



AVANTI



National Coalition
of Associations
of 7-Eleven Franchisees

September/October 2011

THE VOICE OF 7-ELEVEN FRANCHISEES

Making The System Work

2011
Affiliate
Members
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West Coast Needs
Fresh Foods

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Two-Way Street

Private Brands Heating Up At 7-Eleven

Did You Know?

An Historic LA Event

Growing Sales and Gross Profits

Keeping Profits Above Water

The State Of Our Business

MAXIMIZE SALES

WITH



& *Coca-Cola*



MAKE 7-ELEVEN THE ARCTIC HOME BEVERAGE DESTINATION

- IMPLEMENT POP
- STOCK SLURPEE AND
BIG GULP AUTOSUB CUPS
- EXECUTE FFE DISPLAY



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SPRITE SNOWBALL BLAST
FOD 10/17/11
UIN# 097949
SLIN# 130730



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SLIN 190019
Available Now!

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Special K® Fruit Crisps – Blueberry	148734	300193
Special K® Cereal Bar – Chocolatey Pretzel	148858	300260
Special K® Protein Meal Bar – Chocolate Caramel	148783	303614



NESTLÉ PURE LIFE COULD HAVE YOU PACKING FOR HAWAII

INCREASE YOUR SINGLE-SERVE SALES OF NESTLÉ PURE LIFE AND YOU COULD WIN!



National Coalition of Associations of 7-Eleven Franchisees

WIN A TRIP FOR 2 TO THE 2012 NCASEF NATIONAL CONVENTION IN HAWAII

The top 7-Eleven store with the highest % increase** in dollar sales over the base months in the previous year for all Nestlé Pure Life® Purified Water single-serve items* from October 2011-April 2012 wins

WIN AN ELECTRONIC TABLET

The top three 7-Eleven runner-up stores (2nd-4th), with the highest % increase** in dollar sales over the base months in the previous year for all Nestlé Pure Life® single-serve items* from October 2011-April 2012 wins



WIN A \$300 GIFT CARD

The top 7-Eleven store within each of the 13 zones with the highest overall dollar sales of Nestlé Pure Life® 1-Liter bottles from October 2011-April 2012 wins



Remember to use your POS and execute promotions to ensure success!

7-ELEVEN NESTLÉ PURE LIFE SALES INCENTIVE PROGRAM ABBREVIATED TERMS AND CONDITIONS:

THIS PROGRAM IS NOT OPEN TO THE GENERAL PUBLIC. Program only open to 7-Eleven Franchise-Owned Stores in the 50 United States and the District of Columbia who purchased a minimum of 10 cases per month of Nestlé Pure Life® single-serve SKUs (20 oz., 700 mL and 1-Liter bottles) for the time period October 2010 through April 2011 ("Base Months"). Void where prohibited. Store eligibility and sales of single-serve SKUs will be determined by Sponsor in its sole discretion based on data pulled from 7-Exchange. Prize will be awarded to the 7-Eleven franchise owner of each winning store who must be at least 18 years of age at the time of prize award. Odds of winning a prize depend on the number of stores eligible to receive a prize and the sales of Nestlé Pure Life® single-serve SKUs during October 1, 2011 through April 30, 2012. Look for full Terms and Conditions in your program materials or visit www.hawaii-salesincentive.com. SPONSOR: Nestlé Waters North America, Inc., 900 Long Ridge Road, Stamford, CT 06902.

*Single-serve items include Nestlé Pure Life® 20 oz., 700 mL and 1-Liter
**Increase determined from 7-Exchange for 10/1/10-4/30/11

www/2012



20 oz.
Non Dep. SLIN# 0243346
Deposit SLIN# 0243348

700 mL
Non Dep. SLIN# 0242240
Deposit SLIN# 0242241

1-Liter
Non Dep. SLIN# 0240441
Deposit SLIN# 0242249

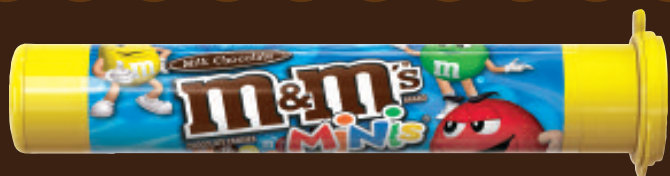
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Good Food, Good Life



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OFFER ANY TWO KING SIZE AT 2/\$3.33



M&M MINIS MEGA TUBES SLIN 140983



M&M PLAIN SHARING SIZE SLIN 140028

M&M PEANUT SHARING SIZE SLIN 140027

M&M PEANUT BUTTER SHARING SIZE
SLIN 140538



3 MUSKETEERS 2 TO GO SLIN 140914



MILKY WAY 2 TO GO SLIN 140026



SNICKERS 2 TO GO SLIN 140501

SNICKERS ALMOND 2 TO GO SLIN 140519



TWIX PEANUT BUTTER 4 TO GO SLIN 140493

TWIX CARAMEL 4 TO GO SLIN 140037

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#1 Super Premium YTD
at 7-Eleven



SLIN: 190045
#11 Item nationally
#2 Super Premium YTD
at 7-Eleven



SLIN: 190306
#18 Item nationally
#3 Super Premium YTD
at 7-Eleven

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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.

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- 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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GREAT RESPONSIBILITY[™]

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- ✔ Collaborative development of packaging and media creative
- ✔ There will be 360° support of the Sun Drop® Launch
- ✔ Sun Drop® woven into the fabric of MTV



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- ✔ Non-Cola CSDs continue to grow and take share from Cola
- ✔ Citrus is the largest of all CSD Flavor segments and continues to grow share

Reaching the Millennial generation (Born 1981-2000) is the key to success in the Citrus Segment

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SLIN 0241298

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RULES OF THE game™

NO. 69

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THE FOILFRESH® GUARANTEE, YOU'LL
AGREE THAT CHANGE IS GOOD.

game™
Swedish Match



69¢ Tower Display
UIN# 478628



69¢ Grape Upright
UIN# 238964



69¢ Green Upright
UIN# 239079



69¢ White Grape Upright
UIN# 239566



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150% CASE LIFT DURING THE LAST WEEK OF DECEMBER²

+19% INCREASE IN MEDIA PUSH IN Q4'11 VS. Q4'10

IN-STORE IRC AND MIR CONSUMER OFFERS AVAILABLE IN NOVEMBER AND DECEMBER (WHERE LEGAL). ASK YOUR REPRESENTATIVE FOR MORE DETAILS.



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SLIN 0101511
UPC 0 72890 00016 3



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1. ACNielsen, Total FCD as of 9/15/11
2. ACNielsen, 8 weeks ending 12/31/10



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**2012 NCASEF Convention
Honolulu, Hawaii!
July 8-12**

**Visit the National
Coalition Website,**

www.ncasef.com



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Call these folks with your product and delivery questions!

AVANTI is published by the National Coalition of Associations of 7-Eleven Franchisees for all independent franchisees, corporate store managers, area licensees and interested parties. National Coalition offices are located at 3561 East Sunrise Drive, Suite 113, Tucson, AZ 85718. For membership information, call 520-577-8711, e-mail nationaloffice@ncasef.com or fax to 520-577-4688. AVANTI Editorial and Advertising Offices are located at 116 Bellevue Ave., Suite 304, Langhorne, Pennsylvania 19047. For advertising information, call Sheldon Smith at 215 750-0178 or fax to 215 750-0399; on-line, send messages to sheldon.smith5@verizon.net.



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Reward Yourself For Ordering



Qualifying Products

Cookies

	SUN	UN
Nabisco Mini Chips Ahoy Big Bag 3oz	300047	230151
Nabisco Mini Oreo Bite Size Big Bag 3oz	300405	230342
Nabisco Nutter Butter Bites Big Bag 3oz	300410	408575
Nabisco Ritz Bits Big Bag 3oz	300412	225831
Nabisco Oreo Cakesters 3oz	300047	22517
Nabisco Oreo Fudge Cremes 1.63oz	302872	47441
Nabisco Oreo Fudge Cremes Peanut Butter 1.63oz	302723	363705
Nabisco Oreo Brownies 3oz	301894	698472 (tra)
Oreo Chocolate Sandwich Cookies 2oz	300064	848507
SnackWell's Crème Sandwich Cookies 1.7oz	300069	468454
Nabisco Nutter Butter Peanut Butter Sandwich Cookies 1.9oz	300062	408575
Nabisco Oreo Chocolate Sandwich Cookies 5.25oz C-Pak	300065	261958
Nabisco Ritz Crackers 4oz C-Pak	300051	261941 ss
Nabisco Premium Saltine Crackers 4oz C-Pak	300090	327247

Confections

	SUN	UN
Trident White Spearmint	140287	332239
Trident White Peppermint	140281	054361
Trident Vitality Rejuve	140803	180141
Trident Vitality Vigorate	140834	180224
Trident Vitality Awaken	140810	180109
Dentyne Pure Mint Melon	140515	250001
Dentyne Pure Mint Herbal	140512	249579
Dentyne Ice Spearmint	140660	532464
Dentyne Ice Peppermint	140659	532456
Dentyne Ice Arctic Chili	140578	684282
Trident Extra Care Peppermint	140306	536774
Trident Strawberry Twist ValuPak	141341	465203
Trident Watermelon Twist ValuPak	141032	810853
Trident Tropical Twist	140454	763706
Trident Bubblegum ValuPak	140246	764936
Trident Minty Sweet Twist	141838	537720
Trident Wintergreen ValuPak	141334	489021
Trident Spearmint ValuPak	140245	764928
Trident Original ValuPak	140307	764896
Trident Layers Cool Mint/Melon	14012	245698
Trident Layers Wild Strawberry/Tangy Citrus	14019	640201
Trident Layers Green Apple/Pineapple	14012	639906
Stride Shift Berry	140519	143693
Stride Spearmint Gum	142147	859587
Stride Winterblue Gum	142150	859603
Stride Mega Mystery Gum	140746	006403
Stride Sweet Peppermint Gum	140256	168930
Stride Spark Kinetic Mint	140743	243357
Stride Spark Kinetic Fruit	140779	180026
Trident Fruit Super Pack	140563	007369
Swedish Fish 2 oz bag	140397	285478
Sour Patch - 2 oz bag	140404	301838
Swedish Fish PB	140765	337378
Sour Patch Kids PB	141439	304949

Nuts & Seeds

	SUN	UN
Planters Tube Deluxe Mixed Nuts	303385	401562
Planters Flavor Grove Jalapeno Pistachios	303307	260111
Planters Tube Salted Peanuts	302504	69930
Planters Tube Honey Roasted Peanuts	302523	70276
Planters Tube Salted Cashews	302027	70854
Planters Tube Honey Roasted Cashews	301996	896225
Planters Smoked Almonds	30221	790089
Planters Tube Nut & Chocolate Trail Mix	302016	011726
Planters Dry Roasted Peanuts 6 oz	303383	397935
Planters Dry Roasted Five Alarm Chili Peanuts 6 oz	303384	398024
Planters Honey Roasted Peanuts 6 oz	301891	503185
Planters Honey Roasted Cashews 3 oz	30329	346551
Planters Trail Mix Fruit & Nut 6 oz	301863	34801
Planters Trail Mix Nut & Chocolate 6 oz	301864	34751
Cornnuts Original 4 oz	300256	428250
Cornnuts Ranch 4 oz	303189	427823
Cornnuts Chile Picante 4 oz	301014	428110

Cheese

	SUN	UN
Kraft Mozz String Cheese 1.0 oz	291034	053285
Kraft Twists Cheese .75 oz	291042	053284
Cracker Barrel Stick 1.0 oz	291040	053292
Kraft Jalapeno String Cheese 1.0 oz	291045	053273

50 Franchisees With The Highest Number Of Points Win \$750!

Contest Parameters:

- Third and Fourth quarters measured separately, combined scores win.
- 7-Exchange will be used to capture number of items ordered and number of units sold percent change vs. prior year.
- McLane purchase data will be used to capture number of shippers purchased.

Eligibility: Franchised stores in business 12 months as of January 1, 2011

And Selling Kraft Products!

Contest Period: July 1 through
December 31, 2011

50 Stores Will Win \$750.00 Each In Kraft's Second Half 2011 Franchisee Incentive Contest!



Earn Points Three Ways To Win:

1. Number of qualifying SKUs ordered.
2. Number units sold percent change vs. prior year on qualified items.
3. Number of shippers purchased.

	1 point	2 points	3 points
Number qualifying SKUs ordered	5	46-55	56-plus
Number units sold percent change vs. prior year	3 to 6 percent increase	6 to 9 percent increase	9 percent increase
Number shippers purchased	1	2	3-plus





Member News

Mobile Banner Ad Sends Customers To 7-Eleven

It appears SEI is promoting new fresh food products through a targeted mobile banner ad, according to a report in the *Mobile Marketer*. The ad, running via Pandora's platform, takes consumers to a mobile landing page where they can further interact with 7-Eleven. Aimed at consumers while they are on the go, the ad reads "7-Eleven. More in Store." When consumers click on the ad, they are redirected to a mobile landing page where they can find the closest location to try out the new products or learn more about the company's products. Additionally, the ad features different interactive tabs such as Slurpee, through which consumers can learn more about the flavors and join the club; The Goods, which features the company's products; and Sign Up, where consumers are encouraged to sign-up for 7-Eleven's newsletter to learn more about deals.

SEI has started the process of rebranding the 188 Wilson Farms stores it acquired in June.

Coinciding with these changes, SEI said it will invest in upgrading 10 of its existing stores in the Buffalo area this year. The specific costs for the conversions and upgrades were not disclosed. The updated 7-Eleven stores will sport proprietary equipment for new coffee bars and fresh foods, and will be treated to some repainting and power cleaning.

The company said three of the initial Wilson Farms that are converting will be run as company-operated training stores for Wilson Farms store personnel who will be managing and staffing newly converted locations.

SEI Introduces Vegan Meals In Northeast

7-Eleven has rolled out four ready-made, deli-style vegan meals at about a hundred locations in the Northeast, says *Vegan.com*. 7-Eleven stores in Pennsylvania, Massachusetts, New

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SEI Begins Wilson Farms Conversion

7-Eleven, Inc. has started the first of many equipment upgrades at Wilson Farms stores in Western New York, part of the process of converting them to the 7-Eleven banner after the acquisition of 188 stores in New York last June. Nine stores are receiving the upgrades and seven have already been converted, with most of the remaining Wilson Farm locations to be rebranded next year.



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The Voice of 7-Eleven Franchisees
September/October 2011

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Hot Chocolate	230512	X-Treme Energy Cappuccino	230174

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Centennial And Golden States Legislative Update

FOA leaders, together with leadership from SEI, journeyed to the Centennial State (Colorado) and the Golden State (California) earlier this summer to meet with state legislators, their leadership and industry allies to discuss policy issues affecting 7-Eleven store owners. The effort was part of a broader strategy by the National Coalition to engage FOA leaders and franchisees on a more intensive level in the government affairs arena. This includes encouraging them to reach out to their state legislators as well as building grassroots support for issues of importance to individual fran-

chisees and the National Coalition.

In Colorado, FOA leaders and SEI representatives met with a number of state officials, including Senator Betty Boyd, the Senate Pro Tempore, Representative BJ Nikkel, Representative Mark Ferrandino, and industry representatives from the Colorado Retail Council. The main issue facing 7-Eleven franchisees in Colorado revolves around "near beer," more formally known as 3.2 percent beer, and the fact that storeowners are prohibited from selling full-strength beer in their stores, a discriminatory practice. Franchisees are losing customers and revenue because of this inequality, and the meetings served to inform all involved on how best to tackle this issue in the future, whether at the legislative level or through a referendum.

Over in California, FOA leaders and SEI representatives met with some heavy hitters, including California State Assembly Speaker John Perez, Assembly Member Jerry Hill, Senator Alex Padilla, as well as industry associates from the California Retailers Association. They also had time to listen to representatives from Californians Against Waste, in an effort to understand and communicate with individuals whose interests are not always aligned with those of franchisees.



National Coalition Executive Vice Chair Joe Galea, FOAGLA Board Member Jas Dhillon, SF/MBFOA Board Member Ashok Kumar and National Coalition PR representative Jason Miko visited California State Senator Alex Padilla (center) to talk legislative issues facing franchisees in California.



The National Coalition team also met with California Assemblyman Jerry Hill (far right).



Franchisee representatives' last stop to discuss California legislative issues was at the office of California State Assembly Speaker John Perez (center).

California is proving fertile ground with numerous issues facing 7-Eleven storeowners and their allies in the convenience store industry—bag issues and cigarette tax issues being the two largest. In June of next year, a \$1 per pack tax increase on cigarettes is being proposed in a referendum that will pit a population tired of being taxed against legislators in Sacramento who seem to thrive on tax increases. Opportunities will exist for the FOAs and franchisees to engage in some real, meaningful, and effective grassroots advocacy to defeat this unnecessary burden.

The two days of intense meetings and strategy sessions produced a more complete understanding of the legislative issues franchisees face, helped to cement some useful alliances, and served to inform leaders so that a concrete strategy can be put together and implemented. While Colorado and California can serve as excellent case studies on issues facing FOAs and franchisees at the state, county and city level, other states face similar issues.

The National Coalition board will be putting a strategic plan together to address these issues while working to encourage franchisees across the country to more deeply engage in both the legislative process and in grassroots activities. ■

Congrats!

