



National Coalition
of Associations
of 7-Eleven Franchisees

AVANTI

September/October 2012

THE VOICE OF 7-ELEVEN FRANCHISEES

2013 Convention & Trade Show Dates Announced

The Venetian Hotel
and Casino Resort

Las Vegas
July 14-18

Page 23

Visit the National Coalition
Website, www.ncasef.com



Communication
Legislation Impact
Counterfeit Products
Asset Protection
The Clip Board
A Local USE?
Impulse: Gum
SEI Acquisitions

**New Stores,
Technology,
& Acquisitions
Impacting Growth**

Celebrate the Holidays with a chance to Win \$500 Daily

Guests can text BIGGULP to 711711 for a chance to win.
\$500 awarded each day.
November 12 – December 31, 2012**

SLURPEE

50% FEWER CALORIES*

Lite

SAME GREAT TASTE

NOW
AVAILABLE



SUGAR FREE
WINTER WHITE
Mixed Berry
FLAVOR



*Compared to a regular 8 fl. Oz. Slurpee Fanta Wild Cherry. Regular Slurpee Fanta Wild Cherry 66 calories per 8 fl. Oz. (240 ml). Winter White Mixed Berry 21 calories per 8 fl. Oz. (240 ml). Does not contain fruit or fruit juice. "Fanta" is a registered trademark of The Coca-Cola Company.

**The total add-in commercially owned is to receive first prize. Up to 8 prizes. Terms and Conditions apply. See HELP for help. Every \$100 in cash. No PURCHASE NECESSARY. OPEN TO LEGAL RESIDENTS OF THE 50 U.S. (D.C.). 18 YEARS OR OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 12/31/12. For Official Rules, see bottom of entry. While supplies last. Some restrictions, including winners, and certain areas. Visit www.7daychallenge.com. If you wish to opt out, text "STOP" to 711711. Text "HELP" to 711711. If you would like more information, Message and data rates may apply. You will receive 100% of all winnings in response to your entry. Sponsor: Coca-Cola North America, a division of The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.

ONLY AT



Maximize sales & profits by stocking
your freezer with these top performers
from **Unilever Ice Cream**



SLIN: 0190019

MAGNUM



SLIN: 0190557

GOOD HUMOR



SLIN: 0190081



KLONDIKE

SLIN: 0190472



BEN & JERRY'S



SLIN: 0190003



SLIN: 0190001



SLIN: 0190239

Breyers

U
Unilever

**UNILEVER ICE CREAM
— OUT-OF-HOME —**

To order these important brands
for your stores, please contact your local
Unilever Ice Cream Distributor



©Ben & Jerry's Homemade, Inc. 2012. ©Woolly Jackson 1997. Cherry Garcia is a registered trademark of The Estate of Jerry Garcia and is used under license. The Reese's trademark and trade dress and peanut butter cup and design are used under license. "OREO" and the OREO® Baker Design are trademarks of Kraft Foods used under license. ©2012 Unilever

Now Available
EVERY DAY!



SLOW BURN



GUARANTEED FOILFRESH®



White Owl® Strawberry
3-for-2 Upright
UIN# 284232
SUN# 320830



White Owl® White Grape
3-for-2 Upright
UIN# 284224
SUN# 321072



White Owl® Grape
3-for-2 Upright
UIN# 710269
SUN# 320640



White Owl® Peach
3-for-2 Upright
UIN# 710228
SUN# 321842



Signed. SEALED. DELIVERED.

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

© 2012 Swedish Match North America, Inc.

**12 BREWMASTERS.
THOUSANDS OF VOTES.
3 LIMITED EDITION BEERS.**



**AND YOU'RE
THE JUDGE.**

It started out as a simple thought: Let's create a new, unique beer worthy of the Budweiser name.

First, each of our 12 breweries submitted a distinct new beer made using the proprietary yeast descended from the original Budweiser yeast culture. After months of tasting and analysis, they were pared down to six. And based on thousands of votes, the final three were selected.

**Later this month pick up a
Limited Edition Budweiser Project 12
sampler pack and tell us what you think.**

For more details, go to Facebook.com/Budweiser.



ENJOY RESPONSIBLY

©2012 Anheuser-Busch, St. Louis, MO

Magnum[®] Innovation

Bringing Super Premium Profits
to your Stores



Available at



Silky vanilla bean ice cream covered in thick Belgian Chocolate.
Indulge in Magnum[®] Pleasure.

ALMOND
ICE CREAM BAR

UPC: 77987 - 13281 SLIN: 0100560

CLASSIC
ICE CREAM BAR

UPC: 77987 - 13280 SLIN: 0100561

Double
CARAMEL
ICE CREAM BAR

UPC: 77987 - 13282 SLIN: 0100557



MAGNUM

For pleasure seekers

www.magnumicecream.com

Kellogg's®
Special



It's a
**Great Savings
Shake Up!**

From the \$1B dollar brand
known by consumers worldwide*

Take advantage
of this special offer

\$1.99
Special
Promomaster

September 5th - November 11th



SINGLE SERVING SIZE

McLAREN VIN #

SLIN #

Special K™ Protein Shake – Milk Chocolate

194886

245580

Special K™ Protein Shake – French Vanilla

194837

245581

milk chocolate

french vanilla

spread

THE NEWS

nutella®

NOW AT



Each package of Nutella® & Go! contains delicious Nutella® hazelnut spread, along with crispy breadsticks for dipping. Nutella® & Go! is a fun and convenient way to enjoy the great taste of Nutella® anytime and anywhere.

NUTELLA & GO - 1.8 OZ.

412486

AVAILABLE IN
12 CT COUNTER UNIT

More and more consumers are discovering Nutella® - the world's number one brand of hazelnut spread. Its delicious taste comes from the unique combination of simple ingredients like hazelnuts, skim milk, and a hint of cocoa.

NUTELLA JAR - 13 OZ.

878595

AVAILABLE IN
SINGLE UNITS

BLUE MOON BREWING CO.



Introducing Our
16-oz. Canvas.



Taste Responsibly®

©2012 BLUE MOON BREWING COMPANY, GOLDEN, CO
BELGIAN WHITE BELGIAN-STYLE WHEAT ALE

Artfully Crafted.

Consumers **Buy-Two-Get-One-Free** **20-Ounce!**

STOCK UP ON 20-OUNCE FOR SEPTEMBER,
NOVEMBER, DECEMBER, JANUARY & FEBRUARY!



