ounce Trenta. The larger size is only for iced tea, iced coffee and iced lemonade beverages. • Candy maker Mars, Inc. has received the U.S. Secretary of State's 2010 Award for Corporate Excellence (ACE) for its work in cocoa sustainability and efforts to improve economic development in the cocoa-growing region of the Republic of

continued on page 56

Bazooka
Candy Brands

2011 BEST PREPACK

DELIVERS INCREMENTAL PROFITS!



- Best Selling Brands!
- Juicy Drop Pop ranked #5!
- Baby Bottle Pop ranked #11!
- 24 Count Fruit Ring Pop Box FREE over \$18 retail value!

McLane #428631

Case UCC

SKU# 510-11

Go For The Most Popular Paper Brands In C-Stores!



Bounty Single Roll

UIN 244251
SLIN 203447

Stores that stock Bounty indexed at 153 percent in dollars for the latest 12 weeks ending 1/10/11



When Charmin is in your set, your dollar sales could index from 113 percent to 169 percent

Charmin 4-Roll Package

UIN 606582
SLIN 221494



Order today through McLane!





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What's better than winning? Winning twice. And that's what happens every time your customers bite into a Supreme Protein® bar. The absolutely out-of-this-world, gourmet-candy-bar flavor of Supreme Protein® is rivaled only by the tremendous muscle-supporting power of its elite protein blend, featuring amino-rich whey isolate. Every Supreme Protein® bar is the ultimate "win-win" situation!

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 • And 100% Peanut Butter & Jelly

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Convenience Quick Serve, A New Store Strategy continued from page 53

CDCs we are still only about 8 percent fresh foods, at best.

I am happy to report that the National Coalition has been working on eliminating the CDC flat fee in those areas that have it, and Bill Merrigan, VP Operations for SEI, announced a new pilot for eliminating the CDC flat fee and the rollout of the pilot over the next several months. Instead of the flat fee, franchisees will have a distribution percent charged and a real cost of goods. Heavy products, like milk,

“Bill Merrigan, VP Operations for SEI, announced a new pilot for eliminating the CDC flat fee and the rollout of the pilot over the next several months.”

will be charged as heavy products, and lighter products, like pastry, will be charged as light products. Easier to handle and easier to transport items will have smaller distribution costs. We can look at it as a positive step.

Still, at the end of the day franchisees are in a “wait and see” pattern, because we have heard about great programs before. This time, we want financial details on how the CMR program works, and we want positive results. ■

VICE
 CHAIRS
 FORUM



7-Eleven, Wal-Mart And Dollar Stores

Roger St. George
 VICE CHAIRMAN, NATIONAL COALITION

7-Eleven franchisees have seen an explosion of 7-Select products inundate our stores in the past couple of years. These private label products have been propagated across the entire store, leaving no gondola unscathed. To accommodate these new arrivals, 7-Eleven has reduced the number of recommended national brand items. It has been stated that the proliferation of 7-Select products will continue for the new few years, despite the quick demise of many of these items. The philosophy has been that in these perilous economic times, our customers are seeking greater value for the dollars they will spend in their shopping experience.

There has been a lot of discussion about the touted higher gross profit of private label products compared to the cost to the franchisee of ordering, stocking, warehousing and writing off of these products due to their case count versus the previous process of carrying single units of national brand products.

However, nothing has been said about the loss of customers and sales due to the narrowing of national brand products.

In 2007 Wal-Mart ruled among mass merchandisers for convenience, selection and price. Today it is losing customers and revenues from decisions that backfired. Competitors have begun to chip away at its dominance. Same store sales have been decreasing while its competitor's sales—including dollar stores—have been increasing. In 2009 Wal-Mart was finishing a major program of renovating its stores to address complaints that they were messy. Wal-Mart widened aisles, eliminated clutter, improved lighting and lowered its

“Franchisees need to be able to sell the ‘right’ size at the ‘right’ price to complement our business model.”

**ROGER ST. GEORGE CAN BE REACHED AT
 360-500-1248 OR RDSAINT@COMCAST.NET**

The Classification Of Stores continued from page 55

shelves. Dollar stores posed little threat, as their stores were generally perceived as dingy and filled with lower quality products and generally not major brands.

As part of the store overhaul, Wal-Mart removed thousands of products from their shelves—about 10,000 items—including 20 percent of its groceries. Shoppers complained that they could no longer buy their favorite brands. In an effort to clean up the stores, Wal-Mart had drastically reduced the product selection. Wal-Mart had also strayed from its founder's philosophy and was less aggressive about being the low price leader. Customers were still scrutinizing prices, and discovered they can no longer count on Wal-Mart to have the lowest price, if it stocked the item at all.

Dollar stores began winning over customers with convenience, beginning with parking lots ten percent smaller. They now stock milk, bread and eggs near the cash registers. They also carry more major brands, especially food. While the average transaction remains relatively unchanged, shopping frequency has increased. Customers have discovered dollar stores now have the national brand product selection, value and convenience they are seeking. Family Dollar's strategy is to blanket a region with stores, with some stores less than a mile apart. Dollar General has more than 9,000 stores with plans to open 625 this year, and sees the opportunity for 12,000 more in its future.

With all this, what is the future

for 7-Eleven franchisees?

Number one—Wal-Mart has acknowledged that fewer customers are walking into their stores every quarter for the past year; customers no longer have confidence in Wal-Mart filling all their shopping needs. Franchisees need to know their customers' needs and stock those items in their stores. While some economists have determined that June 2009 was the end of the Great Recession, customers still seek value and they also expect quality. Do customers know the quality of private label products?

Number two—suppliers need to provide the lowest prices every day on national brands. Wal-Mart is collaborating with suppliers to offer products in smaller sizes for under a dollar. Franchisees cannot compete in this arena of low retail and low margin, but franchisees need to be able to sell the "right" size at the "right" price to complement our business model.

Number three—franchisees need to have clean and uncluttered stores. 7-Eleven says customers equate clutter with dirt, however too few displays and lack of national brands can also communicate a "going out of business" shopping atmosphere.

When it is all said done, franchisees must assume responsibility for making the right product selection and pricing for their customers in their own individual neighborhoods. ■

"We have heard the discussion about the higher gross profit in private label products, but nothing has been said of the loss of customers and sales due to the narrowing of national brands."

Bits&Pieces...continued from page 53

Ghana. **The ACE awards** are given to honor U.S. businesses that demonstrate good corporate citizenship abroad, and, therefore, have a positive impact on American foreign relations. • **Jurassic Beer—A biology professor at Cal Poly has extracted 45-million-year-old yeast** trapped in amber and now grows it for use as an ingredient in beer he makes and sells in Northern California, reported SanLuisObispo.com. • New York lawmakers are **debating whether to ban the sale of electronic cigarettes** in the state, the *Associated Press* reported. At issue is a claim by health advocates that the e-cigarettes are highly addictive. • **Walmart is shifting gears from trying to compete with Target to going after dollar store business**, reported the *New York Post*. Citing sources close to the company, the newspaper revealed that the **big-box retailer** has been hitting up its suppliers for "opening price point" goods, i.e. the cheapest items in any given product category. • **Virginia lawmakers have introduced two bills that take aim at plastic bags** used at retail, the *Huntington-Belle Haven Patch* reported. One bill looks to add a 20-cent tax on plastic bags handed out in convenience and grocery stores, **while the other would impose a 5-cent tax on every plastic bag used**. • Starbucks has inked a deal with Tata Coffee to enter India before June 2011, *AFP* reported. The U.S. coffee chain has been able to gain a foothold in the country because Indians, who typically drink tea, have been increasingly turning to coffee and upmarket cafes. • **M&M's Pretzel Chocolate Candies was recently named the 2011 Product of the Year** in the candy and snacks category by Product of the Year USA. Product of the Year is the world's

continued on page 68

Are You Winning with Swiss?

- The Fresh Tea Category dollar sales grew 5% vs. sports drinks (-10%) and bottled water (-6%)
- Swiss Premium Tea volume grew 8 times more than the category at 72%
- Swiss Premium Tea has no high fructose corn syrup and no preservatives for the homebrewed taste your shopper craves

Sources: IRI C-store All Scan 53 weeks ending 5/16/2010



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Contest Dates: March 1, 2011 through June 30, 2011

\$45,000 In Total Prizes!

- Tier 1: Top 10 earn prizes of \$2,000
- Tier 2: Next 15 earn prizes of \$1,000
- Tier 3: Remaining 20 earn prizes of \$500

The top 45 franchise owners take home a prize!

- Prize level determined by percentage increase over the prior year (same time period in scanned unit sales).
- Based on scanned unit sales of all Tropicana 12 oz. products.
- All 7-Eleven franchisee-owned stores are eligible.
- The higher the increase in your Tropicana 12 oz. unit sales, the better your chances of winning – up to **\$2,000!**

For more information, contact your Tropicana sales representative.