To the winners of the May/June distribution contest!

2-\$500 Gift Card Winners Are:

Kristen Neeves 345 Cape Coral Pkwy E, Cape Coral FL 339048525

Jannele Howe 2920 Adrian St, San Diego, CA 921105725

Linda Haddaway 8601 Honeygo Blvd Ste D, Nottingham, MD 212362524

MD Shahjajan 6251 McCart Ave, Fort Worth, TX 761334228

Janak Shah 2579 E Ballard Rd, Des Plaines, IL 600164805



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mentos **mentos GUM**





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with International Delight® Pumpkin Pie Spice
— now at your 7-Eleven Coffee Bar!

Rich, creamy Pumpkin Pie Spice
brings home the flavors of the holidays.



FOD 9/26/11



CDC SLIN: 230258
McLane SLIN: 230110



Visit the National Coalition Website, www.ncasef.com

York, and New Jersey are now offering Vegan Linguine Tikka Massala, Vegan Pad Thai Noodles, Vegan Asian Linguine, and Vegan Spinach Noodles with Vegetable. According to the report, SEI launched a pilot program late last year at eight New York City stores that featured four other ready-to-eat vegan meals. The success of that pilot led to the expansion of the program.

Las Vegas 7-Elevens Help BBBS And Promote \$1 Menu

Over 165 Las Vegas area 7-Eleven stores have teamed up with Cauz-FX, a marketing company, to help Big Brothers Big Sisters (BBBS) of Southern Nevada and promote their \$1 Value Menu. The program is designed to promote the 7-Eleven special offer while also bringing attention to the great work carried out by the non-profit organization.

The 7-Eleven logo will be displayed prominently on the trucks operated by BBBS, essentially converting the trucks into mobile billboards that generate thousands of impressions per week. Each time BBBS visits a home to pick up donations, they hand deliver a branded door hanger that highlights the tie between socially minded companies like 7-Eleven and Big Brothers Big Sisters, as well as communicates special offers from the companies featured. Additionally, the branded door hangers direct consumers to the Facebook page of Cauzoupon, where they can enter to win a 7-Eleven Gas Card valued at \$50.



NCASEF Presents \$450,000 7-Eleven Donation On Telethon

The National Coalition of Associations of 7-Eleven Franchisees and SEI announced a contribution of over \$450,000 to the Muscular Dystrophy Association on the MDA Labor Day Telethon on September 4 in Las Vegas. So. Nevada/Las Vegas FOA Vice President Iris Yost represented 7-Eleven and the Coalition during the live, six-hour broadcast. 7-Eleven corporate partners, customers and employees helped raise funds for MDA through a store-based canister program, sale of Shamrock mobiles, golf tournaments, and a variety of special events.

"We are honored to be a part of the groundbreaking muscle disease research



So. Nevada/Las Vegas Vice President Iris Yost presented 7-Eleven's \$450,000 donation to the Muscular Dystrophy Association on the Labor Day Telethon.

that MDA has funded for more than 50 years," said Yost. "Many people with these diseases are living longer lives now because of research discov-

continued on page 25

Nestlé Announces Winners Of 9 Innings Contest

Nestlé Professional recently announced the winners of its 9 Innings With Coffee-Mate contest, with each receiving \$200. To be eligible, franchisees had to purchase any case of Nestlé Coffee-Mate Liquid Creamer Pump Bottles between July 1, 2011 and September 4, 2011—and send in distributor invoices or tracking reports showing qualifying purchase—to receive an entry into one of 9 weekly drawings for each case ordered. Two winners were selected each week.

- Week 1 Store 16498—Spring Valley CA;
Store 32242—Frisco, TX
- Week 2 Store 17090—Coos Bay, OR;
Store 33964—Fort Worth, TX
- Week 3 Store 17090—Coos Bay, OR;

- Store 29642—Las Vegas, NV
- Week 4 Store 17096—Fresno, CA;
Store 18396—Incline Village, NV
- Week 5 Store 17970—South Lake Tahoe, CA;
Store 33964—Fort Worth, TX
- Week 6 Store 23044—White City, OR;
Store 24003—Alameda, CA
- Week 7 Store 32290—San Diego, CA;
Store 13582—Chula Vista, CA
- Week 8 Store 17336—Glencoe, IL;
Store 13655—El Cajon, CA
- Week 9 Store 32606—
San Diego, CA;
Store 18257—
Coos Bay, OR



IS YOUR 7-ELEVEN® MISSING OUT ON SOME BIG DOUGH?



**MET-Rx® Big 100 Chocolate Chip Cookie Dough
is the #1 selling MET-Rx® bar in 7-Eleven.®***
**Not keeping your shelves stocked every day
with MET-Rx® BIG 100 Chocolate Chip Cookie Dough
would be like running out of coffee!**

For more info, call 1-800-327-0908 ext. 1303

* Source: Nielsen, 24 Weeks Ending 7/9/11.

Based on 7-Eleven® markets only.

Use in conjunction with an intense daily exercise program and a balanced diet including an adequate caloric intake.

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Chocolate Chip Cookie Dough



UIN 045310 SLIN 301456

MET-Rx®
Shaping Every Body.™



Private Brands Heating Up At 7-Eleven

BY JIM BAYCI, 7-ELEVEN FOAC BOARD MEMBER

As we all know, the Merchandising Department in Dallas has been very busy over the last few years fine tuning a Private Brand rollout, and stores are finally beginning to see the benefit of these labors.

Private Brand (formerly known as Private Label) had been doing a slow creep into store sets, but the pace has definitely started picking up. Label changes—which bring continuity to the message—have been very well received by consumers, and the quality and value of the products has given them credibility even with the most fickle shopper!

Thinking back on the evolution of private label and generic groceries in the late '70s and early '80s, we saw simple black and white labels that were sectioned off in their own aisle of the store, with the perception (and quite possibly the reality) of lower pricing meaning lower quality. But today, it's a different story.

Today, store brands are becoming an accepted alternative to major brands and are

merchandised side by side (with the private brand often getting the primary position). The private brand products have significantly higher margins when compared to its major brand competitors; while offering the consumer a better value per serving (a definite win/win).

7-Select products can be a great way for store operators to impact the "blended margin" of a given commodity. Take salty snacks as an example: the major brand delivers somewhere in the vicinity of 30 percent margin on a good day, where the private brand can generate margins in the 50 percent+ range on any day! If merchandised properly, the margin for the commodity can start to move into the 40 percent range. The product comes in pre-priced and is clerk serviced and rotated, but the overall benefit seems to be worth the effort.

SEI has been taking notice of the Private Brand penetration in stores and has

put a focus on it with the operations staff calling it the Drive-to-5-Challenge. The goal is to get stores working towards achieving 5 percent Private Brand penetration. C-stores in Europe and the UK are said to be nearing 40 percent penetration as consumers actually seek out the store brand as their preferred choice.

The TSA (Transportation Security Administration) product section in HABA (Health and Beauty Aids) has proven to be a strong component of the Private Brand portfolio, especially in stores near hotels, airports or travel centers. This product fits right in to our wheelhouse of convenience, while meeting with the government restriction for travelers.

As you review your sets and sales, please be sure to keep Private Brand in mind as a great way to impact the overall profitability of your store—item by item and section by section. Look for more items to be introduced over the coming months, and keep in mind which of these may lead to more money on your bottom line. ■



eries and we're looking forward to the day when there is a cure," she added.

The 46th annual MDA Labor Day Telethon raised \$61.5 million during the six-hour primetime event. The show featured performances by some of the biggest names in show business and was broadcast from 6 p.m. to midnight in every U.S. time zone. The show was also streamed live at mda.org.

Customers may soon be able to pick up Amazon purchases at their local 7-Eleven.



Amazon And 7-Eleven Testing A New Locker System

Rumor has it that 7-Eleven and online retailer Amazon have been testing a new service that gives customers the option to have products they ordered delivered to a local 7-Eleven, according to The Daily.com. Citing a

source with knowledge of the project, the Internet news service reported that the program features nondescript boxes in 7-Eleven stores that act as a sort of P.O. box for Amazon purchases. Once a customer makes a buy on Amazon's website, they can select a 7-Eleven of their choice and have the package dropped off there.

When the package arrives, the customer receives an email notification containing a bar code to his smart-

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Member News

CONTINUED FROM PAGE 25

phone, which is used to retrieve the package from the locker. The source told The Daily.com that if the test is successful, the lockers could be in place at 7-Elevens across the U.S. by next summer.

Hire Heroes USA Thanks NCASEF For Generous Contribution

Hire Heroes USA recently sent a letter of thanks to the National Coalition for its “extremely generous” check for \$103,239, part of an overall donation of \$310,000. The amount was raised during the Joe Saraceno Charity Golf Tournament, played at the Sunrise Vista Golf Course at Nellis Air Force in Las Vegas as part of the NCASEF 36th Annual Convention and Trade Show. Hire Heroes said the funds donated will allow the organization to schedule 20 Warrior Transition Workshops, conducted on-site at military rehabilitative units nationwide. Each workshop provides free, professional, career transition training to about 25 wounded or dis-

NCASEF's donation to Hire Heroes USA will fund 20 Warrior Transition Workshops.

abled service members. During the two-day workshop, Hire Heroes staff and volunteers teach service members how to identify personal goals, formulate job search strategies, create effective resumes, and excel in job interviews. Hire Heroes added that the National Coalition's contribution will directly result in at least 500 wounded or disabled service members receiving this comprehensive and effective assistance.

Bottled Water Sales Grow

Bottled water sales have shown signs of growth as the category recovers from the effects of the recession, says *Beverage Industry Magazine*. Citing data from SymphonyIRI Group, the report states the bottled water category increased 2 percent to \$7.8 billion in sales for the 52 weeks ending August 7 in gas and convenience stores, supermarkets, drug stores, and mass merchandise outlets, excluding Wal-Mart.

“Still” bottled water sales grew 1.7 percent during the same time period for \$6.5 billion in sales, while bulk water sales remained flat at more than \$853.3 million. Meanwhile, sparkling bottled water increased 11.8 percent for \$437.7 million in total sales in measured channels. Additionally, SymphonyIRI Group data reveals that private label still bottled water is the number one selling bottled water and makes up 15.5 percent of the market share. In the 52 weeks ending August 7, private label still bottled water posted \$1 billion in sales—a nearly 4 percent increase.

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National Coalition Vice Chair Roger St. George (far left) with Hire Heroes USA staff and veterans at the Joe Saraceno Charity Golf Tournament.

Bits & Pieces

SEI is banking the success of its Big Bite hot dog will rub off on four new 7-Select potato chip flavors in testing — Hot Dog, Relish, Ketchup and Mustard. These flavors are a first for the American market, and the one factor **the Hot Dog Potato Chips** have that could make them a smash hit is they contain no meat products. • Domino's Pizza recently announced that in just three months since its launch, the new **Domino's App for iPhone and iPod touch has achieved \$1 million in sales** over a single week. • More roll-your-own cigarette shops are springing up in Indianapolis as the cost of cigarettes rises and smokers look for cheaper options, reported the *Indianapolis Star*. C-store owners said the roll-your-own stores are eating away at tobacco sales. • **The Arizona Lottery closed its fiscal year 2011 with a record-breaking \$583.5 million in sales** — 5.8 percent over the previous fiscal year, reported MarketWatch.com. The sales bonanza, attributed to a 10 percent increase in Scratchers ticket sales and the allure of bigger prizes, netted more than \$146 million in revenue

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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.



Sales
- will be -
Blooming
with
Strawberry
Fields



SHAKE IT UP™

Introducing the NEW Strawberry Fields
flavor of Tic Tac® mints.

AVAILABLE TO SHIP DECEMBER 2011

UIN#161299

Simply

beverages™



NEW!

**Expand Simply And
Win One Of 40 Prizes
Up To \$2500!**

GOAL

Increase Distribution on Simply Juice SKU's by December 31st, 2011

- Grow Simply OJ 59oz distribution by 20% vs, August 30th, 2011 ending store count.
- Grow Simply Lemonade, Raspberry Lemonade, and Apple 13.5oz distribution by 10% vs. August 30th, 2011 ending store count.

CONTEST TIME PERIOD

November 1st, 2011 - December 31st, 2011

ELIGIBILITY (Store Level & National Coalition Office)

- Each store that carries Simply Juice will gain entries into a drawing for cash prizes. Stores carrying five (5) SKU's (one SKU must be 59oz Orig. OJ) will receive 10 entries into drawings
 - Stores carrying four (4) SKU's will receive five (5) entries into drawings
 - Stores carrying three (3) SKU's will receive three (3) entries into drawings
 - Qualifying SKU's include: Simply 59oz OJ and all Simply 13.5oz SKU's (Orig. OJ, Lemonade, Raspberry Lemonade, OJ w/Mango, Apple, Limeade, OJ w/ Calcium (SSI))
- National Coalition Office – If the growth targets above are met vs. the August 30th ending store counts the FOA Coalition office will receive a \$10K payment to apply to the event of their choice.

Drawing

Coca-Cola Refreshments will complete the drawing among eligible franchisees in January 2012, payout by March 31st, 2012. Eligibility for entry into drawings will be determined by using 7-Exchange store level data.

Payout Potential: \$60,000

20 \$500 prizes available (\$10K)
10 \$1,500 prizes available (\$15K)
10 \$2,500 prizes available (\$25K)
**\$10,000 to NCASEF
for meeting growth targets**

Contact your Acosta representative for more information.



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- **NEW Simply Orange with Mango NOW AVAILABLE!**
- **Made with premium, not from concentrate juices**
- **All natural, pure, fresh-squeezed taste experience**
- **Unique and distinctive carafe that pops on the shelf**



7-11 Authorized SKUs

SIMPLY ORANGE ORIGINAL
(6, 1.75 LT)

UIN#: 650119 / SLIN#: 242568



SIMPLY ORANGE ORIGINAL
(12, 13.5 OZ)

UIN#: 753228 / SLIN#: 241471



SIMPLY LEMONADE
(12, 13.5 OZ)

UIN#: 271809 / SLIN#: 241481



SIMPLY ORANGE W/MANGO
(12, 13.5 OZ)

UIN#: 065243 / SLIN#: TBD



SIMPLY LEMONADE W/RASPBERRY
(12, 13.5 OZ)

UIN#: 440883 / FOB 10/04/2010



SIMPLY LIMEADE
(12, 13.5 OZ)

UIN#: 271833 / SLIN#: 242569



SIMPLY APPLE JUICE
(12, 13.5 OZ)

UIN#: 426254 / FOB 10/04/2010



Store Supported Items

SIMPLY ORANGE W/CALCIUM
(6, 1.75 LT)

UIN#: 014530



SIMPLY ORANGE W/CALCIUM
(12, 13.5 OZ)

UIN#: 753236



SIMPLY LEMONADE
(6, 1.75 LT)

UIN#: 443358



SIMPLY LIMEADE

(6, 1.75 LT)

UIN#: 443325



SIMPLY APPLE JUICE

(6, 1.75 LT)

UIN#: 014548





Geometrics Series
SLIN 320846
0-70330-61125-2



Playboy Series
SLIN 321162
0-70330-63326-1



*BIC Full Size Lighter Only



Pop Culture Series
SLIN 321527
0-70330-63504-3



Flick My BIC® Series
SLIN 320807
0-70330-62096-4



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



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



Americana Series
SLIN 321345
0-70330-61972-2



Outdoors Series
SLIN 320001
0-70330-61889-3



Drinks Series
SLIN 320636
0-70330-62604-1



Favorites Series
SLIN 321364
0-70330-62241-8



Astrology Series
SLIN 320808
0-70330-61896-1

biclighter.com



More for your money



CSP Names DePinto 2011 Retail Leader Of The Year

SEI President and CEO Joe DePinto was recently presented CSP's 2011 Retail Leader of the Year award at a recognition dinner at the Four Seasons Hotel in DePinto's home-



CSP Magazine Publisher Paul Reuter (left) presented SEI CEO Joe Depinto with the magazine's Retail Leader Of The Year Award.

town of Chicago during the 50th annual NACS show. CSP cited a number of DePinto's accomplishments as reasons for winning the award. They include his success at transitioning 7-Eleven to a fully-franchised operation, leading a culture revolution at the company that resulted in a customer-focused, servant-leadership approach, and implementing a team-oriented executive model with greater communication between corporate and franchisees. DePinto will be featured on the cover of the December issue of *CSP magazine*.

Family Dollar To Open 500 New Stores in 2012

Family Dollar plans to pump up store openings in the coming year as it looks to tap into demand from bar-



Family Dollar Stores plan to open 450-500 new stores nationwide by 2012.

gain-hungry consumers, reported Reuters. The retailer, which posted a market-beating fourth quarter profit, plans to open 450-500 new outlets in fiscal 2012—a more than 50 percent increase over store openings in 2011. Family Dollar, which sells clothing and other goods that typically sell for \$10 or less, has seen strong demand

continued on page 36

2012 NCASEF Convention July 8-12

**Hilton Hawaiian Village
Waikiki Beach Resort,
Honolulu, Hawaii!**
Trade Show Dates: July 11-12

Start making plans to attend the National Coalition's 37th Annual Convention and Trade Show in the island paradise of Oahu, Hawaii. Mix business with pleasure as you participate in business-building events and relax at the wondrous Hilton Hawaiian Village Waikiki Beach Resort in Honolulu. The resort is spread across 22 lushly landscaped oceanfront acres on the widest stretch of famous Waikiki Beach, and offers a wide variety of fun activities for the entire family. More information to come!