A&W Root Beer
20-ounce
SLIN 240968



7UP
20-ounce
SLIN 241130



Sunkist
20-ounce
SLIN 240283



Canada Dry
Ginger Ale
20-ounce
SLIN 240934



Feature

THIS YEAR'S

BIGGEST

HERSHEY'S[®]

PROMOTION

TO SWEETEN SALES



DETAILS:

- ✓ **GUEST PROMOTION:** Save \$.50 on a Kit Kat[®] Standard Bar with the purchase of any size 7-Eleven coffee.
- ✓ **PROMOTIONAL DURATION:** 4 months, running 9/6-12/31
- ✓ **PROMOTIONAL SUPPORT:** 4 Weeks of 7-Eleven Specific Radio, Counter Unit at Coffee Bar and POS In-Stores.



COUNTER
UNIT



YEAR PAD



© The Hershey Company



Shake
Things Up
This Season

MAKES THE PERFECT
STOCKING STUFFER
FOR YOUR CUSTOMERS

Available to ship NOW!



Like us on Facebook
at Tic Tac USA

MELANEE DIN740024

00023 Counter Unit



Sweeten the Season

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 8/20/12



CDC SLIN: 230765

McLane SLIN: 230762

Add Something Unique
To Your Candy Offering!



The **ONE POUND** Bar For The Holidays!

Order Now!

An additional
20% BILLBACK
is available for open
stock while
supplies
last!



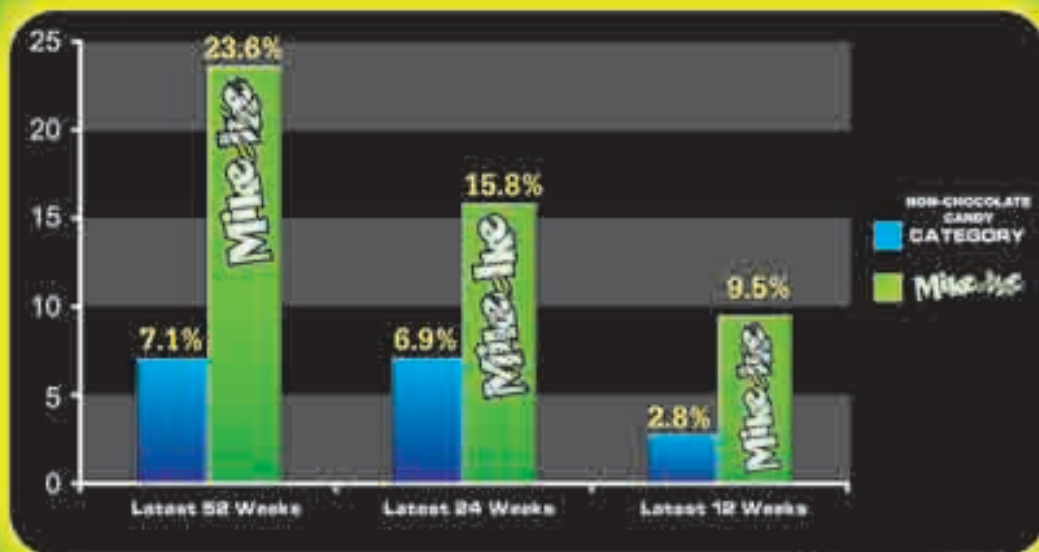
McLane UIN 754911
SLIN 143374

\$13.99 SRP,
packed 6 to a case
(lowest deliverable unit)

56.3% margin
with bill-back!

New this year! An exclusive to 7-Eleven in convenience!
A great in-and-out opportunity that is sure to bring attention to your candy!

Even Mike and Ike Can't Argue With These Results!



According to IRI Market Advantage, since the split MIKE AND IKE® is outpacing the category 3:1. It seems that uncompromising differences are capable of generating inarguable results.

Mike & Ike

Stock up for the duo's next adventure.



THEATER BOXES

HOT TAMALES® Cinnamon 5oz Theater Box 12ct box
MIKE AND IKE® Original Fruits 5oz Theater Box 12ct box
MIKE AND IKE® TROPICAL TYPHOON® 5oz Theater Box 12ct box
MIKE AND IKE® BERRY BLAST® 5oz Theater Box 12ct box
MIKE AND IKE® RED RAGEOUS® 5oz Theater Box 12ct box
MIKE AND IKE® ITALIAN ICE® 5oz Theater Box 12ct box
MIKE AND IKE® LEMONADE BLENDS® 3.6oz Theater Box 12ct box

SKU

428169 142072
428441 141788
427807 142067
428276 142065
427971 142070
444026 142059
438333 141781

SKU

443994 141452
443929 141455

COUNT GOODS

HOT TAMALES® Cinnamon 1.8oz Count Goods 24ct box
MIKE AND IKE® Original Fruits 1.8oz Count Goods 24ct box
PEANUT CHEWS® Original Count Goods 24ct box

SKU

491266 140135
401271 141374
348524 142271



Find out more on

<https://www.facebook.com/mikeandike>

©2014 Mars, Incorporated. All rights reserved. Mike and Ike are trademarks of Mars, Incorporated. Mike and Ike are registered trademarks of Mars, Incorporated. All other trademarks are the property of their respective owners.

New

Single-Serve Ice Cream Sales Are About to Go Your Way



In 1923 the MILKY WAY® Bar was created to capture the taste of malted milkshakes in a candy bar. The new MILKY WAY® Chocolate Ice Cream Bar delivers the taste of both chocolate milkshakes and the popular candy in one convenient ice cream bar.

With SNICKERS® King Size Ice Cream Bar as the #1 single-serve ice cream in small outlets, and TWIX® King Size Ice Cream as #5, MILKY WAY® Chocolate Ice Cream Bar is sure to add to the success of top performing ice cream bars.†

MARS
chocolate
north america

©/TM trademarks ©Mars, Incorporated 2011
†WU Latest 12 also ending 6/15/2011

A **GRAB & GO** Treat Everyone Loves
A truly good thing



Available fresh from:



Available in 16oz & 32oz Bottles! Learn More at TruMoo.com

Heineken
with your world

SKYFALL
007
IN THEATERS NOVEMBER

EARN LEGENDARY PROFITS WITH TWO INTERNATIONAL ICONS

THE WORLD'S #1 EUROPEAN IMPORT* AND THE SECOND-HIGHEST-GROSSING MOVIE FRANCHISE EVER†

1 in 007

SHOPPERS WILL WIN SKYFALL TICKETS*

5 MILLION SPECIALLY MARKED
6, 12, 18, AND 24-PACKS



DRESS UP YOUR STORE WITH ARRESTING
BOND DISPLAYS

ALL SUPPORTED WITH
**\$24MM+ IN MEDIA
INVESTMENT**

CONTACT YOUR HEINEKEN REPRESENTATIVE
FOR MORE INFORMATION!