Tropicana Pure Premium SKU's



NO PULP
(12, 12 oz.)
UIN#: 601435 / SLIN#: 0240114
0 48500 01775 3



CALCIUM + VITAMIN D NO PULP
(12, 12 oz.)
UIN#: 601377 / SLIN#: 0240115
0 48500 01776 0



SOME PULP
(12, 12 oz.)
UIN#: 601179 / SLIN#: 0240336
0 48500 01777 7



APPLE ORCHARD STYLE
(12, 12 oz.)
UIN#: 601344 / SLIN#: 0243096
0 48500 01779 1



CRANBERRY COCKTAIL
(12, 12 oz.)
UIN#: 601385 / SLIN#: 0241579
0 48500 01781 4



ORANGE STRAWBERRY BANANA NO PULP
(12, 12 oz.)
UIN#: 419820 / SLIN#: 0243324
0 48500 01797 5



GRAPE
(12, 12 oz.)
UIN#: 601401 / SLIN#: 0241580
0 48500 01782 1

Tropicana Trop50 SKU's



Trop50
CALCIUM + VITAMIN D
(12, 12 oz.)
UIN#: 442145 / SLIN#: 0243701
0 48500 01904 7



Trop50
POMEGRANATE BLUEBERRY
(12, 12 oz.)
UIN#: 464990 / SLIN#: 0243414
0 48500 01953 5

TROPICANA / 7-ELEVEN RETAILER CONTEST (PROGRAM) OFFICIAL RULES
1. ELIGIBILITY: NOT OPEN TO THE GENERAL PUBLIC. Open only to owners of 7-Eleven franchisee-owned stores that have been open for at least one year (as of March 1, 2011) and who are legal residents of one of the 50 United States or District of Columbia, 21 years of age or older, and are in good standing with Sponsor throughout the Program. Void where prohibited by law. The Program is subject to all federal, state and local laws and regulations. 2. THE PROGRAM: From March 1, 2011 through June 30, 2011, the top 45 participating 7-Eleven franchisee-owned stores with the highest percentage increase over the prior year (same period - March 1, 2010 through June 30, 2010) in scanned unit sales of Tropicana 12 oz. products will win a prize. At the conclusion of the Program, the stores will be ranked by sales (as described above) to determine which store owners are eligible to win a prize. Owners whose stores rank 1st through 10th in highest percentage in increased sales will win a Grand Prize. Owners whose stores rank 11th through 25th in highest percentage in increased sales will win a First Prize. Owners whose stores rank 26th through 45th in highest percentage in increased sales will win a Second Prize. In the case of a tie, the tie will be broken by the store who had the highest percentage of sales increase of Tropicana 12 oz. products for the first two (2) weeks of the Program, continuing thereafter to the next two (2) weeks of the Program until the tie is broken. 3. PRIZES: GRAND PRIZES (10): \$2,000. First Prizes (15): \$1,000. Second Prizes (20): \$500. All cash prizes will be awarded in the form of a check, payable to the store owner. Prizes are not transferable and prize substitutions will not be allowed. Taxes, if any, on prize are the sole responsibility of winner. If winner cannot accept prize as stated by Sponsor, prize will be forfeited. Total value of all prizes is \$45,000. 4. OFFICIALS: Potential prize winners will be notified by phone or mail. Participation constitutes permission (except where prohibited by law) to use winner's name and likeness for purposes of advertising, promotion, and publicity without additional compensation, unless prohibited by law. Entrants agree to abide by these Official Rules and by the decisions of judges, whose decisions are final in all matters relating to the Program. By accepting prize, winner releases and agrees to hold harmless, Sponsor, its parent company, and each of their respective affiliates, directors, employees, officers and agents, including without limitation, their advertising/promotion agencies from any and all liability, injury, loss, or damage of any kind, including but not limited to personal injury or death, arising from or in connection with participation in the Program, or the awarding, receipt, possession, use or misuse of any prize and/or with respect to participation in any prize-related activity. Sponsor and its agencies are not responsible for any incorrect or inaccurate information caused by any error, omission, interruption, deletion, defect, delay in operation or transmission, communications-line failure, theft, or destruction or unauthorized access of any sales data. If, in the Judging Organization's opinion, there is any suspected or actual evidence of tampering with any portion of the Program, or if technical difficulties compromise the integrity of the Program, the Judging Organization reserves the right to disqualify suspect participants or modify the Program in a manner deemed appropriate by the Judging Organization, at the Judging Organization's sole discretion. In such event, winners will be determined from eligible participants, or as otherwise deemed fair and equitable by the Judging Organization. Sponsor reserves the right, at its sole discretion, to disqualify any individual who tampers with the Program. 5. REVISED: By entering the Program, participant waives all rights to claim punitive, incidental and consequential damages, attorney's fees or any damages other than actual out-of-pocket costs incurred to enter. 6. WINNERS' LIST: For a list of the winners, send a self-addressed, stamped envelope to: Tropicana/7-Eleven Retailer Contest Winners List, P.O. Box 4660, Young America, MN 55558-4660. Requests must be received by July 29, 2011. Sponsor: Tropicana Products, Inc., 801 W. Monroe St., Chicago, IL 60661.



NEW ITEMS!! Limited Time Offer

Flavored Twinkies!

- Two flavors most preferred by consumers: Strawberry & Chocolate
- Flavored Twinkies launching mid-Feb
- In-market 30-days while supplies last

Strawberry Cupcakes!

- Cupcakes are the #1 SS snack item in C-stores
- Strawberry cake & frosting!
- Strawberry Cupcake launching May-Jun
- In-market 60-days while supplies last



Chocolate Crème
SLIN: 170441



Strawberry Crème
SLIN: 170472



Strawberry Cupcakes
SLIN: 170006

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Long Cut Wintergreen
SLIN: #320442



Fine Cut Natural
SLIN: #320122



Long Cut Straight
SLIN: #320044



Long Cut Mint
SLIN: #320111



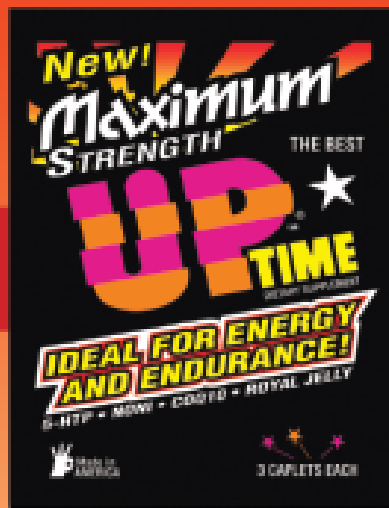
Fine Cut Wintergreen
SLIN: #321463



Straight Pouches
SLIN: #321117



Wintergreen Pouches
SLIN: #320833



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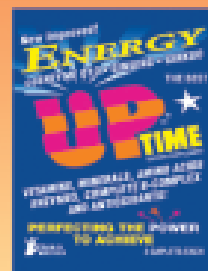
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Uptime is the most Effective
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Uptime is the number one selling energy pill in America

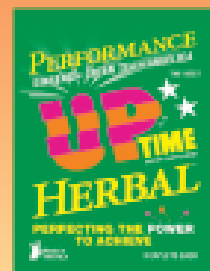
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In Memory Of Dick Newmark

The franchisee community lost an honored member and its longest tenured franchisee with the passing of San Francisco/Monterey Bay FOA storeowner Dick Newmark on February 5, 2011, at the age of 74. Newmark, an original Speedee Mart franchisee, became part of the 7-Eleven franchised system when Southland purchased Speedee Mart in 1964. Dick, who was known among his peers as a champion of franchisee rights, often spoke about his humble beginnings, his \$500 franchise fee, and his initial \$2500 inventory cost. His first franchise agreement was 5 pages, when a gallon of milk cost 49 cents and cigarettes were 27 cents.

In an *Avanti* interview last summer, Newmark remarked that he would definitely do it

again (franchise a 7-Eleven), and liked to talk about the accomplishments and growth that came to 7-Eleven stores through the addition of Slurpee, fountain, sandwiches, hot dogs, coffee and fast foods. Newmark was among the first to support MDA in 1974-75, and for thirty-five years ran an MDA Charity Golf Tournament, first with the Greater Bay FOA and then with the San Francisco/Monterey Bay FOA. Newmark praised 7-Eleven for getting into hot and fresh foods, but opposed the CDC flat fee for the costs it imposed on storeowners. He had a liver transplant in 2002, but came back to work in his store full time because he missed his early mornings and the camaraderie with 7-Eleven, vendors, his employees and customers.