7-Eleven Involvement In An Historic LA Event

BY MATT MATTU, PRESIDENT, JOE SARACENO FOA

I recently had the pleasure of participating in Los Angeles' largest street festival—The Taste of Soul. This family-friendly event takes place annually in October—this year on October 15—and features a taste of all things “soulful,” including food from local restaurants, live entertainment, displays from local artists, and exhibits from local businesses and organizations. It is presented by the Los Angeles Sentinel Newspaper and benefits the South L.A. non-profit organizations Mothers in Action and the Brotherhood Crusade. This year's festival drew a massive crowd, attracting more than 250,000 people, and we had four 7-Eleven booths staffed with over 40 people serving our guests during the event.

I first heard about Taste of Soul from Gayle Pugh, a field consultant in our market who was raised in this culturally rich community and asked me if I wanted to participate. Joe Anderson, the market manager for 2173, came with his entire field consultant force to help out in every which way he could, and he surpassed everyone's expectations.



Franchisee Matt Mattu supported non-profit organizations Mothers In Action and the Brotherhood Crusade at the community sponsored event, “The Taste of Soul,” which drew more than 250,000 people.



CDC Logistics Manager Shellie Crandall drove a truck and worked an entire day to supply us with water and hot dogs, as did my field consultant Jose Sanchez.

I have been in the 7-Eleven system for the past 15 years, and I have always participated in various ethnic community events. I'm a strong believer of becoming a part of my customers' families, and as soon as I found out about Taste of Soul, I was inspired to go to new heights to represent 7-Eleven and to show our appreciation for the patronage from our community.

7-Eleven always has been a neighborhood store, but **I believe to stand out from other businesses in the community we must truly be socially active in our neighborhoods.** We are surviving these tough economic times because of the patronage from our community, so participating in community events is a great way to give back and connect with those who have helped support our business throughout the past 90 years.

But franchisees can't do this alone, as we only have limited funds to invest in our neighborhoods. Therefore, it is crucial that SEI steps up to the plate and joins franchisees in reaching out to our neighbors. At present, 7-Eleven is not involved in our communities and it's left up to the individual initiative of the franchisee. If we are to continue to grow as a system, **we must bring people together and make our communities better by investing in their growth.** We are not the only game in town, so we have to be fully invested in our commitment and make it a labor of love in order to succeed in our endeavors to support our communities.

The success of Taste of Soul was phenomenal, and over 200 dignitaries—including the mayor, councilmen, government officials and local police force—commended the efforts and contributions of 7-Eleven during the event. Other communities present at the festival asked if we could do what we did at the Taste of Soul for their events, and commented how it would be a dream come true for their neighborhoods. I strongly recommend SEI become one with franchisees so we can conquer the future by fulfilling the dreams of our communities. ■

Finding bad apples has never been easier.

Gulfcoast's Loss Prevention Software Suite saves time, saves money, and saves your sanity.

Gulfcoast Storekeeper's™ customizable, flexible and versatile Loss Prevention Suite uncovers cash register fraud and undesirable activity immediately, instead of hours, days or weeks later.

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.
- Nationwide hardware, software, and dealer support featuring 24-hour hot swap replacement guarantee.
- Competitive pricing with accelerated ROI.

Gulfcoast's state-of-the-art Digital Video and Data Recorders feature best in class video compression and remote view technologies. Add the innovative spirit of our team, and our first to market reputation, and the decision to choose Gulfcoast has never been easier. Visit our booth at the NACS Expo and learn first-hand.



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Legislative Update

Lawmakers Propose Measure To Repeal Durbin Amendment

Congressman Jason Chaffetz (R-UT) and Congressman Bill Owens (D-NY) said they plan to introduce legislation to repeal the debit card swipe fee reform contained in the Durbin Amendment of the Dodd-Frank Wall Street Reform and Consumer Protection Act. The National Association of Convenience Stores (NACS) noted on their website that the proposal comes just as debit card swipe fee reform—which kicked in on October 1—is beginning to benefit merchants, consumers and small banks across the country.

Congressman Chaffetz said, “The Durbin Amendment is an affront to consumers and the banking industry. These legislatively enacted price controls have compelled banks to charge consumers higher (and in some cases new) fees to make up for lost revenue.”

“Congressman Jason Chaffetz (R-UT) and Congressman Bill Owens (D-NY) said they plan to introduce legislation to repeal the debit card swipe fee reform contained in the Durbin Amendment.”

“For Members of Congress today to do the bidding of the country’s biggest banks and attempt to repeal these reforms is an affront to merchants and their customers,” said Mallory Duncan, Chairman of the Merchants Payments Coalition and Senior Vice President and General Counsel of the National Retail Federation. “Repealing these reforms sends a message that anti-competitive, price-fixing behavior on the part of the country’s biggest banks is ac-

ceptable.”

According to the Merchants Payments Coalition, as a result of the reforms and the small bank exemption small banks and credit unions are utilizing the exemption and the two-tier interchange system to their advantage. Some are even paying consumers to open checking accounts and use debit cards. The National Retail Federation noted that the legislation proposed by the congressmen would cost consumers more than \$6 billion a year in savings that merchants plan to pass along to their customers.

House Members Seek Federal Anti-Trust Investigation Of Banks

Amid widespread outrage over new debit card fees charged by Bank of America and other big banks, Chief Deputy Whip Peter Welch (D-VT) and House colleagues recently called on Attorney General Eric Holder to investigate whether big banks

are coordinating their fee strategies in violation of federal anti-trust laws. In a letter to Holder, the representatives highlighted public statements by banks and banking associations that point to possible efforts to coordinate fee increases.

“It appears that banks are seeking to justify fee increases after Congress and the Federal Reserve Board recently limited banks’ ability to collude with networks to set debit interchange fees,” Welch and his



colleagues wrote. “Statements made by individual banks and their trade associations raise questions about whether some price increases that have occurred this year have actually been coordinated.”

Three of the nation’s four largest banks—Bank of America, J.P. Morgan Chase and Wells Fargo—have recently announced they will begin charging new debit card fees. “Actions taken by Bank of America (BOA) [recently] highlight our concern and demonstrate that immediate scrutiny of additional anticompetitive pricing practices by banks is in order,” the letter reads. “...We are concerned that BOA’s announcement may be a reaction to, and participation in, price signaling or collusion that has occurred among and between banks and bank associations.”

Heartland Releases First Durbin Impact Statistics

Just days after the implementation of the Durbin Amendment swipe fee reform on October 1, Heartland Payment Systems, one of the nation’s largest payments processors, has released the first real-world data about the legislation’s actual effects on business owners across the United States. According to the company, from the first to the third of October, Heartland passed along \$1,779,568 in debit interchange reductions to its merchants across the U.S. Restaurant mer-

continued on page 36

YOUR FOA COULD WIN

\$7,500!

Available only to 7-Eleven Franchisees' FOA
(Corporate Stores are not eligible)



Sweetened Original
2/1.5 L
50000-93332

French Vanilla
2/1.5 L
50000-93348

Hazelnut
2/1.5 L
50000-93360

JULY 1, 2011
through
DEC. 31, 2011

Increase NESTLÉ® COFFEE-MATE® Liquid Pump Bottles over last year's Q3 and Q4 sales!

- The FOA with the largest sales increase over last year wins **\$7,500**
- The FOA with the 2nd largest sales increase over last year wins **\$5,000**
- The FOA with the 3rd largest sales increase wins **\$2,500**





for food and other essentials in recent months, as customers focus more on the basic necessities in a sluggish U.S. economy. The discount chain, which operated 7,023 stores at the end of the fourth quarter, has worked on appealing to a more cautious clientele without raising prices too much. It expects same-store sales to jump 4-6 percent in its current quarter.

Quiznos Expands C-Store Growth Strategy

Sandwich chain Quiznos recently announced a partnership with Vermont-based convenience and gasoline retailer, Champlain Farms, to open Quiznos restaurants inside Champlain Farms' 40 locations. The company said the partnership is a significant milestone in its convenience store growth strategy and demonstrates a continued commitment to partner with strong, regional

C-store branded foodservice programs grew by 6 percent in 2010 and another 6 percent in 2011.

convenience store operators for success in the convenience store channel. The new Quiznos restaurants will be in Champlain Farms locations throughout Vermont, situated in highly-frequented locations such as colleges and universities, interstate exits, and tourism destinations.

C-Stores Go Head-To-Head With Restaurants

Building on their inherent strength in convenience, efficiency and 24/7 availability, convenience stores are rolling out their own, branded foodservice programs that return higher margins while also improving food quality and healthfulness, according to "Convenience Store

Foodservice Trends in the U.S." by market research publisher Packaged Facts. The report states that in the process, c-stores are going head-to-head with established restaurant play-

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Legislative Update

chants received \$671,652 of this reduction. The company said it estimates its average merchant will save more than \$1,000 in the first year alone.

While the majority of merchants are realizing significant savings from the debit rate reductions, merchants that process a high volume of small-ticket transactions are actually paying more due to the elimination of MasterCard and Visa's small-ticket interchange rates, Heartland said in a released statement. As of October, the card brands are charging the same regu-

continued from page 34

lated rates as standard transactions of 21 cents plus one cent plus 0.05 percent of the transaction volume, which translates to increased costs on debit transactions less than \$11. In Heartland's portfolio, quick serve restaurants (QSRs), for example, are now paying an average effective interchange rate of 2.15 percent compared to the 2.08 percent they were charged under the small-ticket provision. ■



Bits & Pieces...*continued from page 26*

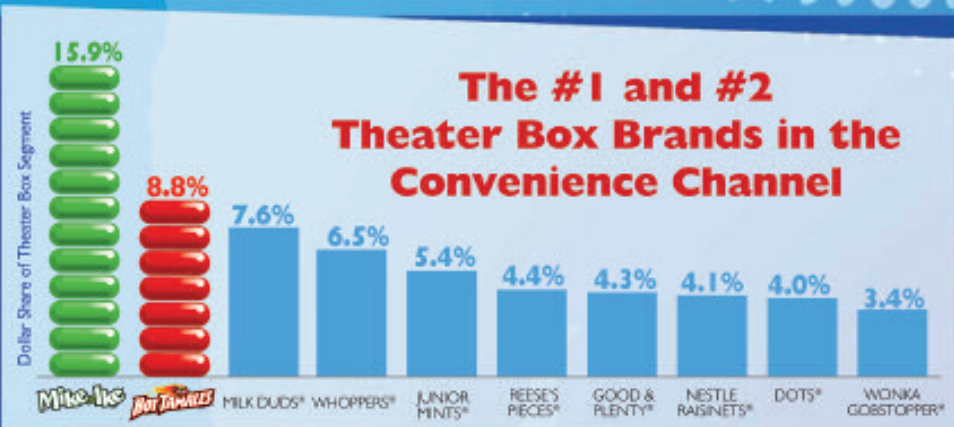
for state programs. • Red's Hop N' Market in Malone, Washington has become the test ground for the first village post office in the country, reported CSNews Online. The rural store has been selling stamps and shipping supplies since August, and has mailboxes outside that residents can access with a key. • C-store chain Sheetz is planning to open 10 new stores in Pittsburgh, Pennsylvania, and to hire as many as 250 new employees by the end of 2012, according to the *Pittsburgh Business Times*. • Unilever Ice Cream recently won Progressive Grocer's 2011 Category Captain's Award for its Magnum launch and "Adult Indulgent Profit Door" shelving solution. This is the fourth year in a row Unilever has won this award. • FM Facility Maintenance has designated Liquid Ice, Inc., of Northboro, MA as its Primary Service Provider for 69 7-Eleven locations in New England. The agreement covers only coffee brewing equipment. • Rumors are running rampant in several business publications that the two top brewers in the world — Anheuser-Busch InBev and SABMiller — could soon merge as part of a \$80 billion deal. • Dr Pepper will give away more than \$1 million in tuition money as part of the Dr Pepper Million Dollar Tuition Giveaway. Dr Pepper fans can submit videos online at DrPepper.com to explain why they deserve tuition money for a chance to compete to win various prize levels, including one of five \$100,000 grand prize scholarships. • Casey's General Stores reported a 16 percent increase in inside sales for the quarter ended September 7, 2011. The company said basic earnings per share increased 28.4 percent after adjusting the prior year's results for fees associated with Couche-Tard's hostile takeover attempt. •

continued on page 38

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	SLIN
MIKE AND IKE® Original Fruits 6oz Theater Box 12 ct box	299198	141789
HOT TAMALES® Cinnamon 6oz Theater Box 12 ct box	591255	142072
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

BIG BOXES

	UIN	SLIN
MIKE AND IKE® Original Fruits 9.5oz Theater Box 12 ct box	833822	141455
HOT TAMALES® Cinnamon 9.5oz Theater Box 12 ct box	833756	141452

COUNT GOODS

	UIN	SLIN
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

JUST BORN.



ers, seeking to take a slice out of the limited-service restaurant pie while also keeping in mind their customers' broader on-the-go purchasing needs. Packaged Facts projects that c-store foodservice sales grew 6 percent in 2010, and will rise an additional 6 percent in 2011 and 5 percent in 2012.

"By enhancing foodservice quality and variety, we believe convenience stores are poised to benefit from increased sales of gasoline and other merchandise, as consumers seek to consolidate their purchases in the interest of efficiency," said David Sprinkle, publisher of Packaged Facts. "Because it is so well positioned, we anticipate that convenience store industry foodservice sales growth will outperform the retail and restaurant foodservice industry average through 2013."

Mike And Ike RedRageous! Wins Industry Best New Product Award

For the second year in a row, candy maker Just Born has won the non-chocolate candy category of CSN's (Convenience Store News) Best New Products Award—this year for its new Mike And Ike RedRageous!. Mike And Ike Lemonade Blends won in 2010. Mike And Ike Red Rageous! is packaged in a 6 oz. theater box, 2.12 oz. count goods bag, and .78 oz.



Robberies in c-stores dropped 14.3 percent in 2010.



C-Store Robberies Down In 2010

Robberies at convenience stores and gas stations dropped 14-plus percent in 2010, reported NACS Online. Citing recent crime statistics released by the FBI, NACS said this is much better than the national average decrease in robberies of 10 percent. Specifically, gasoline or service station robberies decreased 14.6 percent in 2010, while convenience store robberies dropped 14.3 percent. Overall, the estimated number of violent crimes in 2010 declined 6 percent, signifying a drop for the fourth year in a row, while property crimes decreased 2.7 percent for the eighth straight year.

New Jersey And Maryland May Raise Cigarette Taxes

Efforts are underway in New Jersey and Maryland to raise the tobacco excise taxes in both states, according to published reports. Health advocacy group Maryland Citizens' Health Initiative has begun a campaign to raise the state's cigarette tax by \$1 to \$3 per pack, as well as hike taxes on other to-

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Bits&Pieces...continued from page 36

Denmark recently imposed the **world's first "fat tax" in an effort to slim its population and cut heart disease**, reported *The Telegraph*. The tax is expected to significantly reduce consumption of saturated fat and butter in the country. • **Canada has placed a limit on the amount of caffeine per can** that energy drinks can contain, reported the *Vancouver Sun*. The new amount is 180 milligrams—about the same contained in a medium cup of coffee.

• **The Hershey Company has entered into an alliance with The Ferrero Group** in North America for a joint warehousing, transportation and distribution initiative.

The two companies will work together with the expectation of **reducing carbon dioxide emissions** and energy consumption in warehousing and freight, with fewer vehicle journeys needed to move products to customers. • **'Gumby' tried to rob a 7-Eleven store in San Diego recently**, reported KTLA News. According to police, the suspect dressed as the famous TV character entered the store, announced a robbery and claimed to have a gun. After fumbling in an attempt to pull the weapon out, the suspect left without taking anything.

• **Google announced that Sheetz is among the first retailers to accept newly introduced Google Wallet**, which allows customers to pay for purchases by tapping their smartphones on any PayPass-enabled terminal at checkout. • As part of **Coca-Cola's ongoing efforts** to innovate through its fleet of distribution vehicles, the company announced it has added six eStar all-electric, **zero-emission trucks** to its growing fleet of alternative fuel vehicles in North America—a fleet that will surpass 750 by the end of this year. • Hamburger chain **Five Guys recently became the**

continued on page 42

Skinny Cow In the Candy Aisle!



Skinny Cow Dreamy Clusters Milk Chocolate Singles

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Skinny Cow Heavenly Crisp Milk Chocolate Singles

Packed 18 per case, .77 oz. clusters



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From the National Office

MANAGING RELATIONSHIPS



By Bruce Maples, Chairman

National Coalition of Associations of 7-Eleven Franchisees

O

ne of the key responsibilities of our franchisee trade association is to manage the relationships between all of the groups on whom 7-Eleven franchisees depend. This includes our relationship with 7-Eleven, Inc., our relationship with vendor partners, and especially, the relationships between FOA members and the National Coalition, in order to represent the interests of all franchisees.

