

# Simply

beverages™



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 NCAEF  
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



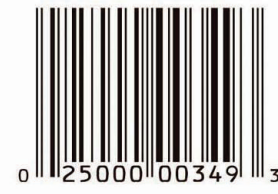
**SIMPLY LIMEADE**  
(12, 13.5 OZ)

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