Dick Newmark (center), with National Chairman Bruce Maples and Executive Vice Chairman Joe Galea, receiving his award at the 2010 National Coalition Convention.

Dick Newmark was a storeowner for more than 48 years—the longest on record for the 7-Eleven system and an accomplishment for which he was honored at last year's National Coalition Convention and Trade Show in Washington, D.C. He was a beloved and valued member of the franchise community, and he will be sorely missed. ■



National Business Leadership Council Committees and Members

The National Business Leadership Council (NBLC), which replaced the President's Leadership Council last year, is a system-wide group of franchisees picked by 7-Eleven, Inc. to provide vision and leadership (feedback), and help accelerate the 7-Eleven business strategy.

Listed below are the committees, sponsors, co-chairs and committee members representing franchisees on the National Business Leadership Council.

Customer Experience

- Executive Sponsor: Brad Jenkins, Senior VP, Store Operations
- Co-Chairs: Tim Donegan, VP, Canada

Division, Larry Hughes, VP, North Pacific Division, franchisee to be announced

- Franchisees: Bill Huffman (North Pacific Division), Tawab Amir (Southwest Division), Andy Rupp (Central Division), Dave Singh (Great Lakes Division), Luann Viglione (Northeast Division), Ed Denorio (Florida Division)

Retailer Initiative

- Executive Sponsor: Tom Scallion, VP, Business Transformation
- Co-Chairs: Ena Williams, VP, Southwest Division, franchisee to be announced
- Franchisees: Parnel Naidu (North Pacific Division), Paul Ghuman (Southwest Division), Iris Yost (Central Division), Mike Foster (Great Lakes Division), B. Singh (Northeast Division), Raj Masand (Chesapeake Division), Nalini Heran (Florida Division)

Food Service

- Executive Sponsor: Paul Pierce, VP, Quick Serve and Fresh Foods
- Co-Chairs: Allen Pack, VP, Central Division, franchisee to be announced
- Franchisees: Rich Rose (North Pacific Division), Steve Hayer (Southwest Division), Azar Saghir (Central Division), N. Katariwala (Great Lakes Division), Farrukh Baig (Northeast Division), Lori Wheeler (Chesapeake Division), M. Jorgensen (Florida Division)

Business Processes

- Executive Sponsor: John Ehrie, VP and Controller
- Co-Chairs: Raj Kapoor, VP, Great Lakes Division, franchisee to be announced

continued on page 68

7-Eleven GO-GO TAQUITOS
The Roller Grill Sensation

	McLane Order#
Chicken & Monterey Jack.....	517623
Buffalo Chicken.....	436063
Beef Taco & Cheese.....	530311
Steak & Jack Cheese.....	312777
Jalapeño & Cream Cheese.....	615302
Spinach & Artichoke.....	753152
Egg, Bacon, Potato & Cheese.....	064790

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Butcher Wrapped Burritos (8 oz.)
XX Large Burritos (10 oz.)

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Egg, Bacon, Cheese & Salsa (8 oz.) McLane # 089607	Egg, Sausage, Cheese & Potato (8 oz.) McLane # 089551	Beef & Bean (10 oz.) McLane # 036160	Spicy Red Hot Beef & Bean (10 oz.) McLane # 035592

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Associations of 7-Eleven
Franchisees' 36th Annual
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The only national event for
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July 17-21, 2011
Trade Show: July 20 & 21
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UPC 00050000800049

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The Lookout
for Coffee-mate's
Franchisee
Sweepstakes!



SEI News

SEJ Goes 'Green'

Seven-Eleven Japan is moving "full steam ahead" to open 100 eco-friendly c-stores in Japan by the end of February, reported the *New York Times*. SEJ opened its first green store last year in Kyoto, with LED technology for lighting, power operations with solar energy and outfitted with electric-vehicle chargers. This store is serving as the template for the new ones. Additionally, SEJ announced plans to convert another 100 existing outlets into "eco-konbinis"—the Japanese term for convenience store. Eventually, the company plans to make all of its 12,000 locations in Japan eco-friendly. The company is testing similar sustainable formats in other Asian markets, and last year opened its first U.S. green store in DeLand, Florida.

7-Eleven On Top 100 Military-Friendly Employers List



SEI has been named one of the Top 100 Military Friendly Employers, a list published annually by *G.I. Jobs* magazine. 7-Eleven was the only food retailer included and, among all retailers on the list, ranked third. The *G.I. Jobs* profile said of 7-Eleven, "The company prides itself on a diverse work force and its military-friendly hiring and franchising practices. The company's franchise program offers discounted franchise fees to retired or separated veterans of the U.S.

Armed Forces who have been honorably discharged from the service."

In 2009, 7-Eleven introduced a military veterans' franchise program offering discounted franchise fees to retired or separated veterans of the U.S. Armed Forces who have been honorably discharged from the service. Qualified veterans receive a 10-percent discount on the initial franchise fee for the first store they franchise. Since the program's launch, 16 veterans have become 7-Eleven franchisees and another 18 have applied to become new franchisees. SEI also actively recruits for new franchisees and management trainees at military job fairs and advertises in military-focused publications about opportunities with the company. Later this year, the company will participate in a cause-marketing campaign with the National Coalition of Associations of 7-Eleven Franchisees and a number of its suppliers to benefit Hire Heroes USA, a military veterans hiring campaign.

Taking Manhattan By Storm

SEI has big plans for the Big Apple: to open at least 15 locations by the end of 2012 and 100 in the next five years, *Crain's New York Business* reported. The company presently has 10 stores in Manhattan, including two that opened in December, and has signed leases for another two locations elsewhere in the borough. The article reveals that part of SEI's new strategy involves converting

existing mom-and-pop stores under its Business Conversion Program, which costs about \$250,000 per remodel. The recession is making it easier for SEI to snatch up locations, as many small businesses in Manhattan are having a rough time and are unable to renew leases. So far, the company has replaced old delis and DVD stores, and even a former Starbucks.



Growth Opportunities Abound In Aurora Colo.

Aurora, Colorado has much appeal for SEI. The company opened five new stores in the city in the past year for a total of 30, and SEI wants to grow that figure in Aurora by as much as 30 percent in the near future, according to the *Aurora Sentinel*. "We see a significant growth potential there, based on population density," a company spokeswoman told the newspaper. "It is somewhat underserved by convenience retail." SEI views Aurora as ideal due to abundant high-density apartment housing. Many of the new stores will be franchises.

7-Eleven Marks New Territory In China

7-Eleven is opening two outlets in Chengdu on March 17, 2011, for its entry

continued on page 68

"SEI has plans to open at least 15 stores in Manhattan by the end of 2012."



7-Eleven Custom Powerhouse
SLIN 320380
0-00-70330-63353-8



Playboy Series
SLIN 321162
0-70330-63326-1



Traditional Tattoos Series
SLIN 320256
0-70330-61893-0



Rock Bands Series
SLIN 321496
0-70330-63272-1



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0-70330-62096-4

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SEI News

continued from page 66

into this new market in China, reported ChinaRetailNews.com. According to its expansion schedule in Chengdu, 7-Eleven will first launch two stores in March, open 15 stores during the following three months, develop 50 stores within one year, and have 350 locations in the marketplace over five years. By its layout plan, these 350 stores will be mainly located in the five districts of the main city, as well as the high-tech region. The 50 planned stores in 2011 will all be company owned, and franchised stores are expected to be launched in 2012.

Mercury Mambo Signed As Hispanic Agency Of Record

Austin-based Mercury Mambo has been named SEI's Hispanic marketing agency of record, reported Ahorre Dinero.com. Liz Arreaga, founding partner of Mercury Mambo, told the website they will create an integrated marketing campaign to help make the 7-Eleven brand "the convenience store of choice" for U.S. Hispanics. Mercury Mambo will be the only agency working on Hispanic marketing issues for SEI in North America. The agency's goal is to come up with recommendations for an integrated marketing plan by late February. ■

"Mercury Mambo is now SEI's official Hispanic marketing agency."