Over the past two years, the National Coalition has worked hard to make these relationships work, by meeting with 7-Eleven, Inc. top management on issues identified by our Board, by bringing in expert legal opinions on complicated issues, by addressing vendor opportunities and problems, and by getting involved in legislative issues that impact our businesses and our livelihoods.

Still, much work remains to be done. The issues surrounding our business are numerous and complex. 7-Eleven continues to expand nationally, and test new programs, new proprietary and non-proprietary merchandise, and new ways of going to market. In order to maintain our status as the leader in the industry, it is essential that the National Coalition

provide accurate feedback to 7-Eleven and help our franchisor “get it right” for franchisees.

One of the first issues on the franchisee agenda in 2011 was to address the issue of low-volume stores. While progress is slow, we continue to talk to 7-Eleven, Inc. and ask for a “fair and reasonable” solution. We do not want these franchisees to have to jump through hoops, and more importantly, we do not want these franchisees to have to spend money to make more money. National Coalition leadership will continue to focus on this issue.

Another issue we have continued to address is declining gross profit and the CDC. The economy has had a huge impact on our income, and our delivery system has a lot to do with the impact on our gross profit. In 2011 the National Coalition, on the direction of the Board, was successful in working with 7-Eleven to eliminate CDC flat fees, the first step needed to provide franchisees with cost of goods transparency. For the first time in over a decade, franchisees are seeing an accurate cost of goods, and there is no

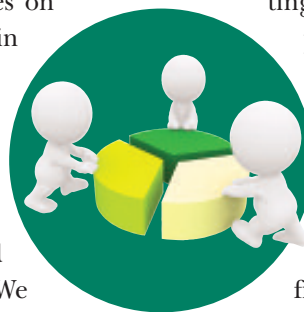
question that we now believe CDC products cost too much.

So the hard work still remains. Putting the most appropriate products through the CDC can only happen with accurate franchisee feedback. Franchisees need to get involved if we are to get the right product mix, at the right gross, from the right vendors. Hot foods after write-offs must be a 40 percent margin, and we’re working to get dairy out, because we can’t let hot dogs and milk subsidize fresh sandwiches and drive the results.

To work on CDC problems our FOAs must work together with 7-Eleven, Inc. to pick the products and the vendors they would like to see going through the CDC. Constant feedback will be needed to go in the right direction, and this means we must work ongoing with the company. Most importantly, 7-Eleven has to get it right for our stores and our customers.

Over the past two years, the National Coalition’s relationship with 7-Eleven, Inc. has continued to develop. Whether at the national or local level, respect and trust builds the influence of franchisee leaders with 7-Eleven,

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“In order to maintain our status as the leader in the industry, it is essential that the National Coalition provide accurate feedback to 7-Eleven and help our franchisor ‘get it right’ for franchisees.”

**BRUCE MAPLES CAN BE REACHED AT
520.577.8711 OR
NATIONALOFFICE@NCASEF.COM**

From the National Office

CONTINUED FROM PAGE 41

Inc. to represent the interests of all franchisees. We must first get in the door to have access to management to do the job. On a local level, the leaders of our 38 franchisee associations have the same responsibility to their members.

We have many challenges to face in the coming year. Increasing competition from QSRs on coffee, the decline of the tobacco category and the challenge of fresh and hot foods, encroachment from 7-Eleven's expansion, and BT—7-

Eleven's new way of going to market, to name a few.

As 7-Eleven grows towards 6,000 franchised stores in 2012, I urge everyone to get involved with your local FOA. Report problems and opportunities to local leadership. Talk to your market manager, your zone leader and franchisee leadership, and identify issues for the National Board. If we build relationships with the people who impact our business every day, we can continue to grow our sales and profits while we improve the system. ■

"To work on CDC problems our FOAs must work together with SEI to pick the products and the vendors they would like to see going through the CDC."

Bits & Pieces...continued from page 38

largest restaurant chain to endorse the installation of Coca-Cola Freestyle fountains for its entire system, installing two in all company-owned locations across the country. • **Fifty Dollar General stores** across Arkansas have been approved for beer sales, reported the *Arkansas News Bureau*. Dollar General, which has stores in 36 states and operates 265 stores in Arkansas, is conducting a nationwide roll-out of beer sales. • For its first quarter 2012, Alimentation **Couche-Tard announced net earnings of \$139.5 million**, up \$12.6 million or 9.9 percent from the comparable period of last fiscal year. •

continued on page 50

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Business Issues



WEST COAST NEEDS THE BENEFIT OF FRESH FOODS

By Joe Galea, Executive Vice Chairman

National Coalition of Associations of 7-Eleven Franchisees

O

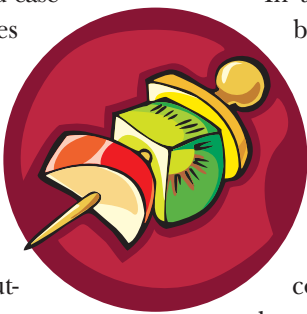
n my visits to 7-Eleven stores throughout the country, I usually spend an extended period of time focusing on the fast food, grill items and hot foods in our stores. After all, SEI repeatedly tells us that foodservice is to become the core of our business, and I like to see how we are stacking up.

So far I've noticed that our East Coast stores are moving full steam ahead with this program. The impression you get when you walk into one of these stores is that you are entering a foodservice business, as evidenced by the elaborate presentation of the hot food case, which is complimented by the grill and the fresh food case with the fresh sandwiches and other items.

The foodservice program on the West Coast, on the other hand, is off to a slower start. Although the franchisees are doing a good job in executing the program, there is concern about the limited selection of fresh and hot food products, the lack of regularly-introduced new items, and the lack of interest the program generates when the customer sees the same items day-in and day-out.

It is plain to me that SEI is more invested in the foodservice program on the East Coast than on the West. On the West Coast, even accompanying products like salads and cheese snacks are not up to the standards that we see on the East Coast.

The fact is customers often come into our stores to purchase new items. They don't want the same thing week after week. We have tried packaged salads on the West Coast, and they have been sub par. On the East Coast, the salads are freshly made and are more attractive and appealing to the customer. SEI needs to become more engaged with the foodservice program on the West Coast to help those stores increase sales. We need to rethink the fresh and hot foods selection, and rework it. West Coast stores currently lack the customer appeal that East Coast stores have, and that is actually driving some customers to the competition.



In this day with the economy being what it is, we need to meet or exceed our customer's expectations, especially when compared to our competition. The time to act is now, and to move forward we need to consider many factors. At the core of our business are young adults, but we also have a lot of moms that come in with children in the morning. We need to have fresh and hot food items that appeal to all these demographics so they will keep coming back to our stores.

I strongly believe SEI should consider a "Sandwich of the Month" program, with the selected sandwich sold at a reduced retail price. The fresh and hot foods selection needs to be revisited frequently. I believe our franchisees need

to be involved and have input on the foodservice program. I think implementing these changes would put us on equal footing with the competition.

My personal observation is that presently the stores on the East Coast are more advanced in the foodservice program than the stores on the West

Coast, and I would imagine that the East Coast stores are driving high sales because of it. The East Coast stores have cheese slices and fruit cups. They have celery and carrot sticks that are individually packaged under the 7-Eleven label. The West Coast stores have Del Monte items, but the selection is limited. The West Coast, simply put, is not up to the standards of the East Coast when it comes to foodservice.

I think it's great that East Coast franchisees are fully engaged in this program. They are aggressive in ordering items and merchandising the fresh and hot foods that are appealing and inviting to the customer. But my hope is that this will be the model for all of our stores throughout the country. ■


"The impression you get in many East Coast stores is that you are entering a foodservice business."

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	90280-15025	Work-Fare Dotted Canvas	1	1 PR	\$115.20	\$0.80	\$1.49	46.3%	\$0.69
	90280-15035	Work-Fare Stretch Knit Reversible	1	1 PR	\$118.08	\$0.82	\$1.59	48.4%	\$0.77
	90280-15030	Work-Fare Mini Dot Jersey	1	1 PR	\$129.60	\$0.90	\$2.29	60.7%	\$1.39
	90280-15020	Work-Fare Knit Wrist Canvas Blue	1	1 PR	\$73.44	\$0.51	\$0.99	48.5%	\$0.48
	90280-15040	Work-Fare Promo Chore Knit Wrist	1	1 PR	\$213.12	\$1.48	\$2.19	32.4%	\$0.71
	90280-15050	Work-Fare Knit Wrist Leather Lrg	1	1 PR	\$168.48	\$1.17	\$2.29	48.9%	\$1.12
	90280-15055	Work-Fare Leather Palm Safety Cuff Lrg	1	1 PR	\$118.80	\$1.65	\$2.99	44.8%	\$1.34
	90280-15060	Work-Fare Unlined Jersey Camouflage	1	1 PR	\$171.36	\$1.19	\$2.29	48.0%	\$1.10
	90280-15084	Work-Fare Latex Dipped Glove Blue	1	1 PR	\$273.60	\$1.90	\$3.69	48.5%	\$1.79
	90280-15078	Work-Fare Latex Dipped Glove Black	1	1 PR	\$279.36	\$1.94	\$3.89	50.1%	\$1.95
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By Arnold J. Hauptman, Esq.

National Coalition of Associations of 7-Eleven Franchisees

H

idden in the one-inch thick Franchise Disclosure Document are several little known provisions, policies, and practices that you should be aware of before you sign a store agreement—whether for an initial store or, more likely, for a multiple.

Being aware of these points may or may not discourage you from signing an agreement but, at the very least, you will know what you are getting yourself into.

There are too many of these little known provisions, policies, and practices for one article, but the following issues come up frequently and are of great importance. For instance:

Gasoline Franchise Fees

The current gasoline franchise fee (called an “Initial Gasoline Fee”) ranges from \$10,000 for sales during the prior year of 750,000 gallons or less, to \$40,000 for more than 1,500,000 gallons or for a new store. But, DID YOU KNOW that the Disclosure Document also provides: “Sometimes, but not always, we may waive or reduce the franchise fee if you have experience in the operation of a 7-Eleven Store.”

If you fit into this category and are applying for another store with gas, you may be able to save a lot of money by negotiating a full or partial waiver

of the initial gasoline fee BEFORE you sign the agreement.

The Half-Mile Policy

In my view, encroachment is the biggest threat to the success of a store’s operation. A high volume store can become a mid-volume store—and a low volume store can become totally unprofitable—if a new or converted store suddenly and inexplicably is established at a location so close to your existing store that it will have a substantial, and even devastating, impact on your sales.

If one morning on your way to work you see a large sign real close to your store that announces “New 7-Eleven Store Opening Soon,” you know first-hand what a knot in your stomach feels like.

But wait, you think, “It can’t be. What about the half-mile policy?”

This new store is well within that distance.

You are then somewhat comforted by what you believe to be your right, at least, to franchise that new location or transfer to it if you so choose.

I wish I could tell you that you would be correct in your belief. First, DID YOU KNOW that the half-mile policy does not protect you from a store being established within a half mile of your store? It only gives you

certain rights to possibly transfer to the new location or possibly franchise it as a multiple. It turns out that the trumpeted half-mile policy has more holes in it than a slice of Swiss cheese. For instance, the policy does not apply to a store built or converted under the Business Conversion Program, nor does it apply to locations purchased

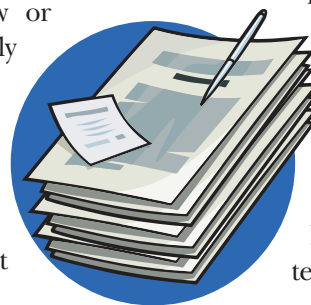
by SEI and then re-branded as 7-Eleven stores. The policy is applicable only to new store locations. But, even then, not to stores in densely populated areas, or in what SEI terms a “special use area.”

Moreover, in order to franchise the new store as a multiple or as a transfer, you must meet SEI’s criteria, which can be very stringent. Whether or not you can meet the criteria is frequently a subjective determination by your Market Manager and may often be a matter as to whether another existing or prospective franchisee is favored for the new store. Of course, simply transferring to the new store or getting it as a multiple does not blunt the complete impact that each store will have on the other.

Negligent Hiring

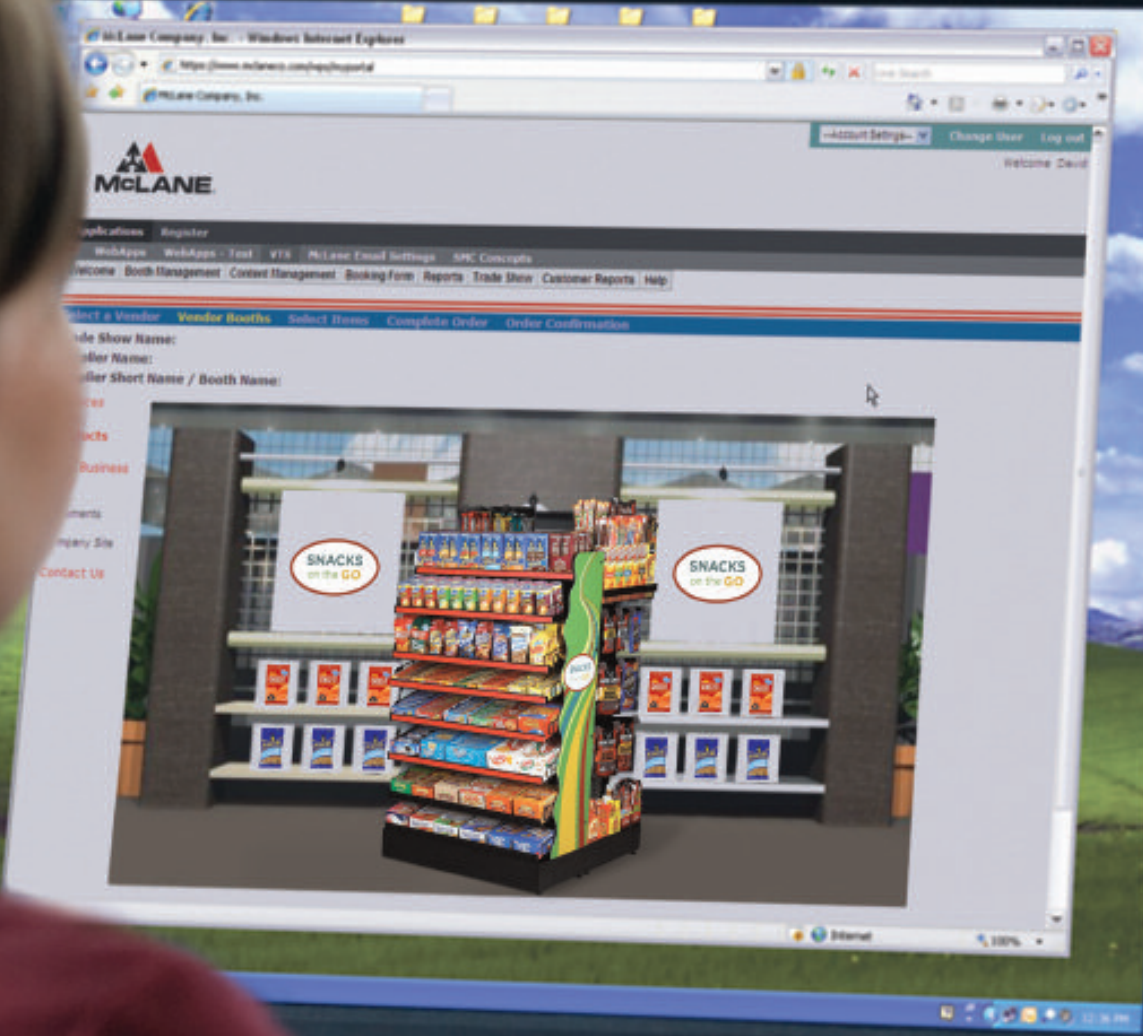
This is the scene: You are relaxing at home on a Sunday afternoon, watching your favorite football team,

continued on page 50



“The Franchise Disclosure Document contains several little known provisions you should be aware of before you sign a store agreement.”

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when you receive a call from your local police department. The problem? One of your clerks got into an altercation with a customer, the customer is being taken to the hospital with severe injuries, and your clerk is being arrested. You then yawn, call another clerk to rush to the store and go back to enjoying the game. Not to worry, you

think. The Indemnification Agreement with SEI will take care of any claims and, besides, I have additional outside insurance for these types of occurrences.

“SEI will not cover loss of refrigerated goods caused by downed lines or grid power outages.”

DID YOU KNOW that the SEI indemnification does not cover assaults or other intentional acts by your employee that were foreseeable to cause injury to a third person (customer, vendor, or co-employee) except if determined to be in self defense or in defense of another person? Don't rely on your outside insurance to cover any such claim (if you have such insurance). Almost always, these policies cover “accidents” that cause personal injuries and not intentional acts that foreseeably cause injuries.

Now what? It turns out that your trusted employee has a criminal record of past assaults and if you or any other reasonable employer had known that, the person would not have been hired and the injury would not have occurred. Next, a knock at your door by a process server who hands you a legal complaint alleging that you “negligently hired” the offending employee and demanding a huge sum of money to compensate the victim. In all likelihood, any damage award will come out of your pocket or the pocket of your corporation.

Could you have avoided this major problem? The answer is yes. How? By taking the simple and inexpensive steps of obtaining a criminal and other background check before hiring a prospective employee. The cost—probably around \$25. If the check revealed no past violent behavior and no discrepancy from other information given to you (address, past employment, etc.), then you would be deemed to have exercised due diligence and would not be responsible for an assault by an employee that you had no reason to foresee.