*WHERE LEGAL

*Wine & Spirits, British Food, 4 weeks ending 22/05/13. †The Guardian, London, September 14, 2012



Responsible
Drinking. Heineken.com/responsible

Brewed in Holland. Imported by Heineken USA Inc., New York, NY. ©2013 HEINEKEN Lager Beer
Imported by Heineken USA Inc. All rights reserved. 42% ALC/VOL (84 PROOF) and related James Bond Trademarks. TM (Japan)



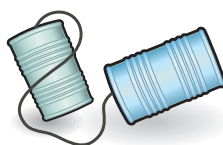
National Coalition
of Associations
of 7-Eleven Franchisees

AVANTI

THE VOICE OF 7-ELEVEN FRANCHISEES

September/October 2012

Contents



41 How Important Is Communication?

By Bruce Maples, Chairman, NCASEF

45 Influencing Legislation That Could Impact Our Businesses

By Jivtesh Gill, Executive Vice Chairman, NCASEF

49 The Dangers Of Selling Counterfeit Products

By Arnold J. Hauptman, Esq., NCASEF General Counsel

55 Why Is This USE Not Local?

By Karam Dhaliwal, Vice Chairman, NCASEF



55 GEA—The Power Of The Clip Board

By Roger St. George, Vice Chairman, NCASEF

58 Asset Protection—A New Approach

By Jay Singh, Vice Chairman, NCASEF

74 The Need For Open And Direct Communication

By Joe Galea, President, San Francisco/Monterey Bay FOA

61 The Power of Impulse: **GUM**

By Kevin Carlson

Category Manager, Convenience Channel

Wm. Wrigley Jr. Company

FEATURING

23 NCASEF 2013 Convention & Trade Show

23 Sponsorship Opportunities

24 7-Eleven, Inc. Piling Up The Acquisitions

34 California Franchisee PAC Meets

36 Genetically Modified Organisms and Menu Labeling

66 Texas FOA Raises Funds For Swim Across America

66 FOAC Charity Golf Outing Raises Over \$80,000

68 Cal-Neva FOA Readies For Winter Months

Member News.....20

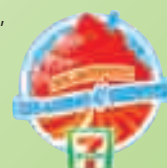
7hub, Hot 100 Retailers List, New Seven&i U.S. Company, Pricing And Scanning Regulations, NCASEF and Susan G. Komen, Foodservice Update, Bodega Owners, SEJ Expansion, Lukoil Owners Protest, Couch-Tard, Calories Vending Program, Tobacco Consumption, Virtual Grocery Stores, Dollar Stores, E-Cig Sales, IRI, Beer, Walmart Checkout App, NACS

Legislative Update.....26

NYC Big-Soda Ban, Menu-Labeling Bill, Federal Soda Obesity Tax, Boulder Bag Fee, Styrofoam And Plastic Bag Ban, Maryland Online Lottery, NY E-Cig Sales Ban, Alcopop Free Zone

SEI News.....76

7-Election Poll Results, Pay Rent At 7-Eleven, Koupon Media, Donation To Safer Dallas, Feeding America Canister Campaign, DePinto Gets McLane Award, Rebelez On NACS Board, Premier Retail Networks, Little General, Operation Homefront



Bits & Pieces.....24

Vendor Focus.....83

Franchisee Calendar.....94

2013 Convention & Trade Show Dates Announced

The Venetian Hotel and Casino Resort
Las Vegas, July 14-18, 2013

Page 23

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 135, 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.





Member News

Seven&i Sets Up New U.S. Company For 7-Eleven Expansion

SEI parent company Seven&i Holdings announced it is establishing a new company in the state of Delaware to assist in 7-Eleven's business expansion initiatives in North America. The new company—SEJ Asset Management & Investment—will be established by Seven-Eleven Japan and will support SEI as it “takes steps to expand its operations and increase its revenues and profits.”

Seven&i said to establish the new company, Seven-Eleven Japan will make an investment in kind of all of its holdings of SEI stock, and will receive common stock and preferred stock issued by the new company. In addition, Seven-Eleven Japan will also invest cash in the new company, which will use its capital to support SEI's business expansion programs. Seven&i said it plans to acquire the preferred stock from Seven-Eleven Japan after the new company is established. It also said it expects the new company to contribute to profits over the medium to long-term.



7-Connect Now 7hub

SEI launched 7hub, the replacement for 7-Connect, in all stores nationwide November 1 after a successful pilot in select stores in Market 1602. The company also launched the

new Operations Manual through 7hub on the same date. In a letter to National Business Leadership Council members, SEI said 7hub will make it easier for stores to find information with a vastly improved search function, and is designed to allow franchisees, store managers and assigned designees to access it from outside the store. The company further stated that the new Operations Manual has been de-

“7-Eleven posted a sales increase of 19.1 percent and a store growth increase of 16.3 percent for 2010-2011.”

signed to provide accurate, timely information on policies and procedures for effective store operations. Both 7hub and the Operations Manual will be updated on a regular, frequent basis.

7-Eleven Makes Stores “Hot 100 Retailers” List

7-Eleven ranked the highest among the seven c-store chains to make it onto Stores Magazine's Hot 100 Retailers list, coming in at No. 17. The list—which ranks the nation's fastest-growing retail companies—also includes Circle K (No. 20), Casey's General Stores (No. 30), Cumberland Farms (No. 33), Stripes (No. 59), Sheetz (No. 92) and QuickTrip (No. 98). Rankings for the Hot 100 Retailers list are determined by increases in domestic sales between 2010 and 2011. 7-Eleven posted a sales increase of 19.1 percent for that period, along with a store growth increase of 16.3 percent. Worldwide, 7-Eleven added 4,600 units in the last year.

continued on page 23

NATIONAL COALITION OF ASSOCIATIONS OF 7-ELEVEN FRANCHISEES

NATIONAL OFFICERS

Bruce Maples

NATIONAL CHAIRMAN
520-577-8711 • bmaples@maplesco.com

Jivtesh Gill

EXECUTIVE VICE CHAIRMAN
209-481-7445 • j2jgill@aol.com

Arnold J. Hauptman

GENERAL COUNSEL
518-541-7200 • ajhauptman@aol.com

Roger St. George

VICE CHAIRMAN
360-500-1248 • rdsaint@yahoo.com

Jatinder Singh

VICE CHAIRMAN
702-249-3301 • jksingh@comcast.net

Karam Dhaliwal

VICE CHAIRMAN
818-625-4036 • kmd1948@yahoo.com

Anas Abboud

TREASURER
215-946-4608 • abboud6@verizon.net

CONVENTION CHAIRPERSON
520-577-8711
conventionchairperson@ncasef.com

John Riggio

MEETING/TRADE SHOW COORDINATOR
262-275-3086 • jrpinc@charter.net

Sheldon Smith

AVANTI PUBLISHER
ADVERTISING MANAGER
215-750-0178 • sheldon.smith5@verizon.net



Sheldon Smith

PUBLISHER & ADVERTISING SALES
215 750-0178
SHELDON.SMITH5@VERIZON.NET

John Santiago

ASSISTANT EDITOR
215 750-0178
AVANTIMAG@VERIZON.NET

Tricia Kessler

GRAPHIC DESIGN
KESSLER DIGITAL DESIGN

The Voice of 7-Eleven Franchisees
September/October 2012

©2012 National Coalition of Associations of 7-Eleven Franchisees

Avanti Magazine is the registered trademark of The National Coalition Of Associations Of 7-Eleven Franchisees.