NBLC Committees

continued from page 63

• Franchisees: Serge Haitayan (North Pacific Division), A. Maldonado (Southwest Division), George Clift (Central Division), Hetal Patel (Great Lakes Division), M. Shenouda (Northeast Division), Jamil Khan (Chesapeake Division), Lisa Pein (Florida Division)

Distribution Systems

• Executive Sponsor: Bill Merrigan, VP, Logistics
 • Co-Chairs: Robert Cozens, VP, Northeast Division, franchisee to be announced
 • Franchisees: S. Chauhan (North Pacific Division), Jawad Ursani (Southwest Division), Bruce Maples (Central Division), Ken Patel (Great Lakes Division), Dennis Lane (Northeast Division), Adnan Shaikh (Chesapeake Division), Roger Van Sluis (Florida Division)

Business Infrastructure

• Executive Sponsor: Art Rubinet, VP

and Assistant General Counsel

• Co-Chairs: Bill Engen, VP, Chesapeake Division, franchisee to be announced
 • Franchisees: Jivtesh Gill (North Pacific Division), S. Sandhu (Southwest Division), W. Imamura (Central Division), Linda Russ (Great Lakes Division), Kinjal Patel (Northeast Division), Bill Simmons (Chesapeake Division), Abdul Halim (Florida Division)

SL/Teamwork

• Executive Sponsor: Krystin Mitchell, Senior VP, Human Resources
 • Co-Chairs: J. Hedrick VP, Florida Division, franchisee to be announced
 • Franchisees: Joon Yang (North Pacific Division), Jas Dhillon (Southwest Division), Todd Ferguson (Central Division), Rita Turner (Great Lakes Division), Mark Guest (Northeast Division), B. Kebede (Chesapeake Division), and Amy Khoury (Florida Division) ■

Bits&Pieces...continued from page 56

largest consumer-voted program for consumer-packaged goods. Finalists were judged on appeal of innovation, usage, satisfaction and purchase intent. • **A re-formulated Four Loko is back on store shelves** in Washington and Oregon, according to KATU News. Since the FDA put the clamps on high-energy alcoholic beverages in November, **the makers of Four Loko removed the caffeine and other stimulants** from the drink and now market it as "malt liquor." • Three Florida convenience store owners have been **indicted for food stamp fraud**, reported the *Bradenton Herald*. The three owners exchanged cash for food stamps, defrauding the government out of \$857,000 over two years. • **A study by the FDA shows that cigarette packs with images of diseased lungs or oxygen masks** do little to discourage smoking. However, an image of a **male corpse with a stapled chest** seems to increase adult smokers' intentions to quit. Under new regulations by the FDA, cigarette makers must put **graphic warning labels on packages**, and the agency has been testing which images have the greatest effect. • Colorado c-stores continue their battle for the **right to sell beer stronger than 3.1 percent**. State law allows only liquor stores and bars to sell beer with an alcohol content of 3.2 percent or more, and c-store owners are vying to level the playing field. ■

SAVE A BUNDLE WITH OUR NEW BUNDLES.

With 14 Salado Sales bundle promotions available throughout the year, you can more easily stock your stores with high-quality products and generate an even greater bottom line.



- **First Half 2011 — "Wipe Up Profits"**
26% savings on CVP paper products
- **January — "Restore Your Profits"**
23% savings on CVP single- and multi-dose products
- **February — "Clean Up the Profits"**
35% savings on CVP laundry detergent
- **March — "March Madness Profits"**
48% savings on CVP condiment and picnic items
- **April — "Sweeten Your Profits"**
45% savings on CVP bagged candy
- **May — "Fire Up Your Profits"**
24% savings on CVP charcoal and lighter fluid
- **June — "Serve Up Your Savings"**
46% savings on CVP wipes and plastic ware
- **Second Half 2011 — "Drive Up Profits"**
18% savings on Road-Tech oils and wipes
- **July — "Bag Up Profits"**
35% savings on assorted CVP plastic bags
- **August — "Accelerate Your Profits"**
40% savings on Road-Tech wipes and air fresheners
- **September — "Bundle Up on Savings"**
14% savings on Road-Tech antifreeze and CVP firelogs
- **October — "Get a Grip on Savings"**
32% savings on Work Fare gloves
- **November — "Get Healthy Profits"**
33% savings on CVP cough and cold remedies
- **December — "Grow Your Profits"**
23% savings on baby products

Order now at www.mclaneco.com/goto/ssvts or visit www.saladosales.com to view our complete list of products.



Stay up to date on all things Salado. Email SaladoSalesFollowup@crossmark.com to subscribe to our e-blast today!

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VENDOR FOCUS

VENDOR FOCUS

BIGGER, BETTER BURRITO ROLLERS

Chicken & Pepper Jack Cheese
McLane UIN • 289744
PSP UIN • 00712

25% MORE FILLING

**ANNOUNCING MAJOR COUPON DROP IN MARCH & APRIL
3,000,000 CUSTOMERS TO RECEIVE COUPON GOOD FOR ONE FREE BURRITO ROLLER!**

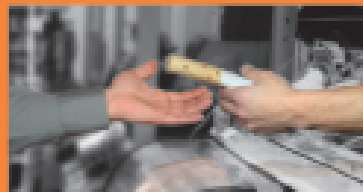
STOCK UP AND BE READY FOR MORE TRAFFIC!

STEPS TO INCREASED PROFITS

1) Full Grills Sell More.
Your increased sales will far outweigh spoils.



2) Sampling Builds Repeat Sales.
When you sample the new bigger and better Burrito Rollers you will increase sales!



Stock up and order Burrito Rollers through your normal store process.

Rolly's
Convenient Foods

Sausage, Bacon, Egg & Cheese

McLane UIN • 289645
PSP UIN • 00669

UNILEVER ENTICES WITH FREE FILLS ON NEW PRODUCTS!

Unilever wants to make a big impact on your ice cream sales with sweet deals on new products to help you attract more customers to your freezer section.

Magnum Ice Cream Bars: Tremendously popular in Europe, with over \$1 billion in sales globally, Magnum Ice Cream Bars are Unilever's biggest ice cream brand launch ever! Available in Classic, Almond and Double Caramel, Magnum Ice Cream bars are made with only real Belgian chocolate, and Double Caramel features three outer layers—two thick hard chocolate layers with a molten caramel sauce in-between. These super premium adult



chocolate indulgences appeal to women and consumers over the age of 25. The launch will be supported with major U.S. advertising, including TV, online digital media, and major magazines.

Introductory support for Magnum Ice Cream bars is a Free Fill of each flavor—1 case of each SLIN, a retail value of \$100.44. Also, Unilever is offering a full funded \$1 IRC Coupon in May and again in September, which has a 40 percent consumer value and gives stores 42 percent GP (\$1.16).



Magnum is Unilever's biggest-ever product launch.

Advertising in the U.S. will be targeted at 25-34 year old women who embrace the "work hard, play hard" mentality and feel justified in treating themselves to the things they want. Female shoppers account for 50 percent of ice cream consumers in the convenience channel, and more women aged 26-40 years old buy ice cream in c-stores than men.

Klondike What The Fudge?

Brownie Sandwich: A departure from the typical Klondike, What The Fudge consists of light vanilla ice cream with a unique, chocolate fudge center between two chocolate brownies. To kick off this new product, which will be especially appealing to current Non-Klondike users, Unilever is offering a Free Fill—1 case per store (Retail Value \$42.96). At a cost of \$1.07 and an SRP of \$1.79, Klondike What the Fudge? Brownie Sandwich is deliciously profitable, generating a 40.2 percent Margin.



Get a Free Fill on Magnum, Klondike What The Fudge, and Mrs. Fields Cookie Dough Craver!

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WHITE OWL'S AWARD-WINNING WHITE GRAPE CIGARS

Whether in FoilFresh Cigarillos, FoilFresh Blunts, or Blunts Extras, White Owl's White Grape cigars continue to deliver the slow burning green wrapper, great flavor and taste, and guaranteed freshness consumers expect from a White Grape Cigar.



- First in White Grape—White Owl's White Grape award-winning cigars (CSP

Retailer 2008 finalist & 2009 winner) are the first, and only, to offer a mild and slow burning green wrapper.

- First in Foilfresh—White Owl White Grape Cigars are available in a wide range of options that ensure meeting consumer and retailer needs. From White Owl White Grape's ever-popular cigarillos in a 2-cigarillo FoilFresh pouch and 60-count FoilFresh bonus box to the new 2-for \$1.49 FoilFresh Blunts pouch, White Owl delivers the freshness and White Grape experience consumers demand.



White Owl White Grape—first in popularity, in Foil-Fresh, and in Freshness.

- First in Freshness—White Owl White Grape cigars are always guaranteed to be a fresh, smooth smoke. Because of this freshness, slow burning green wrapper, and mild taste, White Owl's White Grape was the fastest growing flavor in the industry in 2009 and 2010.

VENDOR FOCUS

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Consumers think Mrs. Fields for chocolate chips!

Breyer's Mrs. Fields Cookie Dough Craver:

Mrs. Fields is the #1 cookie franchise in the U.S., and Mrs. Fields co-branded products are known to outsell non-branded products. With such good things going for it, Breyer's Mrs. Fields Cookie Dough Craver will certainly fly out of your freezer section! To help get you started, Unilever is offering a Free Fill of 1 case per store (retail value \$26.23).

NEW BAZOOKA SWEET TWEETS AND BABY BOTTLE POP RATTLERZ

Bazooka Candy Brands has introduced two new products sure to be a hit with fun-loving consumers.