There are many reputable companies that perform employee background checks. The one that I have investigated is InfoCubic, which can be reached at 1-877-578-9558.

Wind And Storm Damage

Experience any hurricanes or tropical storms lately that resulted in lost electrical power requiring the disposal and write-off of refrigerated merchandise? If you did, don't look to SEI's indemnification to reimburse you for the cost of that inventory unless the loss was the direct result of a windstorm. DID YOU KNOW that SEI does not consider the loss to be “direct” unless the electrical pole literally falls on the store? If the power outage is caused by downed lines of power grids because of a windstorm, SEI will not indemnify the loss.

In my opinion, SEI's interpretation is very strained and I disagree with it. Most certainly, any power outage caused by a windstorm has a direct connection and should be indemnified. I am informed, however, that SEI

“SEI indemnification does not cover assaults by your employee that were foreseeable to cause injury to a third person.”

Bits&Pieces...continued from page 42

The Boston Public Health Commission recently approved proposed rules that would crack down on the sale of **electronic cigarettes** in the city by regulating them like actual cigarettes, reported the *Boston Globe*. • A recent consumer survey conducted by The NPD Group finds that a majority of U.S. consumers surveyed **believe self-service technologies such as self-checkout and kiosks improve the store experience**, with almost half of younger shoppers preferring to use self-checkout in stores. • Sandwich chain **Subway announced that it opened 32 locations** in convenience stores throughout the world during August and September. • Walmart plans to install solar panels on up to 60 additional stores in California, expanding the company's solar portfolio to more than 75 percent of its stores in the state. **California is the first state in the nation where Walmart has devoted this level of commitment to renewable energy.**

• The Obama administration recently proposed banning the use of electronic cigarettes on airline flights, **claiming there is concern the smokeless cig-**

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is electing to share in the write-off, which increases the cost of goods, decreases the gross profit, and reduces your 7-Eleven charge by whatever percentage you are operating under.

If you have additional insurance, you may be covered, but the deductible may equal, or come close to, your actual loss.

I hope I didn't depress you too much. ■

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ADVANTAGE



Communication Is A Two-Way Street

Roger St. George

VICE CHAIRMAN, NATIONAL COALITION

One of the hallmarks of great companies is effective communication. Communication is defined as the exchange of information between people. It is interesting to note the definition includes the word “exchange,” as communication is the sharing of information, not the downloading of information.

Since the advent of SEI’s “Project E,” the exchange of information between corporate and the franchise community seems to be lacking. In many instances it even appears there is too little or no information coming to franchisees. Traditionally, the field consultant has been the source of information essential to franchisees and store operations. Now the field consultant spends only a few minutes with franchisees on operational issues and then spends the rest of the time implementing the merchandising objectives for the week. No one argues against the importance of building sales and gross profits, but franchisees are faced with daily obstacles and issues that demand immediate attention and answers.

With Project E it seems communication mainly consists of notification downloads via email on 7-Connect. This is a great way to disseminate information to stores, but it is not communication. The exchange of information is lacking because franchisees are not allowed to “reply” to these emails to get their questions answered. Instead, a franchisee must call their field consultant, whose usual response is that they will try to obtain the answer at the Tuesday National or Zone communication meeting.

The normal procedure for distributing price changes to the stores is via the weekly NPI packet. This process requires at least three

weeks of advance planning. Obviously, not all manufacturers or suppliers play by 7-Eleven’s rules, as witnessed by emergency tobacco or confectionary price changes franchisees get with sometimes one day’s notice. These price changes are understandable. What is not comprehensible is the price change forms listed on the POS register up to a week after the price change became effective. This unproductive communication frustrates storeowners, and creates undue work for them.

Franchisees are also frustrated with the lack of information when suppliers come to the store and announce changes that have not been previously communicated by SEI. These may be changes to distribution

schedules, changes in packaging or pack sizes, or changes to schematics or plan-o-grams. Calls to the field consultant often result in a deafening silence. While franchisees are independent contractors, and make the merchandising and purchasing decisions for their stores, they are also paying SEI for its expertise and guidance. Franchisees expect SEI to have their back and to be resourceful in reaching the best business decisions for their stores. It seems field consultants are as surprised as franchisees of the information received at the store level from suppliers that should have come from the Store Support

continued on page 55

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

VICE
CHAIR’S
FORUM

“Franchisees are faced with daily obstacles and issues that demand immediate attention and answers.”

#1 CIGAR WRAP BRAND*



*Nielsen Total U.S. Convenience + Food, 4 weeks ending 8/11/11

CIGAR WRAPS - BLUEBERRY
1 CARTON-25 TWO PACKS
SLIN 321446 - UIN 554600



CIGAR WRAPS - APPLE
1 CARTON-25 TWO PACKS
SLIN 321447 - UIN 553826



CIGAR WRAPS - CHERRY
1 CARTON-25 TWO PACKS
SLIN 321445 - UIN 554634



CIGAR WRAPS - MANGO
1 CARTON-25 TWO PACKS
SLIN 321476 - UIN 74021



CIGAR WRAPS - STRAIGHT UP
1 CARTON-25 TWO PACKS
SLIN 321478 - UIN 74633



CIGAR WRAPS - MELON
1 CARTON-25 TWO PACKS
SLIN 321444 - UIN 555102



CIGAR WRAPS - PEACH
1 CARTON-25 TWO PACKS
SLIN 321443 - UIN 555201



CIGAR WRAPS - GRAPE
1 CARTON-25 TWO PACKS
SLIN 321442 - UIN 555383



CIGAR WRAPS - STRAWBERRY
1 CARTON-25 TWO PACKS
SLIN 321477 - UIN 74120



ZIG-ZAG CIGAR BLEND TOBACCO
1 CARTON-6 POUCHES
SLIN 320238 - UIN 555631



NEW - XTRA LARGE SIZE

CIGAR **2** WRAPS
XTRA WIDES

XTRA WIDES - GRAPE
1 CARTON-25 TWO PACKS
SLIN 321289 - UIN 680918



XTRA WIDES - MANGO
1 CARTON-25 TWO PACKS
SLIN 321288 - UIN 680900



XTRA WIDES - STRAWBERRY
1 CARTON-25 TWO PACKS
SLIN 321287 - UIN 680876



XTRA WIDES - BLUEBERRY
1 CARTON-25 TWO PACKS
SLIN 321292 - UIN 680884



Communication Is A Two-Way Street *continued from page 53*

Center. To many it appears SEI has abrogated its communication responsibilities on behalf of its suppliers and vendors.

Franchisees are reporting they are not getting any notice prior to contractors appearing at the store to begin work. When a schedule has been given to the store, the schedule is not followed. LED lights are installed with no scope work delivered to the store, yet the franchisee is expected to sign off that the installation was completed. Equipment is replaced without advance notice. Gasoline tanks are removed from service without the slightest mention to the franchisee that a problem ever existed. Inspections and store surveys by third parties are demanded by individuals without credentials or a letter of introduction from SEI, and

many times are conducted late at night or on weekends when no one at SEI can authenticate the validity of the demand. In this era of increasingly sophisticated scams, it is prudent for every franchisee to question these unanticipated intrusions. In many instances, not only do the field consultants not have foreknowledge of these events, the market managers are also unaware.

It is unfathomable that something so simple like communication—the sharing of information between two individuals—has become so difficult. This is the electronic age. In milliseconds it seems the entire world can know of an event. Franchisees should be able to get news about inspections or changes being made to our individual stores before they happen. ■

VICE
CHAIR'S
FORUM



Growing Sales and Growing Gross Profits

Jivtesh Gill

VICE CHAIRMAN, NATIONAL COALITION

For years we have been hearing bad economic news. The business climate is deteriorating, the consumer is cash-strapped, everyone has fewer disposable dollars, and retailers are having a more difficult time enticing customers to shop in their stores. Consciously or not, after so much bad news, almost everyone is now more selective about where they shop for a cup of coffee, a soda or a pack of cigarettes.

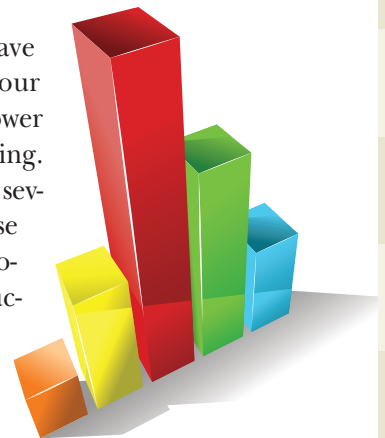
7-Eleven has done a good job of recognizing the changing economic climate, and now most of our new programs revolve around offering value. But at what cost? Some programs have been successful, and some have not. Using the KVI (Key Value Item) approach of lowering costs on well-known items we have been able to draw more foot traffic, but to compensate for lower gross profit we have had

to adjust retails on other items. We are trying to highlight private label products, but even with these changes our GP is suffering.

7-Eleven promotional activities have helped generate additional sales in our stores, but many of these sales come at a lower gross profit due to promos and discounting. Franchisees know that when we focus on several specific items, we sell a lot of those items. If we look at the purpose of the program, which is to increase sales, it is a success, but if you look at the cost in terms of gross profit, sometimes it is not.

Our monthly sales plan lays out the focus items and what promotions we are

continued on page 56



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Growing Sales and Growing Gross Profits continued from page 55

running. During Quality Visits (QVs) The focus items get much attention, because Field Consultants are concerned with driving numbers sold. Consequently, total units sold for those items becomes something franchisees worry about, and this takes away from other promotions we may be running—such as holiday promotions, beer, and chips—and displays. We lose focus on some of the traditional promotions that we’ve done for years. The idea is to have broader view of promotions and not focus on several specific items because they are being monitored and tracked.

I believe most franchisees support SEI’s decision on the cigarette contract, because we know it is not a good business practice to let our suppliers dictate price. We are one of the largest tobacco retailers in the country, and Philip Morris is well aware of how much product goes into our stores. It takes guts and strength of numbers to stand up to the largest tobacco company, but that’s how things work in a free market. If Philip Morris has 50 percent of the ciga-

rette category with one brand, and that brand has to be the lowest priced in the store, 50 percent of our sales are affected. Even though the cigarette category produces a low GP, since it is a big portion of our total sales, any discounting activity puts a lot of pressure on franchisee gross profit. Hence, we if we lose 10 percent of that gross profit we have to sell a lot of Slurpees and sodas to compensate. It’s a category we want to protect until we can shift some of these sales to other categories.

As tobacco sales decrease, we can migrate from tobacco to fresh and hot foods. We all want to move away from cigarettes to food-service, but our customers come in wanting cigarettes and chips and beer, so the consumer shift is going to take some time. If our fresh food initiatives are to be successful, we need to make a shift in perception to a fresh food destination—and we are trying, with CMR, AQIPs and advertising. AQIPs need to happen much faster than they have in recent years, as this is a big part of changing customer perception.

“Focus items get much attention, because Field Consultants are concerned with units sold.”

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

EL MONTEREY
Proud of the Real Family

continued on page 55

Some franchisees in the Northeast feel that CMR has not produced the results we had hoped for. In spite of advertising and market roll-outs, sales increases have been mixed. We need to revisit that approach and make some adjustments, keeping in mind that each 7-Eleven store has a unique customer set with unique needs. Franchisees need to figure out if increased sales with additional gross profit and higher labor expenses are adding to their net income.

“We need to know that when sales increase, gross profit will increase as well.”

We need to grow sales, but at what cost? Franchisees have been asked for years to invest ourselves and our businesses in the programs our franchisor creates for us, but we need to see results for complying with new requirements. The company has to be sensitive about how these programs affect a franchisee’s net income. In the future, ongoing programs need to be designed to have both shareholders in our system benefitting with additional net income, or franchisee moral and enthusiasm will suffer. ■

Bits&Pieces...continued from page 50

arettes may be harmful, reported the Associated Press. The proposal would apply to all domestic airline flights, and would clarify an existing Transportation Department rule prohibiting smoking cigarettes or similar products on airline flights. • Several 7-Eleven stores have been **selected to participate in Coca-Cola’s Gold Peak Variety Tea Tower Test**. Participating stores have received a selected shipment of Gold Peak and Nestea product for this test, as well as brands to be added to their Big Gulp machines to replace the tea products moved to the Gold Peak Variety Tea Tower. • **Tesoro announced it will lease 241 retail stations from Thrifty Oil**. The stations are located primarily in southern California, and Tesoro said it plans to invest \$28 million in branding capital. • A report by the Centers for Disease Control and Prevention (CDC) reveals that **50 percent of Americans consume a soda or other sweet drink**

continued on page 62

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XX Large Burritos (10 oz.)

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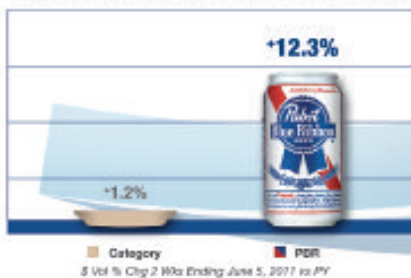
			
Egg, Bacon, Cheese & Salsa (8 oz.) McLane # 089607	Egg, Sausage, Cheese & Potato (8 oz.) McLane # 089581	Beef & Bean (10 oz.) McLane # 036160	Spicy Red Hot Beef & Bean (10 oz.) McLane # 035592
			

Pabst
Blue Ribbon
BEER

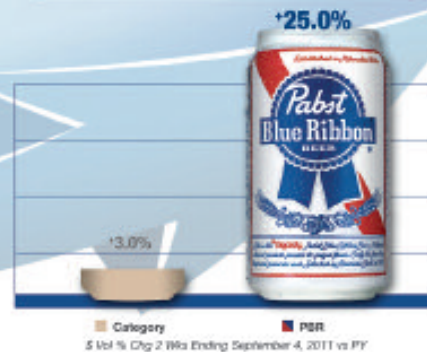
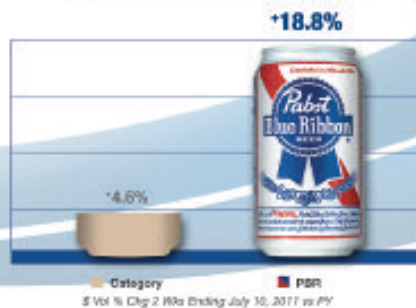
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Lori Appleton

Sr. National Account Manager

John Journick

Channel Development Manager, C-Store



It is no secret that Americans are living increasingly more active lifestyles and have become more aware of the benefits of consuming healthy foods. These trends have been reflected in the world of liquid refreshment beverages as well. Consumers have migrated toward hydration and nutrition beverages for the last several years, with Bottled Water showing the greatest increase in share of stomach among all beverage segments since 2009.¹

In 2011, Bottled Water has continued its solid growth in the c-store channel with positive returns in each of the last 6 quarters and gallon volume up 4 percent year-to-date. While Single Serve is certainly the dominant segment with 50 percent of the volume, Take Home² has been the main driver of growth, up 17 percent YTD with a 23 percent share of the category.

Within 7-Eleven, Bottled Water is an important driver of traffic and sales volume, outpacing the total channel with 6 percent growth. When looking at performance by 7-Eleven Zone,

South Florida Coast stands out with strong gains across all Bottled Water segments, for total category growth of plus 17 percent. Lone Star and Greater LA are also showing excellent performance this year, up 11 percent and 8 percent respectively. North Florida, Penn/Jersey, and Rocky Mountain are other Zones where growth has well outpaced the channel.

“Take Home has really shined as a traffic driver within the channel, allowing c-stores to compete with other retail channels for shopping trips.”

Take Home has really shined as a traffic driver within the channel, allowing c-stores to compete with other retail channels for shopping trips. One of the best ways to drive Take Home sales is to merchandise stacked displays in the store, right next to the door and inside the front window. Another critical location, space permitting, is outside the store on “the porch.” This strategy is important because

it will drive foot traffic from the pump into the store, encourage impulse purchases, and help with out-of-stocks by having more product avail-

able when needed. Common within other channels such as supermarkets, mass merchandisers, and even pharmacies, these displays have actually become something that guests expect to see when they consider a Bottled Water purchase.

Another way to drive Take Home sales is to provide more options to your guests by offering a variety of

brands and water types. Water type is an even more important driver of the purchasing decision in c-stores than in other channels.³ Our research has shown that average units per store per day actually increases when stores offer Take Home packages of both a popular water, such as one of Nestlé Waters’ Regional Spring Water brands, and a value brand like Nestlé Pure Life. Each of these brands caters to a different consumer segment, and by carrying both you will capture a greater percentage of Bottled Water consumers’ share of wallet.

While there are many great reasons to expand Take Home offerings and merchandising activity, you can’t forget the core of the category: Single Serve. As mentioned earlier, Single

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Serve represents a significant portion of Bottled Water sales, and is one of the most profitable items in the cold box. With impactful promotions driving traffic, velocity, and guest loyalty, it is critical that Single Serve Bottled Water gets the space it needs. At 7-Eleven, promotions on Nestlé Waters' 700ml and 1 Liter Single Serve items are growing volume and providing higher take rates year after year, so be sure to have enough Bottled Water on your shelves so your guests can find what they're looking for!