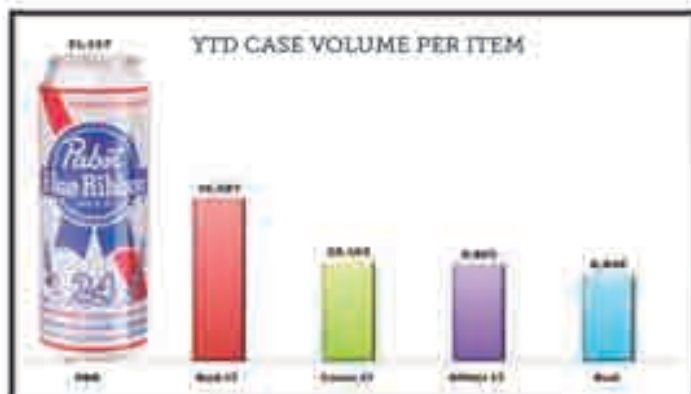
Why PBR? Why Now?

PABST BLUE RIBBON IS THE MILLENNIALS BRAND OF CHOICE!*

CONSUMER DEMAND INDEX

Demography	Pabst Blue Ribbon	Sierra Nevada	Sam Adams	Bud Light	Coors Light	Miller Lite
Males 21 - 24	336	148	141	163	144	113
Males 25 - 34	236	144	176	171	179	189

PBR DELIVERS MORE VOLUME PER ITEM THAN MAJOR COMPETITORS**



OUR C-STORE PACKAGES ARE EXPLODING!



24oz Cans +26%
16oz Cans +24%
12pk Cans +22%
18pk Cans +75%

LEVERAGE OUR MOMENTUM & DRIVE YOUR BEER SALES BY STOCKING THESE FOUR PACKAGES OF PABST BLUE RIBBON TODAY!

www.pabstblueribbon.com

PBR Responsibly

© 2012 PABST BREWING COMPANY, MILWAUKEE, WI.

*Nielsen Consumer Profile, August 2012

** IRI C-Store Case Volume YTD 8/19/12 vs PY

**COME SEE US AT
NACS-BOOTH #5557**

Your two most powerful shelves!



SLIN: 0190395



SLIN: 0190002



SLIN: 0190001



SLIN: 0190003



SLIN: 0190155



SLIN: 0190556



SLIN: 0190004



SLIN: 0190006



SLIN: 0190551



SLIN: 0190351



SLIN: 0190128



SLIN: 0190005

#1 BEST SELLING ice cream brand at 7-Eleven!



©2011 Ben & Jerry's Homemade, Inc. (B&J). Green & Woody Jackson B&J, Phish and Phish Food are registered trademarks of Phish, Inc. Cherry Garcia is a registered trademark of the Estate of Jerry Garcia. ® used under license. B&J is a registered trademark of Hershey Foods Corporation and is used under license. 10/11



Las Vegas, July 14-18, Selected For 2013 Convention, Trade Show



"In It To Win It," the National Coalition's 38th National Convention and Trade Show, has been scheduled for **July 14-18, 2013** in **Las Vegas, Nevada** at the famous five diamond **Venetian Hotel and Casino Resort**. All of the approximately 4,500 7-Eleven franchisees throughout the country (representing 5,700 stores), as well as vendors selling to 7-Eleven, are invited.

More than 60 major sponsors and 250 exhibitor companies participated in the 37th National Convention and Trade Show this past July in Honolulu. As part of its annual giving campaign, the National Coalition raised \$410,000

for two charities, **Hire Heroes USA** and **Susan G. Komen for the Cure**. The NCASEF hopes to build on those successes and exceed both donations in 2013.

The Venetian Resort-Hotel-Casino, the largest property in the country to receive AAA's Five Diamond Award and Mobil Four-Star, is one of the world's most luxurious resort and convention destinations. Re-creating Venice's legendary landmarks, the resort offers unmatched service and quality. The resort features marble facades, a working canal, over 300 mall shops, 16 fine dining as well as 21 casual dining establishments, 2 nightclubs and 8 lounges.

"We're looking forward to our biggest convention and trade show to date," said Bruce Maples, chairman of the National Coalition. "The 7-Eleven system has added over 500 stores already this year, the company is implementing forward-looking technologies, and we have the most efficient distribution system available. We're looking forward to hosting all 7-Eleven franchisees nationally, as well as our most significant vendor partners at the show."

NCASEF 38th Annual Convention & Trade Show Vendor Sponsorship Opportunities

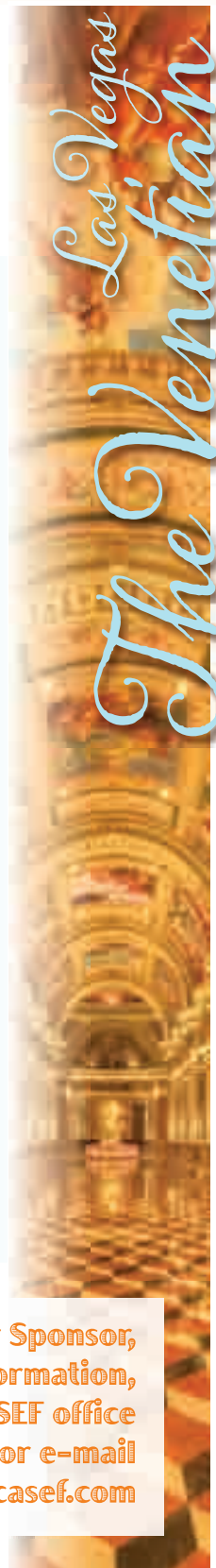
The NCASEF's Annual Convention and Trade Show gives vendor companies direct access to the c-store's industry's largest buying group, 7-Eleven franchisees. By sponsoring events at the convention, manufacturers receive increased visibility and are recognized by franchisees as an important supporter of the 7-Eleven franchisee community.

Sponsorship opportunities include the opening night reception, morning breakfasts, seminars, the "In It To Win" Luncheon, evening meal events and entertainment, the Grand Banquet, and the Charity Silent and Live Auctions.