Sweet Tweets candy provides a personal, simple, and fun way to stay connected to loved ones. It's a small candy with a printed emoticon :) on a decorative paper board. The product allows consumers to write short, personalized notes with the ultimate punctuation—a sweet treat—and serves as the perfect way to leave someone a handwritten message, whether in a lunchbox or locker. Sweet Tweets will debut at retail in March at a suggested



price of \$0.99 per pack. Each of the four new flavors—Blue Raspberry, Watermelon, Lemonade, and Strawberry will include 10 notes with the candy inserts, and the packs come in five different fun and playful design themes allowing consumers to further personalize their Sweet Tweets. In-store displays will feature display boxes each containing 24 packages of Sweet Tweets and twelve-package clip strips.

Baby Bottle Pop Rattlerz is an extension of Bazooka Candy Brands' top-selling Baby Bottle Pop candy line. Baby Bottle Pop Rattlerz is shaped like a rattle and features a lollipop encased in a clear globe with crunchy candies that create a percussive sound when shaken. The product comes in two flavors—Berry Blast and Strawberry—and began shipping in January 2011. The suggested retail price is \$1.49.

To support the introduction of Baby Bottle Pop Rattlerz at retail, Bazooka has planned a comprehensive marketing and promotional cam-



Sweet Tweets And Baby Bottle Pop Rattlerz add fun and sales.

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'GET YOUR RIDE ON' WITH 7UP'S HARLEY-DAVIDSON GIVEAWAY CONTEST

Don't miss a chance to ride off on one of three motorcycles to be awarded in 7UP's Franchisee Harley-Davidson Sportster Motorcycles Giveaway! The contest runs from January 1, 2011 to May 31, 2011, and 7-Eleven storeowners can enter one or



Win one of three Harley-Davidson Sportster Motorcycles in the 7UP Contest!

both drawings by doing the following:
1) Increase sales of 7UP, Sunkist, Canada Dry, A&W and Welch's brands by 10 percent over last

year and you will be automatically entered to win one of two Harley-Davidson Sportster Forty-Eight Motorcycles. All pack sizes are eligible, including 20-oz., 12-pack, 2-liter and 1-liter. Growth will be measured by 7-Exchange store scan data.

2) Non-colas are outperforming colas YTD at 7-Eleven! Fountain carbonated soft drinks on average deliver 80 percent gross margin. Add 7UP, Diet Dr Pepper, Sunkist Orange or Hawaiian Punch to your fountain, and send in your first receipt as proof of purchase. You will be entered to win one Harley-Davidson Sportster Forty-Eight Motorcycle and will get a \$75 check just for installing!

Three winners will be chosen by drawing at the National Coalition Convention and Trade Show, July 17-21, 2011.

"Trade up" chocolate tablets that appeal to men, women, and younger consumers.

14.5% of sales new to the category

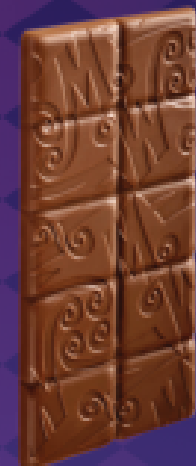
45% GP. Available

through McLane February 28, 2011



WONKA® TRIPLE DAZZLE CARAMEL BAR AND PIECES

Creamy milk chocolate with buttery caramel and a dazzle of sea salt



WONKA® FANTABULOUS FUDGE CHOCOLATE BAR

Creamy milk chocolate with decadent chocolate fudge

85% of Wonka chocolate sales come from consumers trading up from everyday chocolate candy

16% of Wonka Exceptionals customers repeat purchase

YTD Total Chocolate is up 5.5%

Tablets are growing at 27%, driven by Wonka

Major National Launch supported by heavy consumer marketing!

Introducing 2 New FANTASTIC Wonka Exceptionals



Available In Introductory Power Wing 72-Count Floorstand With In-Pack Coupon Starting April 4, 2011!

24 of Each:
WONKA® Triple Dazzle Caramel
WONKA® Fantabulous Fudge
WONKA® Scrumdiddlyumptious
50 "Save \$1.00" coupons in pack

Pack/Size 72 ct.
UPC 79200-85247
McLane UIN 379651

VENDOR FOCUS

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campaign including online and TV commercials. Similar to Baby Bottle Pop, the Rattlerz will include a special code in the packaging that will enable kids to log on to BabyBottlePop.com, which features a musical environment, and download free MP3s from Go Entertainment's Kicking Daisies and Razor & Tie's Mathias Anderle. The available MP3s include original tunes from these artists, as well as their versions of the Baby Bottle Pop jingle.



Lifeway Lowfat Kefir will increase "healthy" sales and provide healthy returns.

PROBIOTIC-PACKED LIFEWAY LOWFAT KEFIR

Lifeway Lowfat Kefir is a delicious yogurt-like smoothie packed with 12 live and active probiotic cultures—including ProBoostä, Lifeway's clinically proven probiotics to support immunity and digestive health. Packaged for convenience in the 8 oz. "grab and go," it's the perfect size for a quick breakfast or an indulgent treat. Enhance your customer's well being and increase sales with healthy returns.

SUPREME PROTEIN IN NEW PEANUT BUTTER & JELLY FLAVOR

The new Supreme Protein Peanut Butter & Jelly bar is a quadruple layer recipe packed with protein crisps, strawberry jelly and premium quality protein—featuring whey isolate—all smothered in a creamy peanut butter coating. The Supreme Protein Peanut Butter & Jelly bar joins a protein bar line (which also includes Caramel Nut Chocolate, Peanut Butter Crunch, Cookies n' Cream, Rocky Road Brownie, and Peanut Butter Pretzel Twist) that has become one of the highest-rated brands in this vast product category. Supreme Protein has won more than twenty different prestigious awards from retailing organizations and major publications, all celebrating the flavor and quality of its line of protein bars. Offer your customers the power of protein with the delight of a dessert with the new Peanut Butter & Jelly flavor from Supreme Protein.



Supreme Protein's latest bar is pure, power-packed PB&J pleasure!



Get 50 percent off invoice from McLane on Kashi GOLEAN Peanut Butter & Chocolate Bar.

NEW BEN & JERRY'S FLAVORS

Ben & Jerry's is introducing four new one-pint flavors sure to be a hit with ice cream lovers everywhere.



- Clusterfluff—Peanut butter ice cream with caramel cluster pieces, peanut butter and marshmallow swirls.
- Red Velvet Cake—Red Velvet ice cream with Red Velvet cake pieces and a cream cheese frosting swirl.
- Late Night Snack (Inspired By Late Night With Jimmy Fallon)—Vanilla and caramel ice creams with fudge covered potato chips and a salty caramel swirl.
- Bonnaroo Buzz—Coffee and malt ice creams with toffee chunks and a whiskey caramel swirl.



Contact your local distributor to order Ben & Jerry's flavors.

HOT DEAL ON KASHI GOLEAN PEANUT BUTTER & CHOCOLATE BAR

Kellogg's is currently running a special deal on Kashi GOLEAN Peanut Butter & Chocolate Bar—50 percent Off Invoice from McLane (SLIN 302949; McLane UIN 104463). The deal is good for orders placed throughout February and March. The classic flavor combination of roasted peanut butter and chocolate is hard to resist. Each delicious, all natural GOLEAN Peanut Butter & Chocolate Bar has a smooth, peanut butter chewy center that is dipped in chocolate, and will help your customers stay satisfied with protein and fiber.

continued on page 76



Fruit Of The Vine

New Swisher Sweets White Grape



IMPULSE
UINN 368118

Swisher Sweets are the best-selling cigars in the country. Now, our new White Grape flavor is sure to grow your profits even higher. Already a proven hit among customers, the White Grape flavor is available in the popular cigarillo size. So plant the seeds of success—and harvest the profits. For more information, contact your Swisher representative today!

www.swisher.com | 800.874.9720

VENDOR FOCUS

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NEW WHITE GRAPE SWISHER SWEETS CIGARILLOS

Swisher International recently unveiled a new white grape flavor to add to America's #1 selling lineup of Swisher Sweets Cigars. The white grape flavor offers customers a mild-sweet taste, smooth flavor and an excellent aroma. These new cigarillos are individually wrapped in the company's Sealed-Fresh foil wrapping and come in a variety of packaging—Bonus Box 60s, 25-count Impulse Units, and special Buy 2 Get 1 Free 3-packs. For complete information about the Swisher Sweets White Grape Cigarillos, contact your Swisher representative or call 800-874-9720.

Get White Grape Swisher Sweets Cigarillos in a variety of packaging.