C-store retailers are continuously looking for ways to increase sales and profits, and as such more attention has been paid to driving foodservice sales. One way to do this is to consider the whole dining experience, and bundle your foodservice offerings with other products to entice higher dollar rings. According to NPD/Crest, non-alcoholic beverage servings at QSRs (quick-serve restaurants) outpace c-stores 5 to 1 in the afternoon day part.⁴ In response, successful c-store retailers are coming up with creative ways to combine foodservice sales with beverages from the cold box to try to capture more of this important usage occasion. An example might be a coupon offer of a free bottle of water with the purchase of a Fresh to Go sandwich. Or, an offer that has already been very suc-

cessful in the channel: a free bottle of water with the purchase of a cup of coffee. While this pairing may not seem to make sense, our research has shown that coffee is actually one of the top three items purchased with bottled water. When executed correctly, these bundling strategies enhance the foodservice experience for the guest, and provide an opportunity for c-store retailers to capture

grino Sparkling waters. Two of these brands, Nestlé Pure Life and Poland Spring, ranked within the top 10 among all beverage trademarks in 2010!⁵ Nestlé Waters recently launched the premium water brand resource, a natural spring water with naturally occurring electrolytes for taste, in a bottle made from 50 percent recycled plastic. And with the recent acquisition of the Sweet Leaf Tea

“In 2011, Bottled Water continued its solid growth in the c-store channel with positive returns in each of the last 6 quarters and plus 4 percent in gallon volume year-to-date.”

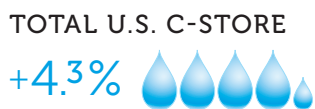
some of that traffic lost to QSRs. They can also help expand trial and usage of new and innovative items, in turn driving more profits for the store.

Nestlé Waters provides brands that consumers demand, and is proud to partner with 7-Eleven to drive beverage growth and store traffic. Nestlé Waters has returned plus 12 percent volume growth at 7-Eleven in 2011, with top-ranked brands across all segments that consumers recognize and expect, including Poland Spring, Arrowhead, Zephyrhills, Deer Park, Ice Mountain, and Ozarka 100% Natural Spring waters; Nestlé Pure Life purified water; and Perrier and San Pelle-

company, Nestlé Waters is now venturing outside of the Bottled Water arena, offering RTD Tea brands Sweet Leaf Tea and Tradewinds.

Few categories have been immune from the economic challenges that we've seen the last few years, but Bottled Water has proven to be one of the fastest to recover. As the demand for healthy choices is expected to increase for years to come, Bottled Water will continue to be at the forefront of beverage growth. Bottled Water is a high-volume, high-growth and profit enhancing category that will keep your guests returning to your store again and again, now and into the future!

Bottled Water Volume Growth 2011 Year-to-Date



SOURCE: Nielsen, IRI/7-Exchange

Average Units Per Store Per Day Nestlé Waters Single Serve Items at 7-Eleven



SOURCE: IRI/7-Exchange



SOURCES:

Category trend and share data provided by IRI/7-Exchange and Nielsen

NOTES:

- 1,5 Beverage Marketing Corp., June 2011
- 2 Take Home packages are multi-packs of convenience-sized bottles (1.5-liter or less), the most common of which is the .5-liter 20-24 pack, otherwise known as case-pack.
- 3 Proprietary Nestle Waters North America Inc./ GFK Shopper A&U Study 2011
- 4 NPD/Crest 2011



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bacco products like cigars and smokeless tobacco, reported the *Washington Times*. In New Jersey, a state senator has introduced legislation that would tax little cigars the same as cigarettes—\$2.70 a pack, reported the *Press of Atlantic City*.

Minimum Wage Set To Rise In Eight States

Eight states are set to raise their minimum wage rates next year, thanks to automatic annual increases, reported CNNMoney.com. Colorado, Montana, Ohio, Washington and Oregon recently announced their 2012 minimum wages, which

Washington State workers will enjoy the highest minimum wage at \$9.04 per hour.

contain increases ranging from 28 cents to 37 cents per hour. This translates into annual raises of between \$582 and \$770 for full-time workers at that end of the pay scale, depending on where they live. Washington workers enjoy the highest minimum wage, which will rise to \$9.04, an increase of 37 cents per hour and \$770 per year. Colorado will raise its minimum wage \$0.28 to \$7.64, Montana's

will jump \$0.30 to \$7.65, Ohio \$0.30 to \$7.70, and Oregon \$0.30 to \$8.80. Arizona, Florida and Vermont are expected to announce the increases in their rates soon.

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Unemployment Tax Rising In Many States

Employers around the nation are getting hit with higher state unemployment tax bills, as states have been forced to hand out more than \$1 billion in interest payments recently, CNNMoney.com reported. More than 30 states have had to borrow billions from a federal fund to cover unemployment benefits for their jobless residents in recent years. According to the online business news site, this is only the first of two tax spikes employers are contending with, on both the state and federal level. Come January, companies in 24 states could have to pay between \$21 and \$63 more per employee in federal unemployment taxes. Last year, employers paid 27.8 percent more in state jobless taxes.

These hikes are the latest in a series of unemployment tax increases as states look to replenish their unemployment trust funds devastated by the Great Recession. This is also the first time during this economic downturn that states have had to pay interest on their federal borrowing, which currently totals nearly \$38 billion. The 2009 stimulus act waived interest payments for two years, giving both cash-strapped states and their employers some breathing room. This year, however, states are being forced to make some tough decisions on how to handle the interest charges at a time when they are struggling to balance their own budgets. Some have dipped into other state funds or borrowed money, but most have shifted the burden to employers.



Bits&Pieces...*continued from page 57*

daily. The CDC report also found that males drink more soda than females, with teenage boys drinking nearly two cans of soda daily. • The Massachusetts Supreme Judicial Court recently ruled that **Coverall janitorial franchise system must pay back franchise related fees**—including franchise fees, promissory note payments, additional business fees, and payments for insurance—for labeling its employees as franchisees, Blue MauMau reported. **Experts believe the ruling that franchisees can be disguised employees** will ripple down to other franchise systems and other states. • France has added a **tax on sugary soda** as a means to combat obesity in the country, reported the *Daily Mail*. The number of French people who are now overweight or obese has doubled in 14 years, according to the newspaper. **The tax, which does not apply to no-calorie drinks like diet sodas, is expected to raise more than £100 million annually.** • Home-improvement retailer Lowe's plans to arm about 42,000 of its workers with iPhones in order to help associates better answer shoppers' questions and eventually ease the checkout process. **The iPhones are already in use in some Lowe's stores in the U.S. and Canada,** and all stores will replace scanner guns with iPhones by the end of the fiscal year, the company said. • Outcast Media announced that its **PumpTopTV network has experienced rapid growth** in the first half of 2011, with a 15 percent network expansion that includes the addition of close to 2,900 screens in 35 markets. • New hunger data released by the U.S. Department of Agriculture (USDA) reveals that **14.5 percent of American households suffered from food insecurity in 2010.** Although the figures are virtually un-

continued on page 64

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7-Eleven Markets To College Students

With more than 17 million students back to college this fall, SEI has signed on with Campus Solutions, Inc. to help penetrate this hard-to-reach demographic, whose discretionary spending will exceed \$50 billion this year. The 7-Eleven campaign, launched to promote its coffee and hot food offerings as well as its store improvements, will span 15 campuses nationwide, including Hofstra University, John Hopkins University and Morgan State University, among others.

According to a released statement, Campus Solutions has designed a program for 7-Eleven that will tap into each university's student body and Greek system to promote the convenience store chain through events, free samples and the distribution of more than 70,000 coupons throughout campuses.

7-Eleven Takes On Couche-Tard In Canada

SEI is taking the fight for North American convenience store dominance
continued on page 66

The State Of Our Business

BY MOHAMAD ISKANDAR, PRESIDENT, NORTHEAST FOA



As we all know, the c-store industry, like so many other channels, is struggling. In the northeast, our store sales are flat and we should probably be

grateful they are flat, given the present state of our national economy. However, what comes to my mind at this moment is where we would be if our franchisor partner stopped working against us and putting us at a disadvantage by making it nearly impossible to get the items our customers need and ask us for. A recent example of this was the insufficient number of flashlights when Hurricane Irene hit the northeast. We knew the storm was coming, but couldn't get enough flashlights to meet the demand.

We have also had our fair share of problems with maintenance. SEI seems to be concerned and is acting like they are trying to solve our problems, but at the same time the help desk is becoming as bad as FM. So it seems to me that although all parties involved may be trying to make our problems go away, we still end up wasting more time week after week creating CHD cases and writing e-mails

to correct problems that should never have been problems at all.

Speaking of problems, SEI is now asking that we once again concentrate on inventory turns. I do understand and agree that this is very important. However, the stores in New England can't sell Dixie Crystal sugar, yet it took us over five years to have Dominos sugar named as the recommended item. BC Headache Powder is not the preferred pain remedy in the northeast, and yet it remained a recommended item for years.

I am currently the franchisee of four 7-Elevens and I know that a big part of managing turns is efficiently utilizing the twice-a-week McLane ordering and delivery system. Lo and behold, what happens? I receive a phone call from McLane regarding one of my stores (a \$1.6 million store) informing me that they are cutting us to once-a-week delivery. One step forward, two steps back. One more issue, one more frustration with countless e-mails, and no results again.

When I started in this business, I just wanted to be a retailer, run my business and take care of my guests. Today I do everything else except take care of my guests, and hardly have the time to even greet them. ■

Bits&Pieces...*continued from page 62*

changed from 2009 (14.7 percent) and 2008 (14.6 percent), they are still the highest on record since the USDA first began publishing food insecurity data. The data also reveals that nearly **one in five children lives in households that struggle to put food on the table.** • McDonald's restaurants in southern California and the New York tri-state area recently became the first in the country to **begin selling the hamburger chain's new Happy Meal for kids**, which automatically includes apple slices and a smaller size of French fries, and either 1 percent white milk or fat-free chocolate milk as beverage options. •

Fast-food chain McDonald's will soon launch the McDonald's Channel, a digital network of exclusive original content targeted at its dine-in customers, reported the *Los Angeles Times*. The programming will be customized to specific communities around the individual restaurants, and will include **local news and entertainment features**, such as spotlights on upcoming films, albums and TV shows. • Looking to take advantage of the fast-growing market for healthy foods, **PepsiCo plans to have 30 percent of its portfolio consist of healthier products in 10 years**, reported Reuters. As such, the company has been expanding its range of juice, dairy and grain products, including its Tropicana orange juice and Quaker oatmeal. • **Coca-Cola reports its third-quarter profits rose 9 percent** to \$2.2 billion compared to the same period last year. The company also said its revenues jumped 45 percent to \$12.3 billion, and its volume sales **rose 5 percent globally** and by the same level in North America. Coca-Cola's revenues were helped by price rises and its acquisition of its North American bottling operations. • Three U.S. congressmen recently introduced the

continued on page 66

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1. MATADOR Design Concept Testing, January 2010. 2. TNS Inco Consumption Tracker Q1 2011. 3. MATADOR Packaging Preference Study, March 2011. 4. Nielsen Data 52 w/e 5/14/11, Convenience Channel, Total \$ Sales by Brand / Segment. 5. IR 52 w/e 5/15/10. All outlets combined.



Member News

CONTINUED FROM PAGE 64

nance to Quebec-based Couche-Tard's home turf, reported the *Financial Post*. SEI is expected to announce at the International Council of Shopping Centres conference that it plans to open up to 200 new corporate stores in Ontario from 2012 to 2016, with a major focus on the Greater Toronto Area. Couche-Tard is parent company to Circle-K in the U.S., and is Canada's leader in the c-store industry with more than 2,000 corporate and affiliate outlets across Canada.

SEI's move would increase its number of stores in Canada by almost 50 percent, where it now has 467

locations but a limited profile in the lucrative Toronto market. The company told the newspaper that Toronto is a growth market for it, since it is business friendly, with a diverse population and room to grow. SEI said it plans to use store models that will have enough flexibility to challenge operators in Toronto's downtown core, but also gas bars in the suburbs where 7-Eleven will sell fuel. With Toronto's booming condominium market pushing the need for more c-stores, SEI added that it is willing to locate into some of those new condominium buildings if they can get the right deal. ■

7-Eleven plans to open 200 new corporate stores in Ontario, Canada from 2012 to 2016.



Members of the Tristate FOSE—which consists of the Baltimore FOA, Suburban Washington FOA, and Washington, D.C. FOA—stand with regional SEI management during the group's Annual Charity Golf Tournament on September 14, 2011 at the the Little Bennett Golf Course in Clarksburg, Maryland. The event helped raise funds for Johns Hopkins Children Center. Pictured left to right are: Market Manager Mike Crist; Baltimore FOA VP Barbara Graham; Suburban Washington FOA VP Peter Gagnano; Baltimore FOA President Linda Haddaway; Liberty Zone Leader Tom Brennan; Washington, D.C. FOA President Mark Chiokankitmun and his wife Winnie; Market Manager Jim Boone; and Suburban Washington FOA President Elias Woldu.

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Smuggled Tobacco Prevention (STOP) Act, legislation that would, among other things, combat criminals and terrorists who profit from the **illegal trade of tobacco** by requiring that packages of tobacco products be uniquely marked to aid law enforcement efforts to track and trace tax payments on tobacco products, reported NACS Online. The bill also increases penalties for violating the law and establishes new offenses. • **Three U.S. senators** recently sent a letter to the FDA requesting that the agency "move swiftly to issue a strong regulation that would **legally treat or deem all tobacco products, including cigars, pipe tobacco, and hookah tobacco and accessories**, as subject to the Tobacco Control Act." • Now that a new law requires the Oneida Indian Nation of Vernon, New York to pay taxes for selling popular brands of cigarettes like Marlboro, Camel and Lucky Strike, **area convenience stores have been experiencing an uptick in cigarette sales**, the *Observer-Dispatch* reported. Previously, the Native American tribe had not been charging the tax, which enabled them to undersell non-Native American cigarette retailers. • **Costco Wholesale Corp. is taking another stab at privatizing liquor sales in Washington State**, reported *Bloomberg Businessweek*. Its first attempt last year failed to get voter approval, but Costco's more recent proposal addresses voter concerns by earmarking more revenue for state and local governments and prohibiting small convenience stores from selling liquor. • **Walmart said it is closing all of its medium-sized Marketside stores in Arizona in favor of its smaller Walmart Express stores.** ■

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*Source: IRI Total US Convenience 52wks ending 6/12/11



SEI News

Acquisition Of Pacific Convenience & Fuels Locations

7-Eleven, Inc. announced that it has agreed to acquire the retail interests of 28 locations from Pacific Convenience & Fuels LLC (PC&F). Located in the western half of the U.S., the acquisition includes sites in California, Oregon, Washington and Colorado. The transaction is expected to close in the fourth quarter of 2011, subject to closing conditions and regulatory approvals. The 28 sites include two unused parcels of land. All of the locations will eventually be re-branded as 7-Eleven store operations, and all will retain the Conoco-Phillips/76 gasoline brands, allowing customers to continue to purchase branded fuel and use their existing credit cards issued under that brand.

After the transaction closes late this year, SEI will start remodeling and re-branding the locations, with the bulk of the work anticipated to be completed by the end of 2012. SEI said all stores will be available for franchise, and it plans to extend job offers to the majority of PC&F employees who are affected by this acquisition upon successful completion of their pre-employment screening process and continued satisfactory performance.



Free Coffee On National Coffee Day

7-Eleven stores in the U.S. and Canada celebrated National Coffee Day on September 29 by giving away free medium-size cups of fresh-brewed, hot coffee from 7 to

11 am. Leading up to the four-hour Cof-FREE break, 7-Eleven invited its Facebook fans to participate in Dip-a-Drip. This interactive game, hosted on 7-Eleven's Facebook page, www.facebook.com/7-Eleven, allowed 7-Eleven fans to launch a ball that dips a "drip" (aka, obnoxious person) into a giant 7-Eleven coffee cup at a live event held September 28 at Union Station in Washington, D.C. All participants were able to watch the Dip a Drip in real time as the game streamed live on 7-Eleven's Facebook page. Each successful dunker received a \$25 7-Eleven gift card.



- Reduced overall fuel costs through automated inventory and financial management.

Bake Fresh Takes Home Its Second SEI Retailer Initiative Award

7-Eleven, Inc. has awarded Bake Fresh Company, LLC the company's 2010 Retailer Initiative Award, citing the dramatic turn-around of a Colorado commercial bakery the Chesapeake, Va.-based company assumed just a year ago. Jesus Delgado-Jenkins, 7-Eleven senior vice president of merchandising, marketing and logistics, presented the award to Bake Fresh President and CEO Jeffrey Saunders, at the annual Retailer Initiative Awards dinner and ceremony October 10. This is the second time the commercial baker has won the honor. Retailer Initiative is 7-Eleven's strategy for providing customers with what they want through strategic item-by-item management at each store.

After winning the bakery business for 7-Eleven's Colorado stores in September of 2010, Bake Fresh promptly transformed the existing bakery into a first-class, efficient facility delivering noticeably higher quality product to local stores. Customers could tell the difference, and bakery sales in the market experienced double-digit increases.