Major Sponsor Benefits:

- Early booth registration for the trade show, 8 weeks prior to general Exhibitors.
- Official recognition as a Major Sponsor on the convention entryway, on signs outside the sponsored event, on tent cards (meals only), in brochures to franchisees promoting the convention, and in the convention schedule of events included in franchisee registration packets.
- Opportunity to hang banners and signs, approved or provided by the National Coalition, at the sponsored event.
- Identification on trade show booth as a Major Sponsor.
- Listings as a Major Sponsor in Avanti Magazine's May/June 2013 Convention issue and on the NCASEF website.
- Verbal recognition by the Master of Ceremonies throughout the convention.
- Recognition in the Grand Banquet slide show.
- Recognition on name badges as an Event Sponsor.

To sign up as a Major Sponsor, or for more information, please call the NCASEF office at 520-577-8711 or e-mail nationalconvention@ncasef.com





Member News

continued from page 23

7-Eleven, Inc. Piling Up The Acquisitions

7-Eleven Inc. continues to pull away from the pack as the largest chain in the U.S. convenience store industry. Over the past two years, 7-Eleven has racked up the acquisitions in the United States and Canada, adding 641 stores in the U.S. in 2011, over 500 already in 2012, and on track to add some 200-300 by the end of 2013, with possibly more acquisitions to come. Earlier this year, 7-Eleven announced plans to add up to 200 stores in Ontario, Canada by 2016, the majority in the Toronto area, meeting Alimentation Couche-Tard Inc., which operates the Circle K brand in the United States, on their own turf.

Here's a look at the company's 2012 purchases and some of the planned expansions across the country.

January 2012

- SEI acquires 55 Sam's Mart stores in North and South Carolina from Sam's Mart LLC, marking the return of 7-Eleven to the Greater Charlotte area. Look for more expansion here in the future.
- SEI purchases retail interests in 51 Exxon sites in the greater Dallas/Fort Worth area. Most of these sites will retain the Exxon gasoline brand.

February

- *Crain's New York Business* reports SEI's plan to open 14 stores in Manhattan this year, then 20 per year for the next five years. These stores are doing a brisk lunchtime business.

March

- The *Baltimore Business Journal* in June reports SEI plans to open 50 new stores throughout Maryland before the end of 2012. SEI reportedly is interested in expanding into the suburbs and in inner city neighborhoods.

- SEI announces plans to open between 15 and 20 new 7-Eleven stores in Jacksonville, Florida this year and up to 20 a year for the next three years, with the goal of 80 or more stores by the end of 2015.

June

- SEI completes transaction to purchase 18 Open Pantry locations in Wisconsin, primarily in the greater Milwaukee and Madison markets, in the lower third of the state.
- The *Sun Sentinel* reports SEI plans to open 15 stores in South Florida before the end of 2012, with 25 more scheduled for 2013. In late 2010, SEI acquired 183 Exxon Mobil sites in Orlando, Southwest Florida, Broward and Palm Beach counties.

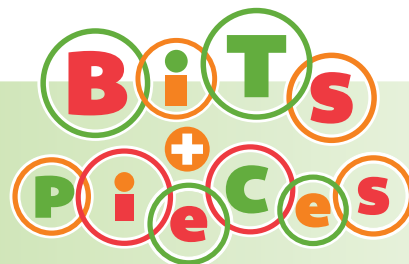
- SEI completes transaction to acquire 23 c-stores in Texas from Strasburger Enterprises, Inc. operated primarily under the brand name Quix, and located in North and Central Texas and east of San Antonio. This brings the total number of stores in Texas to 570.

July

- The *Detroit News* reports 7-Eleven intends to open 20 stores in Metro Detroit, including six in the city of Detroit next year, and has seven new stores already under way.

August

- SEI signs an agreement to acquire the retail and wholesale assets of San Antonio-based TETCO, Inc., including 180 company operated stores and 550 wholesale fuel customers in Utah and the Dallas-Fort Worth, Austin and San Antonio, Texas areas.
- SEI closes a deal to acquire 74 stores and two land parcels from Prima Marketing LLC, a 7-Eleven licensee with stores in West Vir-



Pennsylvania-based c-store chain **Wawa** is rolling out digital signage to its 600 locations across the U.S. to drive awareness for new products and to communicate relevant food and beverage options based on the time of day. • Walgreens recently introduced a **loyalty card program** in an effort to win back millions of pharmacy customers it lost when it stopped filling Express Scripts prescriptions, reported Reuters. • **Wine consumption increased 3.0 percent to reach 312.4 million 9-liter cases in 2011**, according to the Beverage Information Group's recently released 2012 Wine Handbook. • The Obama administration recently finalized regulations that will

continued on page 32

ginia, Ohio, Pennsylvania and Kentucky. The bulk of the stores purchased are in West Virginia. SEI made employment offers to approximately 700 store personnel and district managers.

October

- SEI closes deal with EZ Energy USA, Inc. to purchase 67 retail locations in Cleveland and Pittsburgh markets, including Easy Trip and BP convenience stores and the wholesale fuel-supply business that supports 20 of EZ Energy's dealer-operators. 7-Eleven at the same time announces a deal with its licensee, Handee Marts Inc., to acquire 58 7-Eleven convenience stores in those same markets as well as locations in northern West Virginia and western Maryland.
- *CSP Daily News* reports SEI is in negotiations with Texas-based distributor C.L. Thomas Inc. to acquire many of the company's Lone Star State sites. C.L. Thomas and its subsidiaries operate about 160 Speedy Stop Food Stores, most of which are expected to be sold to SEI. The acquisition could include the Austin and San Antonio Exxon c-stores C.L. Thomas purchased last year.



Introducing Game SILVER & BLACK



A slow, smooth, and
sophisticated smoking
experience forged from
PURE NATURAL LEAF
TOBACCO.



Game®
Silver 69¢ Cigarillo Upright
UIN# 450734
SLIN# 321768

game®
Garcia y Vega



Game®
Black 69¢ Cigarillo Upright
UIN# 762388
SLIN# 321862

FOR MORE INFORMATION CONTACT YOUR SWEDISH MATCH REPRESENTATIVE. 800-367-3677 customer.service@smna.com

©2012 SWEDISH MATCH NORTH AMERICA, INC.



NCASEF Raises Over \$70,000 for Susan G. Komen For The Cure

In commemoration of Breast Cancer Awareness Month, the National Coalition announced it is making a \$70,562.49 donation to Susan G. Komen for the Cure in Southern Arizona. The funds were raised during the National Coalition's convention in July in Hawaii, and came from both live and silent auctions as well as a charity raffle.