SWISHER UNVEILS 84MM HARD-PACK LITTLE CIGARS

Swisher International has introduced new 84mm hard-pack packaging for the company's Swisher Sweets Little Cigars. While the traditional soft pack will remain available, the popular 84mm length hard pack is designed to resist bending and crushing to preserve the product in its original condition. Today's consumers have expressed a preference for more protective packaging, and Swisher is offering them what they want—hard-pack little cigars available in Swisher's most popular styles, Sweet, Menthol and Silver. For complete information about the new packaging, contact your Swisher representative or call 800-874-9720.



Swisher Sweets Little Cigars now available in hard-pack packaging.

V8 JUICE PLUS TEA!

New V8 V-Fusion + Tea is a blend of nutritious vegetable and fruit juice enhanced with green tea for a taste that's deliciously crisp and light. Each 8oz glass of V8 V-Fusion + Tea has 50 calories, the antioxidant benefits of green tea, and no artificial flavors, colors or



Grow sales with innovative V8 V-Fusion + Tea.

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JEREMIAH WEED MALT BEVERAGES HIT C-STORES

Diageo Guinness recently introduced new Jeremiah Weed Malt Beverages to c-stores nationwide. Available in 24-oz cans and in three flavors—Lightning Lemonade, Roadhouse Tea and Spiked Cola—Jeremiah Weed is 5.8 percent alcohol by volume, not too sweet, not too carbonated, and refreshing tasting with a Southern Bite done right.

Progressive Adult Beverage (PAB) dollar sales are up 7 percent, PAB sales are outpacing the total beer category during the same period, and 24-oz cans continue to drive c-store sales, making this the ideal time to launch new Jeremiah Weed. Create new profit opportunities because Jeremiah Weed is the perfect choice when guys want a break from beer, and will attract new customers to the PAB category.

The Jeremiah Weed launch is supported by a robust mass marketing plan to drive huge consumer awareness and trial during the key summer season—TV, starting in April, to build awareness and drive foot traffic; in-store sampling to drive trial; in-store activation to drive awareness; and non-traditional marketing (Social media—Facebook, Twitter, YouTube, etc.). Stock up to meet the demand!

Jeremiah Weed is the perfect thing to serve for a break from beer.



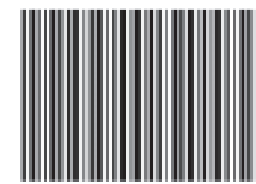
A full line of trash bags exclusively designed for 7-Eleven Franchisees

Clear color bags

Large 2 ft COFFEE BAR liner Bags per roll: 225



SLIN: 530340
UIN: 482620



42x34, 40-gal

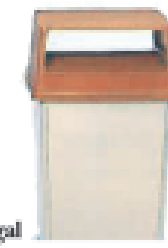
Black color bags

KING KAN "Square" outside Bags per roll: 100

SLIN: 530471
UIN: 482551

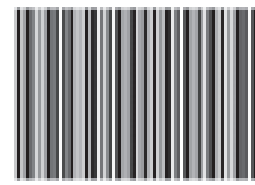


50.5x46, 50-gal



Small 1 ft BEVERAGE BAR liner Bags per roll: 300

SLIN: 530207
UIN: 482414



32x34, 30-gal



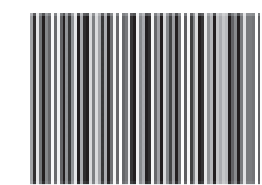
65-gallon can Bags per roll: 75

Bags per roll: 75



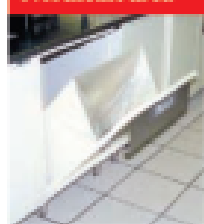
52x49, 65-gal

SLIN: 530173
UIN: 048251



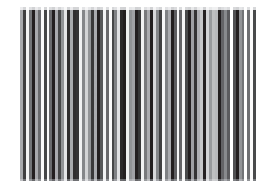
COFFEE BAR & ROUND OUTSIDE Bags per roll: 110

Northeast area



30x46, 32-gal

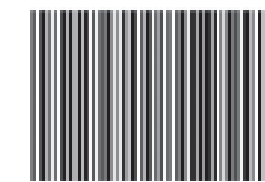
SLIN: 530072
UIN: 018853



ROUND OUTSIDE Bags per roll: 125

Bags per roll: 125

SLIN: 530044
UIN: 482580

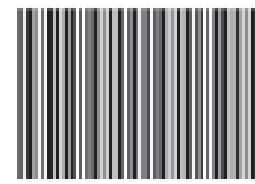


37x46, 44-gal



CASH REGISTER & RESTROOM AREA Bags per roll: 225

SLIN: 530472
UIN: 482497



32x46, 32-gal



Custom designed for the Franchisee



1.800.373.9410
www.lonestarplastics.com

VENDOR FOCUS

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preservatives. A refreshing afternoon alternative, V8 V-Fusion + Tea is available in two flavors in 12 oz.—Raspberry Green Tea and Pineapple Mango Green Tea. Regardless of tough economic times, consumers still consider health in their buying decisions. V8 V-Fusion + Tea will appeal to juice buyers seeking lighter and more refreshing juices—especially for the non-morning and “goes with food” occasions—as well as calorie-conscious adults who don’t “like to drink their calories.”



LALA Yogurt Smoothies generate a healthy 38 percent GM.

GET HEALTHY SALES WITH LALA YOGURT SMOOTHIES

Add healthy alternatives to your beverage and snack selection with LALA Yogurt Smoothies, which contain no artificial colors, flavors or high fructose corn syrup. They are a natural source of protein and calcium and essential nutrients. Five 8.1oz LALA Smoothie items are authorized for all 7-Eleven Divisions—with the exception of the Northeast—and

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INCREASE YOUR PROFITS WITH SALADO SALES

In today’s economy, consumers are demanding more bang for their buck. Salado Sales provides a wide range of high-quality products in categories such as health and beauty care, grocery, general merchandise, candy, snacks and automotive that deliver incredible 55 percent gross profit margins and keep your customers coming back for more.

- Road-Tech automotive chemicals, additives and lubricants, and accessories accelerate your retail performance and produce profit margins that leave national brands standing still.

- CVP paper, plastic and foil products offer lower re-tails for consumers and higher profits for retailers.

- Salado Sales’ full lineup of must-have items under the CVP and Double

S Foods brands generate a 42-55 percent gross profit margin.

- Make your sales look great with a full line of CVP health, beauty and wellness

items. These top-quality products offer a 40-73 percent gross profit margin.

- With a versatile line of general merchandise products, Salado Sales has something for everyone. Stock the top-selling items from CVP and Work Fare and watch your bottom line grow—the general merchandise product lines deliver a 40-60 percent gross profit margin.

Be sure to visit Salado Sales’ on the Virtual Trade Show—a highly interactive service designed to allow you online access to bundle promotions of toiletries, candy, cleaning supplies, condiments, automotive supplies and much more. The show is now open at www.mclaneco.com/goto/ssvts.

Salado Sales, a subsidiary of McLane, researches, develops and distributes quality control label products

to retailers. The cost to you is low, so you can offer attractive prices to your customers while keeping gross margins and penny profits high. To learn more, visit www.saladosales.com.



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www.hottips-eco.com
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 5330 Fox St. Denver, CO 80218
 1-888-525-5897 Fax: 303-298-0599

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Motorola, Blackberry, & HTC All-in-one Charger
24291 24552

Samsung & HTC All-in-one Charger
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LG & HTC All-in-one Charger
24291 24558

Samsung & HTC Car Charger
24291 24553

Motorola, Blackberry, & HTC Car Charger
24291 24558

Phone & iPod Car Charger
24291 24558

150W Power Inverter with USB Port
24291 24321

Twin Socket Adapter
24291 24505

AC/DC Adapter
24291 24583

Mini Solar Battery
24291 24577

Solar Cell Battery
24291 24576

9-LED Flashlight
24291 24534

3-LED Push-Light
24291 24505

Bluetooth Headset
24291 24405

Clip-on Stereo Earbuds
24291 24547

Stereo Earbuds
24291 24546

Stereo Earbuds with Microphone
24291 24545

4GB Flash Drive
24291 24539

4GB Micro SD Card Combo
24291 24538

Keychain Flashlight
24291 24536

Lazer Keychain
24291 24544

Navajo Item #	UPC Number	Description	Qty	UPC	Suggested Retail
24536	02491-24536-0	Hottips LED key chain	2		\$ 1.99
24544	02491-24544-5	Hottips Lazer Key Chain	2		\$ 1.99
24321	02491-24321-2	Hottips 150 Watt Power Inverter	2		\$ 19.99
24505	02491-24505-3	Hottips Twin Socket	2		\$ 9.99
24503	02491-24503-2	Hottips AC/DC Adaptor	2		\$ 9.99
24600	02491-24600-5	Hottips 4GB Micro SD card (3pc Universal Fit)	2		\$ 12.99
24539	02491-24539-1	Hottips 4GB Flash Drive	2		\$ 12.99
24576	02491-24577-6	Hottips Solar Battery (1200 mAh)	2		\$ 19.99
24577	02491-24577-3	Hottips Solar Battery (600 mAh)	2		\$ 15.99
24535	02491-24535-3	Hottips 3 LED Push Light	2		\$ 4.99
24538	02491-24538-4	Hottips 9 LED Flash Light	2		\$ 5.99
24545	02491-24545-2	Hottips High Quality Earbud w/Mic	2		\$ 9.99
24546	02491-24546-9	Hottips HQ Earbud w/ Interchangeable Shell	2		\$ 9.99
24547	02491-24547-6	Hottips Over the Ear Head Phone	2		\$ 12.99
24405	02491-24405-9	Hottips Bluetooth Headset	2		\$ 19.99
			Total Qty		
DATE:		STORE OPERATOR:			55% GP
MARKET #		ADDRESS:			
STORE #		CITY/STATE/ZIP:			