Bake Fresh has long been a team-merchandising leader for 7-Eleven bakery operations in the Chesapeake and New England regions. The supplier has established production efficiency and execu-

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SEI Extends Relationship With FuelQuest

SEI recently signed a new five-year agreement with FuelQuest Inc., an on-demand software and services company, to continue to automate fuel procurement and delivery, as well as deploy ForeSite SV to monitor fuel replenishment execution for more than 2,500 store sites. 7-Eleven is an early adopter of FuelQuest solutions, including FMS, Zytax Compliance, Alarm Management Services (AMS) and now ForeSite SV, which was released in July of this year.

FuelQuest powers the largest bulk fuel management network in North America, and will continue to streamline 7-Eleven's fuel operations with the following goals:

- Fewer run-outs and retains through frequent, automated polling and just-in-time inventory replenishment.
- Lower working capital requirements via optimized fuel inventory levels.

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SEI News

tion, and quality assurance standards that serve as best practices for other 7-Eleven bakery partners.

Western Union And SEI Sign Prepaid Agreement

The Western Union Company and 7-Eleven, Inc. have signed a prepaid agreement to offer consumers the ability to obtain The Western Union MoneyWise General Purpose Reloadable prepaid card at 7-Eleven stores. The card will be available at select 7-Eleven U.S. retail locations early next year. The 7-Eleven agreement builds upon Western Union's prepaid go-to-market strategy. The Western Union MoneyWise Prepaid Card will be a new service option for consumers who already purchase Western Union money orders at more than 6,000 U.S. 7-Eleven retail locations. The agreement also positions 7-Eleven as the largest retail seller of the Western Union MoneyWise prepaid reloadable card product in the U.S.



The Western Union MoneyWise Prepaid Card will be a new service option for consumers who already purchase Western Union money orders at more than 6,000 U.S. 7-Eleven retail locations. The agreement also positions 7-Eleven as the largest retail seller of the Western Union MoneyWise prepaid reloadable card product in the U.S.



SEI Expands Agreement With Nielsen

7-Eleven, Inc. has broadened its agreement with Nielsen—a global provider of information and analytics around what consumers watch and buy—from sample to full-census cooperation, the companies announced. The expansion will increase 7-Eleven's store count in Nielsen's convenience store service from 3,100 to 6,500, bringing Nielsen's total c-store count to 17,500 in 2012. The new agreement opens the door to developing additional analytical capabilities for consumer packaged goods (CPG) manufacturers and 7-Eleven.

"With more 7-Eleven stores' information available through Nielsen, CPG manufac-

turer partners can access information that offers more detail and wider geographic representation of the convenience store industry," said SEI senior vice president of merchandising Jesus Delgado-Jenkins. "The additional sales information strengthens critical decision-making, which ultimately drives improved analysis of consumer needs and buying trends."

7-Eleven Joins NetSpend's Reload Network

NetSpend Holdings, Inc.—a company that provides the estimated 60 million under-banked consumers in the U.S. with the convenience, security and freedom to be self-banked—has expanded its reload network to include more than 6,000 7-Eleven store locations nationwide. "7-Eleven offers many convenient financial services for its customers, especially those who don't have or prefer not to use a traditional bank debit or credit card," said Rob Chumley, 7-Eleven merchandising vice president. "This is just the beginning of our partnership with NetSpend, and we look forward to expanding our prepaid financial services program." ■

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Fruit Punch

SLIN # 243957



**Orange Fused
Peach**

SLIN # 243967



Orange Carrot

SLIN # 241436



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UPC 077975-083413



NIBBLERS 3.5 OZ
UIN# 098194
UPC 077975-025871



MINI 3.5 OZ
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CHOC PB SAND 3.5 OZ
UIN# 480855
UPC 077975-084731



VEGGIE CRISP 1.25 OZ
UIN# 098889
UPC 077975-028049

VENDOR FOCUS

COCA-COLA PROMO BRINGS AN ARCTIC BLAST TO SOCIAL MEDIA AT 7-ELEVEN

Coca-Cola and 7-Eleven are joining forces this holiday season to start a "Snowball Effect," only at 7-Eleven. The program turns 7-Eleven stores into social awareness hubs where core and Millennials guests are empowered to reach more and more people with a small act.

The message is simple: take part in a national snowball game to raise awareness for the polar bear while getting rewards along the way. Get started by downloading the 7-Eleven Snowball Effect App, which is highlighted on both cups and POP in the store. The app is connected to social media, so guests spread the word with friends as they keep building their snowball. They keep growing their snowball by earning points that drive them back in store.

There are multiple ways to earn points, such as by entering codes from specially marked Slurpee cups, Big Gulp cups and



Coca-Cola Take Home Packages, checking in at your 7-Eleven store and challenging friends to a snowball fight. The more points they earn, the bigger their snowball gets and the more friends they reach to raise awareness for helping the polar bear.



Additionally, the program supports a strong sales plan in-store to drive Holiday sales. To help drive competition and repeat store visits among users, a Facebook leader board shows snowball point status and national rankings. Each of the top 8 scorers will be awarded an iPad weekly, encouraging guests to keep making purchases at 7-Eleven and involving more people. As a grand prize incentive, the one person with the most points at the end of the promotion will win a trip for two to The Arctic and an additional drawing will award an iPad to eight additional players. As the program draws to a close, 7-Eleven will have helped guests feel good about spreading awareness for the polar bear, and feel even better for getting rewards that keep them loyal to the brand and our stores!

BIC LAUNCHES 'SUPPORT THE TROOPS' COLLECTORS SERIES

BIC recently launched a "Support The Troops" Collectors Series, featuring patriotic and military-themed imagery. Through December 31, 2012, BIC will donate \$0.09 for every "Support The Troops" lighter sold to support the USO's programs and services, with a minimum commitment of \$100,000. The "Support The Troops" Collectors Series features six designs with a suggested retail price of \$1.79 per lighter. These lighters will appeal to consumers who want the opportunity to show their patriotism and support for our troops.



A portion of sales of BIC "Support The Troops" lighters will go to the USO.

NEW KELLOGG'S SPECIAL K BARS

Kellogg's recently introduced several new Special K bars that will surely attract customers to your snack aisle.

Special K Bar Chocolatey Pretzel: Made up of crunchy pretzel pieces with rice and whole-wheat flakes, all covered in chocolatey goodness. With 90 calories per bar, its sweet and salty flavor is on-trend and sure to sell well in Convenience. Also available in Strawberry and Blueberry flavors.

Special K Fruit Crisps: Two crispy, slightly sweet, crisps per pouch with filling made from real fruit and a lightly sweetened drizzle on top. Fruit Crisps are available in Strawberry and Blueberry, at 100 calories per



Kellogg's new Special K bars will draw customers to your snack aisle.

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VENDOR FOCUS

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pouch. Their unique texture provides consumers a nice change of pace.

Special K Protein Meal Bar Chocolate

Caramel: Made with crispy rice and yummy caramel chips, each bar is topped with a delicious chocolatey drizzle and has an indulgent chocolate bottom layer, while delivering 10 grams of protein and 5 grams of fiber.



NEW MATADOR PACKAGE DESIGN AND FLAVOR

Matador Beef Jerky has unveiled a new look, feel and taste for the brand, beginning with an attention-grabbing new logo and package design that is as unique and bold as its products. Recent testing with target consumers shows the new Matador package design was preferred 3-to-1 over the previous package, and scored an 89 percent purchase intent with millennial target consumers. In addition to the new package look and feel, Matador is offering exclusive content through an on-pack QR code, popular among the smart phone-connected millennial target.

Building on the brand's momentum, Matador also recently added a bold new Peppered Beef Jerky flavor to their popular line of meat snacks. The peppered flavor profile is a favorite among consumers and is currently the No. 3 flavor in the meat snacks category. Available in a 3-ounce package, Matador Peppered Beef Jerky has a suggested retail price of \$5.99.

In concert with the package and product improvements, Matador is launching a variety of new retail merchandising solutions, including floor and counter display, caddy and clip strip options, including a new combination display, featuring both jerky and stick products in the same free-standing unit.



Matador's new look and new Peppered Beef Jerky flavor.



FRITO-LAY KICKS UP THE HEAT WITH FIERY FUSION SNACKS

PepsiCo's Frito-Lay North America division is taking spicy snacking to the next level with the introduction of new Doritos and Cheetos Fiery Fusion snacks. Now available in convenience stores across the U.S., Fiery Fusion snacks are the latest evolution in Frito-Lay's spicy snack portfolio, offering a unique combination of heat and flavor designed to reflect consumers' changing taste preferences.



Cheetos and Doritos Fiery Fusion Snacks deliver complex flavors with a kick.

The introduction of Doritos and Cheetos Fiery Fusion snacks comes at a time when consumers are increasingly looking for exotic, complex flavors that deliver

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DENTYNE ICE & TRIDENT WHITE GET 'SPLIT-2-FIT'



Kraft Foods has announced an upcoming packaging change on its Dentyne Ice and Trident White products

that is sleeker, easier to carry, and easier to share. The new Split-2-Fit pack format addresses several key consumer pellet packaging

complaints, such as the packaging is big and cumbersome, is dated and boring, and it doesn't contain enough pieces. The new pack's sleek packaging is easier to carry, can be divided in two for even more flexibility, is designed to hold more gum for the same price (16 pieces), and has a fresh, contemporary look.



The new Split-2-Fit pack advances format for pellet gum.

The Dentyne Ice and Trident White Split-2-Fit packs are scheduled to launch on January 15, 2012, and the old packaging will be discontinued on February 17, 2012. With this package change there will also be UPC changes on all singles and multi-packs.

Hottips™ Electronic Fall/Winter Placement Planogram

Program #24652



Navajo Item #	UPC Number	Description	Suggested Retail
24547	02491-24547-6	Hottips™ Over the Ear Head Phone	\$ 12.99
24546	02491-24546-9	Hottips™ HQ Earbud w/ Interchangeable Shell	\$ 9.99
24545	02491-24545-2	Hottips™ High Quality Earbud w/ Mic	\$ 9.99
24405	02491-24405-9	Hottips™ Bluetooth Headset	\$ 19.99
24577	02491-24577-3	Hottips™ Solar Battery (600 mAh)	\$ 15.99
24576	02491-24576-6	Hottips™ Solar Battery (1200 mAh)	\$ 19.99
24503	02491-24503-2	Hottips™ AC/DC Adaptor	\$ 9.99
24603	02491-24603-1	Hottips™ 4GB Flash Drive	\$ 12.99
24533	02491-24533-9	Hottips™ 4-port USB Hub	\$ 9.99
24604	02491-24604-5	Hottips™ 4GB Mirco SD card (3pc Universal Fit)	\$ 12.99
24536	02491-24536-0	Hottips™ LED Key Chain	\$ 1.99
24532	02491-24532-2	Hottips™ 9 LED Flash Light	\$ 5.99
24535	02491-24535-3	Hottips™ 3 LED Push Light	\$ 4.99
24544	02491-24544-5	Hottips™ Keychain Laser	\$ 2.99
24602	02491-24602-2	Hottips™ Universal Travel Adapter	\$ 12.99
24506	02491-24506-3	Hottips™ Twin Socket Adapter	\$ 9.99



MIX N' MATCH
NEW \$1.99 EACH / 2 FOR \$3

MPGZ 24291 Navajo Item #

MIX N' MATCH
NEW DISPENSIT PROGRAM \$1.99 EACH / 2 FOR \$3

Navajo Item #	Description	Navajo Item #	Description
15935	Bath Puffs 6ct Dispensit	27290	Lady Speed Stik Antiperspirant .5oz 8ct
27233	Nivea Soft Creme 1oz 18ct	27291	Gold Bond Healing Lotion 1oz 18ct
27234	Eucerin Calming Creme 1oz 12ct	27292	Curel Lotion 1oz 12ct
27237	Hand and Body Wipes 12ct Dispensit Box	27293	Mini Lint Roller 12ct Dispensit Box
27239	Johnson's Baby Powder 1.5oz 14ct Dispensit Box	28572	Colgate Total Toothpaste .75oz 12ct
27240	Johnson's Head-to-Toe Baby Wash, 1oz 18ct Disp. Box	28574	Scope Mouthwash 1.49oz 12ct
27241	Johnson's Baby Lotion 1oz 18ct Dispensit Box	28575	Mennen Speed Stick Antiperspirant .5oz 12ct
27244	TRESemme Shampoo 3oz 12ct Dispensit Box	28579	Barbasol Shaving Cream 2.25oz 12ct
27245	TRESemme Conditioner 3oz 12ct Dispensit Box	28580	Dep Hair Gel 2oz 12ct
27246	Sea & Ski Soothing Petroleum Jelly, 18ct Dispensit Box	28582	TRESemme Hair Spray 2oz 12ct
27284	Crest Toothpaste .85oz 12ct	28583	Jergens Ultra Healing Lotion 1oz 12ct
27285	Aquafresh Toothpaste .8oz 12ct	28589	Coppertone Sport 30 SPF Sunscreen 1oz 12ct
27286	Crest Pro Health 1.22oz 18ct	28591	Head & Shoulders Shampoo 1.7oz 12ct
27287	Herbal Essences Shampoo 1.7oz 18ct Dispensit Box	28614	Handy Solutions 20z Hand Sanitizer 12ct
27288	Herbal Essences Conditioner 1.7oz 12ct Dispensit Box	28617	Pert Plus Shampoo & Conditioner 1.7oz 12ct



SALUTE!

Salute Bar Line Pre-book Program 1

Navajo Item #	Description	Pos Per Pkg	Cost Each	Cost Each	Suggested Retail
1st Row					
10918	Salute Precision Corkscrew	4	\$ 0.50	\$ 2.00	\$ 1.50
10912	Salute Waiter's Corkscrew	4	\$ 1.10	\$ 4.40	\$ 2.50
10989	Salute Pierce Can & Bottle Opener	4	\$ 0.40	\$ 1.60	\$ 0.99
11738	Salute Deluxe Hand Grip Corkscrew	4	\$ 1.35	\$ 5.40	\$ 2.99
10908	Salute Stainless Steel Hip Flask	2	\$ 3.00	\$ 6.00	\$ 5.99
2nd Row					
11924	Salute Bottle Stopper 2 piece	4	\$ 1.00	\$ 4.00	\$ 1.99
10930	Salute Wine Stopper	4	\$ 1.50	\$ 6.00	\$ 1.99
10901	Salute Poured Stopper	4	\$ 1.50	\$ 6.00	\$ 2.99
10902	Salute Precision Control Pours	4	\$ 1.00	\$ 4.00	\$ 1.99
10908	Salute Stainless Steel Hip Flask	2	\$ 3.00	\$ 6.00	\$ 5.99
3rd Row					
10907	Salute Stainless Steel Cocktail Strainer	3	\$ 1.50	\$ 4.50	\$ 2.99
10905	Salute Deluxe Pierce Can & Bottle Opener	4	\$ 1.00	\$ 4.00	\$ 1.99
11888	Salute Ice Tongs	3	\$ 1.00	\$ 3.00	\$ 1.99
11236	Salute Deluxe Black Wing Corkscrew	3	\$ 1.60	\$ 4.80	\$ 3.99
10906	Salute Deluxe Rubberized Wing Corkscrew	3	\$ 2.30	\$ 6.90	\$ 4.99
4th Row					
10918	Salute Hat Pocket Bottle Opener	4	\$ 1.00	\$ 4.00	\$ 1.99
10912	Salute Measured Shot Glass 1ct	3	\$ 1.50	\$ 4.50	\$ 1.99
11261	Salute Party Frita Tongs	4	\$ 0.50	\$ 2.00	\$ 0.99
11560	Salute Party Umbrellas	4	\$ 0.50	\$ 2.00	\$ 0.99
10915	Salute Ma Linc Stir	4	\$ 0.50	\$ 2.00	\$ 0.99
5th Row					
10917	Salute Assorted Wine Gift Bags	4	\$ 1.00	\$ 4.00	\$ 1.99
10902	Salute Three Bottle Wine Bag	2	\$ 0.50	\$ 1.00	\$ 0.99
TOTAL RETAIL					
				\$ 91.50	\$ 188.50
				OP%	51%

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VENDOR FOCUS

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great taste and a zesty kick. Doritos and Cheetos Fiery Fusion snacks offer a combination that starts with a delicious blend of cheese, herbs and spices, followed by a slow-burning heat derived from a combination of cayenne pepper, vinegar and paprika. The result is a fusion of heat and flavor that delivers a stimulating new taste experience on two of Frito-Lay's most popular brands.

Cheetos Fiery Fusion snacks are available in 3.75 oz. bags, and Doritos Fiery Fusion snacks are available in 3.375 oz. bags. Both are offered at a suggested retail price of \$1.49 each.

MODJO HYDRATE ELITE COCONUT WATER SPORTS DRINK

Introducing Modjo Hydrate Elite from Cellutions, LLC, maker of new age dietary supplements and beverages (www.modjolife.com). Modjo Hydrate Elite is the ultimate hydration beverage—the first all-natural thirst quencher infused with real coconut water and fortified with sea salt. Modjo Hydrate Elite is the per-



Modjo Hydrate Elite will appeal to everyone at any level of sports activity.

fect balance of electrolytes required in a contemporary sports drink that's crafted for the serious athlete and right for everyone and any activity.