"We are honored to be able to make this donation to Susan G. Komen for the Cure, Southern Arizona," stated Bruce Maples, chairman of the National Coalition. "Many members of our 7-Eleven family across the country have been touched by breast cancer, and being able to give back to an organization that fights every day to end this terrible disease is gratifying," he continued. "The National Coalition is headquartered right here in Tucson, and all of our franchisees, from across the country, place great value on supporting charities that are close to home."

"Words can't describe how deeply grateful we are for this contribution," stated Maria Elena Acuna, Interim Executive Director and Mission Director of Susan G. Komen for the Cure, Southern Arizona. "Every day I receive a call from a woman—mother, daughter, grandmother, granddaughter or friend—asking for help, and this gift will support our efforts to give hope to those whom we serve, allowing them to be at a wedding, graduation from high school or even at their child's first birthday," she concluded.

continued on page 28

Legislative Update

Sugar Taxes, Genetically Modified Organisms and Menu Labeling

On Election Day, November 6, Americans will go to the polls to elect a president and various members of Congress, and at the state and local levels will also get to vote on numerous issues, from cigarette excise tax increases to plastic bag bans.

Voters in California will see several ballot measures that could affect both consumers and franchisees in a negative way. In Richmond and El Monte, measures are on the city ballots to raise taxes on sodas and sugary drinks. While local officials in Richmond have stated that this is part of their anti-obesity measures, officials in El Monte have come right out and said what we all know—they are attempting to fill budget holes by taxing sodas and sugary drinks. Either way, raising taxes is not the answer, because consumers and small businesses are already taxed enough.

Franchisees and FOAs in the affected areas are working with the NCASEF and our public affairs partners, Russell Public Communications, to fight these ballot measures. In addition, the American Beverage Association has resources on the ground to assist storeowners in this fight. It is essential that these two measures be defeated in November—if not, we can be sure that the attack on sugary drinks will go nationwide next year. As they say, "As California goes, so goes the nation."

Also in California, voters statewide will have an opportunity to weigh in on Proposition 37, a food-labeling initiative centered on genetically modified organisms (GMOs), as they are known in the trade. Specifically, Prop. 37 would require the words "Genetically Engineered" or "Partially" or "May Be Produced with Genetic Engineering" to be printed on the front label and/or grocery display of any food products that contain even trace amounts of a genetically engineered ingredient.

Prop. 37 would also "ban the sale of tens of thousands of perfectly-safe, common grocery products only in California unless they are specially repackaged, relabeled or made with higher cost ingredients," according to the "No On 37" campaign. Additionally, it would allow lawyers to sue c-stores owners, grocers, family farmers, and others for not complying. It is a deeply flawed and highly deceptive proposition opposed by a broad coalition of consumers, retailers, doctors, farmers, and others.

As with the Richmond and El Monte soda tax issues, FOA leaders and franchisees are working with the backers of the "No On 37" campaign, which also has resources available for those who can get involved. To learn more about this issue, visit www.noprop37.com and let your voice be heard. You can also contact the NCASEF or any of the California FOAs.

Finally, after November 6, Congress will return for a few weeks in November and De-



"If enacted, H.R. 6174 would outline a less burdensome approach to federal menu-labeling requirements instituted by the Affordable Care Act and would exclude most convenience stores."

continued on page 28

Bubble up Profits with the #1 Sparkling Brand*

PERRIER® Sparkling Natural Mineral Water:

- The #1 Sparkling Brand with 43.7 share in C-store and growing +32.1%YTD*
- Global presence in 140 markets*
- National Buy One, Get One Offer currently running through 12/31/12
- National TV, digital and social media support
- In-store TV communication in NY and LA markets in October

Contact your local Nestlé Representative for more details.



REFRESHINGLY
UNIQUE



*Sales Total U.S. C-Store 12 Weeks Ending 10/01/12
©2012 Nestlé Waters North America, Inc.

SLB4 20341401

SLB4 40343588

SLB4 30341777



New Pricing And Scanning Regulations For California 7-Elevens

SEI recently informed California franchisees that it is making its Pricing and Scanning Policy and Procedure available to them for use so they can more easily comply with the state's pricing and scanning laws. The laws state 1) every item offered for sale that has a displayed price displays such price on or in relative proximity to that item; and 2) the posted price is the same as the price scanned at the register. Failure to comply may result in fines up to \$1,000 per violation, and can even include criminal penalties and jail time.

SEI has adopted these requirements of the Pricing and Scanning Policy at its corporate stores:

- Internal audits of 50 items at the store for

pricing and scanning accuracy on a monthly basis.

- A detailed log to be maintained at the store with: date the internal audit was conducted; description of item; posted price of item; scanned price of item; if a discrepancy exists, the corrective measure taken; and the name of the employee who conducted the audit.
- Display a sign indicating the store's policy to charge the customer the lowest price in the event of a scanning error.

SEI said it will also pick up the cost for two external audits per year, and make training available on a periodic basis to store managers and franchisees to educate operators on how price scanning inspections are conducted and how to avoid price scanning errors.

NCASEF General Counsel Arnold Hauptman, upon reading SEI's letter offering the policy, said from a business point of view it is advantageous to adopt the pol-

"California franchisees can opt to use SEI's pricing and scanning policy to comply with state laws."

icy and take advantage of the training and the two free external audits. At a minimum, Hauptman suggested California franchisees post the sign.

Promotions, Innovation Key To Continued C-Store Success

Although the U.S. convenience industry is on a roll, promotions and innovation will help it fight off increased competition from small-box formats like dollar and drug stores, according to

continued on page 30

Legislative Update

continued from page 26

ember to tackle a number of bills left hanging and twisting before they left to campaign for re-election. One of those bills is H.R. 6174, the Common Sense Nutrition Disclosure Act, authored by Rep. John Carter (R-TX). If enacted, it would outline a less burdensome approach to federal menu-labeling requirements instituted by the Affordable Care Act and would exclude most convenience stores. Introduced this past July, H.R. 6174 currently has bi-partisan support in the 39 co-sponsors who have signed on to date. This bill is backed by NACS, and franchisees are encouraged to reach out to their representatives and ask them to co-sponsor the bill.

As always, the NCASEF and its public affairs partners continue monitoring these and a host of other issues that could have a negative impact on your business. Your involvement in helping to tackle these issues is crucial and your voice is necessary. At the same time, if you hear of any local legislative issues that may have a profound affect on your business, be sure to speak up and let us know.

—Jason Miko, For the National Coalition.

NYC Big-Soda Ban Becomes Official

The ban of large sugary drinks, proposed by Mayor Michael Bloomberg and voted on and approved by New York City health officials on September 13, is the first successful antiobesity effort of its kind in the nation. The ban is set to begin March 12, 2013 and will prohibit restaurants, mobile food carts, delis and concessions at movie theaters and stadiums from selling sugary drinks larger than 16 ounces. The city said it would start issuing \$200 fines to violators in mid-June 2013. On October 12, the American Beverage Association, the National Restaurant Association and other business organizations filed a lawsuit against the administration of Mayor Bloomberg to block the ban. The only reason convenience and grocery stores were not included in the ban is

continued on page 36



Buy One Chocolate Pretzel Power Wing

and Get Mini's for FREE!