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VENDOR FOCUS

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ROLLY'S LAUNCHES MAJOR COUPON DEAL FOR BURRITO ROLLERS

Rolly's Burrito Rollers will give away 3 million consumer coupons.

Rolly's Fresh Foods announced that it is kicking off a major coupon campaign in March—3,000,000 customers nationwide will receive a coupon good for one free Burrito Roller! Response to this offer is expected to be tremendous, so make sure you're ready for increased traffic by stocking up on Burrito Roller Sausage, Bacon, Egg & Cheese (McLane UIN 289645; PSP UIN 00669) and Chicken w/Pepper Jack Cheese (McLane UIN 289744; PSP UIN 00712). You can increase your profits by following these simple steps:

- Keep your grill full of Burrito Rollers. Your increased sales will far outweigh increased spoils.
- Sampling—When you sample the new bigger and better Burrito Rollers, you will increase sales!

are available through McLane (Velda Farms Dairy in FL). There's a flavor to please every palette including Strawberry—the #1 seller (SLIN-150408, UIN-386656), Mango (SLIN-150417, UIN-388892), Peach (SLIN-150665, UIN-386631), Strawberry Banana Cereal (SLIN-15066, UIN-400200), and Pecan Cereal (SLIN-150442, UIN-386896). At an SRP of \$1.49, LALA Yogurt Smoothies deliver great value to 7-Eleven customers and a healthy 38 percent GM for your bottom line! For more information visit www.lalafoods.com or contact Holly Hines at hhines@lala.us.com.



COFFEE-MATE IS STILL IN THE GAME!

Nestle Professional would like to inform all 7-Eleven franchisees that, although Coffee-Mate creamers have been de-listed as recommended items, they are still available for ordering through McLane as Store Supported Items. After calling McLane to add Coffee-Mate to your next order, the products should show up on your order system. Also, register



The two new Wonka Exceptionals are available in a power wing display beginning April 4.

Nestle Confections has added to new varieties to its Wonka Exceptionals line: Wonka Triple Dazzle Caramel Bar And Pieces—creamy milk chocolate with buttery caramel and a dazzle of sea salt; and Wonka Fantabulous Fudge Chocolate Bar—creamy milk chocolate with decadent chocolate fudge.



Available through McLane on April 4, both new varieties are broadly appealing—they are liked by teens and young adults—and both varieties met or exceeded benchmarks. Appeal is driven by positive taste perceptions, as consumers like the flavor options, and the tablet format is growing at 27 percent. Both have an SRP of \$2.29 and generate GP\$ of 45 percent.

Wonka Triple Dazzle Caramel Bar And Pieces and Wonka Fantabulous Fudge Chocolate Bar are included in

at www.CMFeelTheLove.com to enjoy weekly Coffee-Mate rebates and deals!

Coffee-Mate can help increase foot traffic to your store. Twenty-eight percent of consumers say they would increase the frequency of their visits if Coffee-Mate were offered. Additionally, Coffee-Mate users are passionately loyal—when they shop for creamer at retail, 45 percent of them buy Coffee-Mate exclusively. Recent studies further show that 59 percent of coffee drinkers and 70 percent of 18-34 year olds say that the availability of at least one flavor of Coffee-Mate creamer would make them more likely to order coffee at a restaurant. Order today and attract more customers to your coffee isle!

INTRODUCING TWO NEW WONKA EXCEPTIONALS

continued on page 82

START GETTING FIVE SERVINGS OF VEGETABLES EVERY DAY.

1 SERVING

3 SERVINGS

WE'VE GOT FOUR RIGHT HERE.



V8 WHAT'S YOUR NUMBER?

VENDOR FOCUS

continued from page 80

a new introductory Power Wing Display, which also features Wonka Scrumptiddlyumptious (ranks in Top 10 of Total Gourmet tablets). The display contains 24 of each variety, as well as 50 "Save \$1.00" in-pack coupons. Case price is \$110.88.

HOSTESS' CUPCAKE AND TWINKIES BONUS PACKS

Increase your Sweet Snack sales with Hostess Chocolate Cupcake and Twinkies Bonus Packs. Each pack offers 3 Hostess Chocolate Cupcakes or 3 Hostess Twinkies for the price of 2! Hostess is also offering a display shipper with graphics for both bonus pack products. The #1 Sweet Snack



SKU in c-stores is Hostess 2-count Chocolate Cupcakes, and Twinkies ranks in the top 10 for both dollars and units in c-stores. Sweet Snacks is one of the largest snack segments, with Sweet Baked Goods at 28 percent of sales nationally and growing 2 percent. Snack Cake is the largest all-



Sweeten snack sales with Hostess' 3-for-2 Chocolate Cupcake and Twinkies Bonus Packs.

day snack segment in c-stores, driven by the indulgent snack segment at +5 percent (Cupcakes, Crème Filled Cake). GP% for the Chocolate Cupcakes Bonus Pack is approximately 39 percent (with National Rebate), while the Twinkies Bonus

Pack yields a GP% of approximately 35 percent. Both are distributed via Hostess DSD (Chocolate Cupcakes—SLIN: 172748, Unit UPC: 0 45000 00285 2; Twinkies—SLIN: 170487, Unit UPC—0 45000 00100 8).

SNICKERS PEANUT BUTTER BAR IS 'SATISFACTION SQUARED'

Mars Chocolate North America recently unveiled the newest variety of the company's classic Snickers bar—Snickers Peanut Butter Squared, which retains all the ingredients people love about Snickers like peanuts, caramel, nougat and milk chocolate and pairs them with delicious peanut butter.

Snickers Peanut Butter Squared has already scored with fans, becoming the top-testing new candy bar product for Mars in the last three years. (BASES II, July 2009).

Each 1.78-ounce singles pack includes two square-shaped bars and sells for a suggested retail price of \$.89. To help launch Snickers Peanut Butter Squared, Mars rolled out a comprehensive integrated marketing campaign in January, including a consumer promotion, advertising on television, print, online, in-store and a national public relations campaign. The tagline for the new creative campaign reads "If you like peanut butter and chocolate, you'll love peanut butter and Snickers." ■



Snickers Peanut Butter Squared is the top-testing new candy bar product for Mars in the last three years.

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CIGARETTE PAPERS-WHITE 1 CARTON-24 BOOKLETS SLIN 320843 - UIN 504308 0 08660 00702 5
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Franchise Owner's Association Regional Board Meeting Dates

The following dates show planned regional FOA meetings. All franchisees and vendors are invited. To attend, please call or e-mail ahead to verify meeting dates, times and locations.