Coconut water is the purest liquid on earth, second only to water, and with the addition of 99.9 percent pure sea salt, Modjo

Hydrate has created Formula 125—the perfect blend of electrolytes, vitamin C and all natural flavors and colors needed to achieve an amazing isotonic with a great smooth taste. Modjo Hydrate is available in 20 oz. and 32 oz. bottles with a suggested retail price of \$1.59 and \$2.59 respectively, and in several a flavors: Lemon Lime Ice, Orange Rush, Island Punch and Blue Crush.



SWISHER SWEETS BLUEBERRY CIGARILLOS

Extending its product lineup with a new flavor, Swisher has introduced Swisher Sweets Blueberry Cigarillos. The new product features special introductory pricing, as well as Swisher's innovative Sealed Fresh foil wrappers.

Reaction to the new flavor among consumers has been extremely positive, and the special introductory pricing is expected to help Swisher Sweets Blueberry Cigarillos make an immediate impact on the market. The new flavor joins

Swisher's existing lineup of Wine, Peach, Grape, Strawberry, White Grape, Chocolate and Original Sweet Cigarillos.

Like all Swisher Sweet Cigarillos, the new blueberry flavor will come in Swisher's Sealed Fresh individual foil



Blueberry Cigarillos with special introductory pricing.

DR PEPPER TEN TARGETS MEN

Dr Pepper gives men a reason to celebrate with the launch of Dr Pepper TEN. Delivering the iconic taste of regular Dr Pepper but with just 10 bold calories, Dr Pepper TEN was designed specifically for men who prefer the full-flavor experience of regular Dr Pepper but want a lower-calorie option without the diet imagery. Dr Pepper TEN features a distinctly masculine package design, complete with a gunmetal gray color scheme, industrial rivets and bold new font.



New Dr Pepper TEN performed very well in test markets in early 2011.

Six test markets got an early taste of Dr Pepper TEN in early 2011, complete with a full marketing campaign, including TV commercials, radio and out-of-home advertising and in-store displays all featuring a bold, yet tongue-in-cheek, "It's Not for Women" message. Results in the test markets far exceeded expectations, with Dr Pepper TEN representing nearly six percent of Dr Pepper sales throughout the test period in like packaging. With high consumer awareness, the product quickly grew to become a fan favorite, and now men nationwide will have the chance to experience the 10 bold calories of Dr Pepper TEN.

The national launch of Dr Pepper TEN will be supported by an integrated marketing campaign, extending the "It's Not for Women" theme through national television, print and online media. Consumers will also see a new, provocative social media campaign, including a bold Dr Pepper TEN Facebook application that only men can access.

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SELL 3X MORE

- ★ Retailers who carry an additional style sell 3x as much Natural American Spirit volume overall.
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CIGARETTES

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No additives in our tobacco
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VENDOR FOCUS

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wrappers available in 3-packs, box 60s and 25-count impulse displays. Proven to be highly popular among customers, the foil wrapper helps preserve freshness and flavor. It is also seen as a retail-sales aid because it encourages sales of highly profitable single cigarillos. For complete information about the new Swisher Sweets Blueberry Cigarillos, contact your Swisher representative or call 800-874-9720.

BRING YOUR PROFITS IN FROM THE COLD WITH SALADO SALES

Salado Sales' fall and winter offerings provide an easy way to meet your customers' needs for gloves, fire logs, health and beauty items, and necessities for holiday entertaining (plates, utensils, etc.). With a wide range of products under the CVP and Work Fare brands from Salado Sales, you can fill your shelves this fall and winter with top-



Generate solid profits with Salado Sales' fall and winter offerings.

selling items that rival the leading brands, deliver gross profit margins of up to 60 percent, and keep your customers coming back for more.



Salado Sales Virtual Trade Show is an Internet-based trade show designed to allow you online access to bundle promotions of fall and winter items, and much more. The show is now open at www.mclaneco.com/goto/ssvts. A subsidiary of McLane, Salado Sales 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.

NEW WHITEWAVE PUMPKIN SPICE AND ALMOND JOY CREAMERS

International Delight Pumpkin Pie Spice Coffee Creamer—WhiteWave Foods is once again introducing their #1 Fall seasonal item. This creamer features a



New International Delight Pumpkin Pie Spice and Almond Joy creamers.

DJARUM NATURAL LEAF CIGARS TAKE CLOVE IN A SMOOTH DIRECTION

Kretek International, Inc. has announced the launch of Djarum natural leaf wood tipped cigars in 5-packs and 25-count upright units. The new cigars are offered in four new clove blends including Classic, Vanilla, Cherry, and Rum. Each blend carries a unique clove signature, smoothed by the imported natural leaf wrapper and blend of mild tobaccos. Each wood tipped cigar is double-sealed and protected in its own individual holder.

Djarum natural leaf wood tipped cigars are sized and priced to compete with current tipped brands in convenience stores. The wood tip and imported natural leaf wrapper represent better quality to smokers of popular-priced cigars. The cigars were rolled out nationally in September to Kretek distributors with a full program of merchandising and promotional support. For more information on Djarum cigars, call your Kretek representative at 1-800-358-8100.



Djarum natural leaf wood tipped cigars are priced to compete.

touch of sweetness with indulgent pumpkin spice undertones that will turn your coffee bar into a Holiday destination. Along with satisfying the key morning consumer, the Pumpkin Pie Spice creamer will also encourage repeat afternoon visits.

The Pumpkin Pie Spice creamer comes in an attractive 192-count display case and is available from your existing distributor source. CDC SLIN: 230258. McLane SLIN: 230110.

International Delight Almond Joy Coffee Creamer—Bring Almond Joy flavor to your coffee bar with a creamer in-

continued on page 80



LONGHORN[®]

Moist Snuff

**LIMITED
TIME
ONLY**

50¢ OFF Retail Price
on Every Can of Longhorn

September 1 – November 30

Order Today & Keep Your Inventory Stocked!



Long Cut Wintergreen Roll
SLIN: #320442



Fine Cut Natural Roll
SLIN: #320122



Long Cut Straight Roll
SLIN: #320044



Long Cut Mint Roll
SLIN: #320111



Fine Cut Wintergreen Roll
SLIN: #321463



Straight Pouches Roll
SLIN: #321117



Wintergreen Pouches Roll
SLIN: #320833

Keep your customers coming back with
THE BEST VALUE IN MOIST SNUFF

VENDOR FOCUS

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spired by the taste of the delicious candy bar. The Almond Joy brand is booming, with volume sales at 2.5 times the chocolate candy category. Nearly two out of three flavored creamer users express interest in ice cream and candy bar flavors. Your patrons will go nuts! Available January 2012 in 288-count display case.



York Peppermint Pretzel Sandwich Dips—a winning combination of salty and sweet.

YORK PEPPERMINT PRETZEL SANDWICH DIPS

Snyder's of Hanover's recently introduced the newest edition to its chocolate pretzels line: York Peppermint Pretzel Sandwich Dips. Imagine cool, minty York peppermint cream sandwiched between two crispy, bite-sized Snyder's pretzels, then dipped in smooth Hershey's dark chocolate. York Peppermint and Hershey's dark chocolate combined with Snyder's of Hanover pretzels

make the perfect snack indulgence—anytime, anywhere. They can be served alone or with ice cream to create an elegant dessert. America's #1 Pretzel and #1 Chocolate, Snyder's and Hershey's, together again!

DIET COKE LIMITED EDITION DESIGN

This fall Diet Coke is launching a new, refreshed ad campaign and limited-time-only can design that will catch the eye of customers everywhere.

The latest evolution in Diet Coke's iconic "Stay Extraordi-



New Diet Coke can brings excitement to the cooler door.

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ENERGIZE SALES WITH VPX/REDLINE ENERGY BEVERAGES

VPX/Redline offers you several ways to keep your energy beverage sales jacked and pumped:

Power Rush—With its seven hours of sustained energy, Power Rush will leave your customers "jacked up" to the max in minutes. With its Innovative Electrolyte System, Vitamins & Amino Acids, Beta-Alanine, no carbs, no sugar and no crash, the intense energy will last beyond the workout to keep you focused and energized throughout the day. Available in five flavors—Wild Grape, Lime, Peach Mango, Mandarin Orange & Exotic Fruit.

Redline Energy Drink's RTD combination of novel ingredients help burn fat with its unique 1-2 fat melting punch so effectively, it renders fat burners of the past obsolete! When it comes

to energy, Redline will "amp" you to the max within minutes, ready to tear apart the weights and wear out the treadmill like an animal! In six insane flavors—Watermelon Kiwi, Grape, Peach Mango, Triple Berry, and Strawberry Lemonade.



Redline Xtreme—Seven university studies on Redline Xtreme show a significant 7.5 percent improvement reaction time, a dramatic 13 percent increase in energy, and an amazing 15 percent increase in focus! In four Xtreme flavors—Lime, Triple Berry, Grape, and Watermelon.

Protein Rush Shakes, with 40 grams of the highest quality muscle building proteins in a synergistic combination of both fast and slow-acting proteins, insures that your muscles are fed throughout the day. In four flavors—Vanilla Dream, Cookies and Cream, Chocolate dream, and Strawberry Shake.



VPX Coco Fit is the all natural, low sugar, low calorie coconut water sensation sweeping the nation. Fortified with vitamin D and healthy omega 3 fats in four delicious anti-oxidant rich flavors—Naturally Naked, Savory Acai Super Fruit, Pomegranate Wild Berry, Mangosteen Mania—Coco Fit is the healthiest way to stay hydrated.

All of these VPX/Redline products are available via McLane or your local beverage DSD company.



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

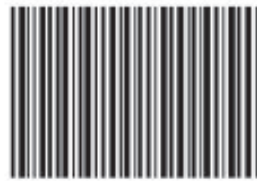
Clear color bags

Large 2 ft COFFEE BAR liner Bags per roll: 225



42x34, 40-gal

SLIN: 530340
UIN: 482620



Black color bags

KING KAN "Square" outside

Bags per roll: 100

SLIN: 530471
UIN: 482331



50.5x46, 50-gal



Small 1 ft BEVERAGE BAR liner

Bags per roll: 300

SLIN: 530207
UIN: 482414



32x34, 30-gal



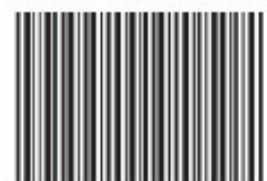
65-gallon can

Bags per roll: 75



52x49, 65-gal

SLIN: 530173
UIN: 048231



COFFEE BAR & ROUND OUTSIDE Bags per roll: 110

Northeast area



30x46, 32-gal

SLIN: 530072
UIN: 018853



ROUND OUTSIDE

Bags per roll: 125

SLIN: 530044
UIN: 482380

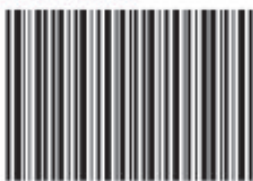


37x46, 44-gal



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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nary" campaign features a modern new look for fall on the Diet Coke aluminum can and a series of new ads on television and out-of-home.

The ads connect with consumers using the witty and smart tone that marks the unique voice of Diet Coke. Three new 15-second television spots, which debuted during the U.S. Open, remind people that Diet Coke helps you Stay Extraordinary. The new spots are done in a vignette style and showcase the role Diet Coke plays in people's lives.

The can design features a section of the Diet Coke logo, cropped to feature the "D" and the "k," set against the brand's signature silver backdrop, creating a bold look for fall. Despite the change, the can is still easy to recognize as the number two beverage brand and number one zero-calorie brand in the nation.



Grow your electronic category sales with HotTips mobile phone accessories.

HOTTIPS PRODUCTS AUTHORIZED FOR FALL/WINTER SETS

For today's busy consumers looking for an emergency charger, HotTips prevails on quality and dependability. 7-Eleven has made this line of mobile phone accessories the preferred authorized merchandise for the Fall/Winter sets and plan-o-grams. These products have been proven to be a value to the consumer and have special allowances for stores that order from October 1 through November 30. Scan backs are fully vendor funded. Stores that have taken these products have seen a huge sales increase in the electronic category. HotTips has 22 SKUs available that are included in the new sets. This is the time of the year when consumers are looking for quality products and smaller retailers. HotTips phone accessories are available nationally and are the only approved mobile phone accessory products that 7-Eleven endorses. ■

THE SAMUEL ADAMS PERFECT PINT PROGRAM

A great holiday present for you and your customers!



4 REASONS TO EXECUTE THIS HOLIDAY PROGRAM

- More drinkers trade up to Craft beer with Samuel Adams® than any other brand
- Samuel Adams is the #1 Craft beer brand, the fastest-growing segment of beer
- The Samuel Adams glass is the most-recognized and desired specialty beer glass
- Execution couldn't be easier – it requires only the HQ-approved shelf wobblers

For new Samuel Adams® distribution or for program point-of-sale, contact your local Samuel Adams wholesaler or email Lager@bostonbeer.com.



SPARKLING

**Sparkling
Cranberry**

12 oz Can



0 31200 00377 5

12/12 oz



0 31200 00380 5

UIN: 126649 DCN SPRY SPRK CRANBRY



**Diet Sparkling
Cranberry**

12 oz Can



0 31200 00378 2

12/12 oz



0 31200 00381 2

UIN: 126656 DCN SPRY DIET SPRK CRNBRY

REAL JUICE. REAL BUBBLY.

- Made with Real Juice
- Lightly Carbonated
- Good Source of Vitamin C
- No Artificial Colors, Flavors or Preservatives

New Kleenex® On-the-Go Auto and Wallet Packs.

Designed to grab and go everywhere sneezes can happen.



WALLET
PACKS

AUTO
PACKS

SCAN TO ORDER.

Kleenex® Brand has your customers' on-the-go solutions:

Auto Packs are perfectly packaged to fit in the door pocket or wedged between the seats or visor.

Wallet Packs' slim and stylish design makes them easy to slide in a back pocket or throw in a purse.

All have the same great Kleenex® tissue customers love. Now portable and convenient for times when they need it most — When on the go!

Kleenex
BRAND
Tissues

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AUTO PACKS



WALLET PACKS





2011 National Coalition Affiliate Members

National Coalition Affiliate Members support the franchisee community. The company representatives listed below can answer franchisee questions about new and recommended products, distribution, and new promotions. Please call or e-mail them!

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Lone Star Plastics

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libigrow

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New Libigrow & Libigirl
36-count 3-tier tower display

McLane #531624



McLane #531459

Your Libigrow distributor has complete range of package counts and displays available in single-count and 3-count capsules. Your Libigrow distributor will help you set up the combination that's right for your stores.



McLane #532259

Two distinct brands for distinctly different customers.

libigrow

libigirl

Authentic Libigrow and Libigirl products are distributed in the U.S. and Canada exclusively by Kretek International, Inc.

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salesinfo@krettek.com



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INTERNATIONAL, INC.

HIGH PROFIT BRANDS. FAST RETAIL TURNS

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800-500-5824
mike@myluci.com

Mall Jamz, Inc.

CHRIS WALKER
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714-680-5269
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Malt-O-Meal Co.

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MaMa Rosa's

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MARS Ice Cream

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Mars, Inc.

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McKee Foods-Little Debbie Snacks

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Franchise Owner's Association Events

Franchisees and vendors are invited to participate in FOA activities.

7-Eleven FOAC Holiday Trade Show & Party

Holiday Inn North Shore
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

Metro New Jersey FOA Holiday Party

(Location and exact date to be announced)
December 2011
Phone: 732-500-8194

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

Rocky Mountain FOA Holiday Party

(Location to be announced)
December 10, 2011
Phone: 719-632-4758

San Diego FOA Holiday Party

Handlery Hotel & Resort
San Diego, California
December 10, 2011
Phone: 619-713-2411

FOAGLA Holiday Party

The Diamond Bar Center
Diamond Bar, California
December 11, 2011
Phone: 619-726-9016

So. Nevada/Las Vegas FOA Holiday Celebration

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

Greater Bay FOA Holiday Party

Hilton Newark-Fremont
Fremont, California
December 16, 2011
Phone: 510-589-2575

Northern California FOA Holiday Party

Pooja Indian Grill
Sacramento, California
December 16, 2011
Phone: 916-455-9988

FOA Of Greater LA/ San Diego FOA 2nd Annual Trade Show & Golf Outing

Pechanga Resort & Casino
Temecula, California
January 18-19, 2012
Phone: 619-726-9016

Pacific Northwest FOA Trade Show

Embassy Suites Hotel
Seattle-Tacoma International Airport
15920 West Valley Highway
Seattle, Washington
April 19, 2012
Phone: 360-500-1248

7-Eleven FOAC 2012 Trade Show

Odeum Expo Center
Villa Park, Illinois
May 4, 2012
Phone: 312-501-4337

FOAGLA Annual Golf Tournament Monarch Beach Golf Course

Dana Point, California
June 20, 2012
Phone: 951-726-9016

San Francisco/Monterey Bay FOA The Guardian Tradeshow

Santa Clara Marriott
Santa Clara, California
July 21, 2012
Phones: 510-797-3600,
510-693-1492

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 Affiliate Meeting

JW Marriott Starr Pass Tucson
Resort & Spa
Tucson, Arizona
February 7-8, 2012

National Coalition Board Of Directors Meeting

JW Marriott Starr Pass Tucson
Resort & Spa
Tucson, Arizona
February 9-11, 2012

National Coalition 37th Annual Convention & Trade Show

Hilton Hawaiian Village
Honolulu, Hawaii
July 8-12, 2012

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