3.5oz Mini Pretzel
6 ct/ 8 pack
SOH Item #083410
McLain UIN #098897

Pre-Packed Gravity Feed Power Wing Display
28ct Chocolate Mini Pretzel Dips Display
14ct 4.5oz Milk Chocolate Pretzel Mini
14ct 4.5oz White Crème Pretzel Mini
SOH Item #099550; McLain UIN #445502

SNYDER'S
OF HANOVER

Order Dates:
Order: 11-1-12 to 12-31-12
Ship: 12-5-12 to 1-18-13

To order, visit the McLane
Virtual Trade Show at:
www.mclaneco.com

America's #1 Selling Pretzel!



Member News

continued from page 28

Nielsen's latest study, "Growing Appetite for C-Stores." The report found that promotions are a key factor in the growth of c-stores. Success demands collaboration with brands to utilize smarter, more effective promotions and business partnerships. Consumers respond strongly to promotions, as seen by a 14 percent growth in promoted unit sales, a rate more than four times greater than non-promoted sales.

The study also reveals that c-stores have the opportunity to accelerate growth and continue their winning ways by focusing on innovation and ever-more granular analytics about what really works to drive in-store sales. Taking a cue

from Asia Pacific retailers, U.S. retailers could look for new revenue opportunities by considering in-store technology that pays utility bills, buys movie tickets and receives money transfers. Strategies like these boosted c-store growth in the Asia Pacific region by 29 percent over the past two years.

San Diego 7-Elevens Complete Foodservice Update

7-Eleven stores in San Diego recently became the first in the West Coast region to complete AQIP and receive the expanded hot foods program, according to the *San Diego Union-Tribune*. Renovations for more than 200 stores began in March and included new walls, floors, ceilings, lighting, fixtures

accented in warm maple tones, and some exterior work like parking lot resurfacing. The stores' coffee bars were also upgraded to make them roomier, and the coffee pots have been replaced with thermal servers that maintain temperature and freshness. According to the *Tribune*, SEI is promoting new food items—which include mini-tacos filled with shredded beef, jalapeno cream cheese taquitos, and slices of cheese and pepperoni pizza—with billboards, TV and radio spots and newspaper ads.

7-Eleven Attempting To Work With Bodega Owners

As 7-Eleven positions itself to take on New York City with plans to open 30 new stores over the next five years, many small-shop bodega owners are worried

continued on page 32

"Promoted unit sales grew at 14 percent, a rate four times greater than non-promoted unit sales."

Peapod.com Launches Virtual Grocery Stores



Internet grocer Peapod.com recently announced the launch of more than 100 virtual grocery stores at commuter rail stations in Boston, Connecticut, New York, New Jersey, Philadelphia, Washington, D.C. and Chicago. The first of its kind in the U.S., the virtual store technology features billboards of larger-than-life grocery aisles on the train platforms. Commuters with iPhones, iPads or Android phones simply scan a QR code on the billboards to download a free PeapodMobile app and start shopping on the spot by scanning bar codes of the products displayed in the "aisles," which are then delivered.



Hot Pockets® Macaroni & Cheese Mac and Cheese On The Go!



It's the
classic
comfort
food!

AVAILABLE NOW
Order today

4 Ounces, Packed in a 1/4 Pound Case



McLane UIN 751792

UPC 43695 40796

Tender elbow macaroni, creamy cheddar cheese,
breadcrumb topping, with
the classic hot pocket shell
NEW!





Member News

continued from page 30

they will soon be out of business, reported the *Wall Street Journal*. Long a staple of NY suburbia, 7-Eleven now has about 100 stores across the city's five boroughs, with at least a dozen more expected to open by year's end. According to the article, 7-Eleven is the first retailer that could pose a direct threat to the thousands of corner bodegas and mom-and-pop green grocers scattered throughout NYC.

SEI told the newspaper it has reached out to the Bodega Association of the United States and held a meeting with its members to promote the Business Conversion Program (BCP). The company also said many of the new stores opening are company-owned and looking for franchisees, but few prospective franchisees showed up to an open house at an Upper West Side location in early September, and no bodega owners have applied for the BCP, although nine other business owners have since February.

Lukoil Owners Protest With \$8 Gas

More than 50 Lukoil gas station owners in New Jersey and Pennsylvania hiked fuel prices to \$8 and more a gallon on September 12 to protest what they claimed are unfair pricing practices by Lukoil North America that force franchisees to pay higher prices for their fuel than their competitors, reported the *Boston Globe*. The franchisees and the New Jersey Gasoline, Convenience, Automotive Association said the one-day protest was aimed at raising consumer awareness about the challenges facing Lukoil dealers and getting the company to respond to dealer grievances. Station owners said Lukoil charges them more for gasoline than other companies charge their franchisees, forcing them to pass that

increase onto consumers. They added that it is not uncommon to see a competitor selling gas to the public for considerably less than what they're paying Lukoil per gallon.

Couch-Tard Posts Positive 1st Quarter Numbers

Canadian c-store retailer and Circle K parent company Alimentation Couche-Tard reported that net earnings for its first quarter of fiscal 2013 increased 23.8 percent. The company also reported same-store merchandise revenues grew 2.8 percent in the United States and 5.0 percent in Canada, its consolidated merchandise and service gross margin increased 7.9 percent, and gasoline volume increased 18.9 percent in the U.S. and 8.0 percent in Canada.