So. Nevada/Las Vegas FOA

Phone: 702-324-0828

March 10, 2011—Board Meeting
March 24, 2011—General Meeting
April 7, 2011—Board Meeting
April 21, 2011—Meet & Greet
May 26, 2011—Meet & Greet
June 9, 2011—Board Meeting
June 23, 2011—Meet & Greet
August 11, 2011—Board Meeting
August 25, 2011—General Meeting
September 8, 2011—Board Meeting
October 6, 2011—Board Meeting
October 20, 2011—Board/Planning Meeting

7-Eleven FOAC

Phone: 847-971-9457

March 17, 2011—General Meeting
March 24, 2011—Board Meeting
April 21, 2011—Board Meeting
May 26, 2011—Board Meeting
June 9, 2011—General Meeting
June 30, 2011—Board Meeting
July 28, 2011—Board Meeting
August 18, 2011—Board Meeting
September 8, 2011—General Meeting
September 22, 2011—Board Meeting
October 20, 2011—Board Meeting
November 17, 2011—Board Meeting
December 15, 2011—Board Meeting

San Francisco/Monterey Bay FOA

Phone: 650-996-9479

February 8, 2011
March 8, 2011
April 12, 2011
May 10, 2011
June 14, 2011
July 12, 2011
August 9, 2011
September 13, 2011
October 11, 2011
November 8, 2011

Greater Bay FOA

Phone: 510-589-2575

January 11, 2011
February 8, 2011
March 8, 2011
April 12, 2011
May 10, 2011
June 14, 2011
July 12, 2011
August 9, 2011
September 13, 2011
October 11, 2011
November 8, 2011

FOA Of Greater Los Angeles

Phone: 951-766-7490

February 15, 2011
March 15, 2011
April 19, 2011
May 17, 2011
June 21, 2011
July 19, 2011
August 16, 2011
September 20, 2011
October 18, 2011
November 15, 2011

Greater Hampton Roads FOA

Phone: 757-870-6709

April 21, 2011
June 16, 2011
August 18, 2011
September 19, 2011—Vendor Luncheon
October 20, 2011

Southern California FOA

Phone: 818-357-5985

March 17, 2011
April 21, 2011
May 19, 2011
June 16, 2011
August 18, 2011
September 15, 2011
October 20, 2011
November 19, 2011
December 15, 2011

Phoenix FOA

Phone: 602-703-0711

March 9, 2011
April 13, 2011
May 11, 2011
June 8, 2011
July 13, 2011
August 10, 2011
September 14, 2011
October 12, 2011
November 9, 2011
December 14, 2011

Suburban Washington FOA

Phone: 301-572-6811

March 30, 2011
June 30, 2011
September 29, 2011

Columbia Pacific FOA

Phone: 541-944-0170

March 11, 2011—Spirit Mountain Casino
June 17, 2011

Join The National Coalition Of Associations Of 7-Eleven Franchisees

The strength of an independent trade association lies in its ability to promote, protect and advance the best interests of its members, something no single member or advisory group can achieve. The independent trade association can create a better understanding between its members and those with whom it deals. Call 520-577-8711 for more information.



HEALTHY RETURNS.

47% of c-store customers want healthy drink options.* Treat 'em to delicious & nutritious Lowfat Kefir and increase your market share

Lifeway Lowfat Kefir is a delicious yogurt-like smoothie packed with 12 live & active probiotic cultures—including **ProBoost™**, Lifeway's clinically proven probiotics to support immunity and digestive health. Packaged for convenience in the 8 oz. "grab and go," it's the perfect size for a quick breakfast or an indulgent treat. Treat your customers to well being with Lifeway Lowfat Kefir and increase sales for healthy returns.

*Research provided by feedservice consultant Technomic.

*Welcome to a powerful new feeling of well-being.
Lifeway Kefir. Your life... enhanced!*

Probiotic • Gluten-free • All Natural • High in Calcium and Protein • A Category Leader in Probiotic Dairy Drinks since 1986

Collect 5 case UPC's for a \$5 rebate.

Email info@lifeway.net to redeem.

Available through McLane:

LF Kefir Strawberry 8 oz. — UIN 298638

LF Kefir Blueberry 8 oz. — UIN 298612



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Franchise Owner's Association Events

Franchisees and vendors are invited to participate in FOA activities.

Pacific Northwest FOA Second Annual Trade Show

Embassy Suites
Tukwilla, Washington
March 24, 2011
Phone: 253-861-6737

UFOLI Annual Trade Show

Borgata Hotel and Casino
Atlantic City, New Jersey
April 5, 2011
Phone: 516-295-1601

San Diego FOA Charity Golf Tournament

(Location and exact date to be announced)
May 2011
Phone: 619-291-1809

7-Eleven FOAC 2011 Trade Show

Odeum Expo Center
Villa Park, Illinois
May 4, 2011
Phone: 312-501-4337

So. Nevada/Las Vegas FOA Trade Show

Sierra Gold Tavern
Las Vegas, Nevada
May 12, 2011
Phone: 702-769-2301

TriState FOSE Association Trade Show

Martins West
Baltimore, Maryland
May 26, 2011
Phone: 301-572-6811

San Francisco/Monterey Bay FOA The Guardian Trade Show

Santa Clara Marriott
Santa Clara, California
June 11, 2011
Phone: 510-657-0672

San Francisco/Monterey Bay FOA Charity Golf Tournament

(Location to be announced)
July 11, 2011
Phone: 650-906-7936

Columbia Pacific FOA John Wilkerson Memorial Golf Tournament

McNary Country Club
Keiser, Oregon
August 5, 2011
Phone: 541-290-0331

Pacific Northwest FOA Charity Golf Tournament

The Club At Newcastle
Newcastle, Washington
August 10, 2011
Phone: 253-861-6737

7-Eleven FOAC Charity Golf Outing

Gleneagles Country Club
Lemont, Illinois
August 24, 2011
Phone: 312-501-4337

TriState FOSE Association Charity Golf Tournament

(Location to be announced)
September 14, 2011
Phone: 301-572-6811

So. Nevada/Las Vegas FOA 12th Annual Golf Tournament

Sierra Gold Tavern
Las Vegas, Nevada
September 23, 2011
Phone: 702-769-2301

Greater Hampton Roads FOA Trade Show

(Location to be announced)
October 13, 2011
Phone 757-870-6709

7-Eleven FOAC Holiday Trade Show & Party

Holiday Inn Skokie
Skokie, Illinois
November 10, 2011
Phone: 312-501-4337

So. Nevada/Las Vegas FOA Table Top Trade Show

Sierra Gold Tavern
Las Vegas, Nevada
November 11, 2011
Phone: 702-769-2301

Columbia Pacific FOA Annual Holiday Party

Embassy Suites, Portland Airport
Portland, Oregon
December 2, 2011
Phone: 541-290-0331

San Francisco/Monterey Bay FOA Holiday Party

Santa Clara Marriott
Santa Clara, California
December 9, 2011
Phone: 510-657-0672

Greater Hampton Roads FOA Holiday Party

(Location to be announced)
December 9, 2011
Phone 757-870-6709

Suburban Washington FOA Holiday Party

(Location to be announced)
December 10, 2011
Phone: 301-572-6811

So. Nevada/Las Vegas FOA Holiday Celebration

Sierra Gold Tavern
Las Vegas, Nevada
December 16, 2011
Phone: 702-769-2301

National Coalition Board Meetings

Join the National Coalition Board of Directors at a meeting in your area. Member Franchisees are welcome to attend Board Meetings as observers. Call 520-577-8711 for exact times, meeting location and hotel phone number.

National Coalition Board Of Directors Meeting
Chicago Marriott Downtown
Magnificent Mile
Chicago, Illinois
May 5-7, 2011

National Coalition Board Of Directors Meeting
Paris Resort and Casino
Las Vegas, Nevada
July 15-17, 2011

National Coalition 2011 Convention And Trade Show
Paris Resort and Casino
Las Vegas, Nevada
July 17-21, 2011

Want your FOA event listed here?
Send it to AVANTI at
avantimag@verizon.net
or call 215 750-0178



7-Eleven & Wrigley Working Together to Drive Category Growth

New Innovation from Wrigley!



**Hubba Bubba
Max Mystery
UIN #208611**



**Juicy Fruit
Juicy Secret
UIN #208702**



**Orbit Mist
Crisp Mint Waterfall
UIN #208868**



**5 Vortex
UIN #204008**



**Orbit Strawberry Remix
UIN #208843**



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Available On
All Items!**

**Available in
January!**

**Altoids Spearmint
UIN #903880**



**Skittles Blenders
UIN #208975**



**Starburst
Sweet Fiesta
UIN #210609**



new product innovation



category management



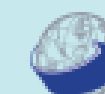
FBO Opportunities



strong brands



supply chain excellence



WRIGLEY Sales Company
410 North Michigan Avenue Chicago, Illinois 60611
www.wrigley.com

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They Come for the Cloves. They Leave with the Rest.



There are more than a million adult Djarum cigar smokers and they buy more than just Djarum. 83% of Djarum smokers buy other tobacco products including premium cigarette and other cigars. They spend more on food, snacks, and beverages, too.

Djarum smokers are more affluent than average adult convenience store and smokeshop consumers. They lead outgoing lifestyles with annual incomes 14% above the national average. They enjoy and share Djarum with friends on special occasions as well as regular smoke breaks. Their relaxing clove moment is a regular ritual that means more money in the bank for you.



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Ask your Kretek sales representative about merchandising and promotion programs for your stores.

1-800-358-8100
email salesinfo@kretek.com



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Underage sale prohibited. Always check IDs if they appear under 27. It's the law.

*Giffiths Consulting May 2010 awareness, attitude and usage research study. Actual C-store market basket 1/2011 \$32.14.