New Vending Program All About Counting The Calories In Soda

America's beverage companies announced a new Calories Count Vending Program, which will be launched in municipal buildings in the cities of Chicago and San Antonio beginning in 2013 and then made available to vending customers nationwide. Under the Calories Count Vending Program, The Coca-Cola Company, Dr Pepper Snapple Group and



continued on page 34

Visit the National Coalition Website, www.ncasef.com

continued from page 24

force automakers to nearly double the average gas mileage of all new



cars and trucks they sell by 2025—from 28.6

miles per gallon to 54.5 mpg. • The Food and Drug Administration has released a report showing **energy drinks** like Monster Energy, Red Bull and Rockstar contain no more caffeine than a 16-ounce cup of Starbucks coffee, reported *CSNews Online*. • The *New York Times* reported that according to incident reports released by the Food and Drug administration **five people may have died over the past three years after drinking Monster Energy**. The mother of a 14-year-old Maryland girl who died in December of a heart arrhythmia after drinking large cans of Monster on two consecutive days has filed a lawsuit against the company. •

Dunkin' Donuts has announced a limited partnership agreement with the Dallas Cowboys' Jerry Jones Family and Troy Aikman to open at least 50 new Dunkin' Donuts restaurants throughout the Dallas/Fort Worth region of Texas over the next five years. **The company plans to open over 100 restaurants throughout the state** over the next several years. • Nestlé Waters North America announced its Arrowhead brand is launching the **ReBorn bottle made with 50 percent recycled PET**. • Fritos brand corn chips celebrated its 80th anniversary On October 1 by setting a Guinness world record for the biggest-ever **Fritos Chili Pie** at the State Fair of Texas. • According to recent Mintel research, in 2011 **the ice cream and frozen novelty market emerged from two years of struggling sales** and posted a 4.1 percent increase from the previous year and is poised for continued growth of another 4 percent in 2012. • **McDonald's is opening its first vegetarian-only restaurants in India**, reported the Associated Press. The burger chain said the locations in India will serve only vegetarian food because of customer preferences in the region. • **Greyhound recently introduced the first-ever robotic convenience store** in an Oklahoma City Greyhound terminal. The Shop24 robotic c-store will be owned and operated by Total Express 24-7

continued on page 42



Peppermint Mocha

Warm up the season with a delicious holiday treat their senses won't forget!

F.O.D. 11/5/2012

Keep these core flavors in stock:

French Vanilla #230629 Hot Chocolate #230512

InsightBeverages.com



©2012 Insight Beverages





Member News

continued from page 32

PepsiCo will work with government leaders, food service operators, vending companies and other customers to increase availability of lower-calorie beverages in vending machines; display a “Calories

Count” vending snipe on the front of beverage vending machines reminding consumers to consider calories in their beverage choices with messages such as “Check then Choose” and “Try a Low-

Calorie Beverage”; and add calorie labels to the selection buttons on beverage vending machines to show calorie counts per beverage container.

continued on page 36

CALIFORNIA FRANCHISEE PAC MEETS

Members of the California 7-Eleven Franchisees Political Action Committee (PAC) met on September 17 in Diamond Bar, California for to discuss the current status of the PAC and next steps.

The meeting began with a presentation by Dustan Batton, from the American Beverage Association (ABA), about the upcoming November 6 elections with respect to the proposed soda tax in El Monte and Richmond. He said while he is working on the El Monte issue, he has colleagues in Richmond prepared to work with 7-Eleven franchisees there. He gave an overview of the efforts being undertaken by the ABA to defeat the tax and appealed to the PAC members to get involved in their campaign. Dustan said the ABA is producing collateral materials for the campaign—including signage, mail-in response cards and other materials—for those opposed to the tax to use. Discussion also centered on the fact that if either of these taxes passes, the soda tax will spread to other California cities and to the rest of the nation as the attack on “big soda” goes national.

After Dustan’s presentation, PAC President Jas Dhillon introduced Jason Miko of Russell Public Communications, the public affairs firm working with the National Coalition. Jason gave a general overview of the work Russell Public does with the National Coalition on public affairs issues nationally, regionally and locally. He also touched on some of the high-

lights of 2012, including the roll-your-own national issue, the Illinois online lottery issue, and the New York City big-soda ban.

Jason stressed that Russell Public should be seen and used as a resource by franchisees, FOAs, and the National Coalition, and



PAC Treasurer Paul Anand (left) and PAC President Jas Dhillon (center) present Richard Alarcon, who is running for State Assembly, with a \$711 donation, the first to be made from the California 7-Eleven Franchisees Political Action Committee.

noted that Russell Public can assist in a variety of ways. He also talked about building alliances with like-minded organizations such as NACS, and the importance of reaching out to and working with elected officials at the local, state and national levels.

National Coalition Executive Vice Chairman Jivtesh Gill, also present at the meeting, spoke about some of the issues the National

Coalition is monitoring, including interchange fees, menu labeling, the federal Farm Bill, various bag issues, and Internet lottery.

PAC President Jas Dhillon gave an overview of the PAC’s history, including the timeline and challenges of getting the PAC up and running. He noted that along the journey of creating the PAC, everyone acknowledged and agreed the PAC can be a powerful tool

for raising awareness of franchisees and the 7-Eleven brand among elected officials and policymakers in California, as well as making an impact on those same individuals. Jas said this has been the driving vision and purpose of the PAC from day one.

The PAC discussion then turned to a few key items, including how to maintain the momentum and next steps for the organization. These included an initial “launch” of the PAC this fall with California Speaker of the Assembly John Perez and SEI, further developing the PAC website, PAC administrative

details, membership recruitment and fundraising, effectively using the funds to support candidates who align with franchisees on issues, and meetings.

As a last item, it was noted that the PAC has outside resources as well—the National Coalition and its public affairs partner Russell Public Communications, which both stand ready to assist with strategy and outreach.

California Franchisees: Join The California 7-Eleven Franchisee PAC

California PAC membership dues are kept purposely low—\$11 per store per month. Help us show elected officials and policy makers in California that there is considerable strength in numbers. If all 1,500 stores in California contribute to the PAC, it would have nearly \$200,000 a year to make its voice heard. Franchisees are encouraged to visit the PAC website at www.7pac.org.

ZIG-ZAG

ORDER TODAY!



ZIG-ZAG
CIGARILLOS

PEACH 1 CARTON - 15 TWO PACKS
SLIN 321218 - UIN 244293



7 84762 07351 8

WHITE GRAPE 1 CARTON - 15 TWO PACKS
SLIN 320760 - UIN 198168



7 84762 07355 6

STRAIGHT-UP 1 CARTON - 15 TWO PACKS
SLIN 320376 - UIN 244338



7 84762 07352 5

SWEETS 1 CARTON - 15 TWO PACKS
SLIN 320613 - UIN 198135



7 84762 07356 3

GRAPE 1 CARTON - 15 TWO PACKS
SLIN 320375 - UIN 244285



7 84762 07350 1

MANGO 1 CARTON - 15 TWO PACKS
SLIN 320845 - UIN 244376



7 84762 07354 9

STRAWBERRY 1 CARTON - 15 TWO PACKS
SLIN 320574 - UIN 198226



7 84762 07353 2



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



7 84762 07200 9

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



7 84762 07201 6

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



7 84762 07206 1

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



7 84762 07204 7

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



7 84762 07205 4

ORANGE 1 CARTON - 25 TWO PACKS
SLIN 320864 - UIN 214429



7 84762 07210 8

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



7 84762 07202 3

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



7 84762 07207 8

VANILLA 1 CARTON - 25 TWO PACKS
SLIN 320814 - UIN 214482



7 84762 07211 5

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



7 84762 07203 0

STRAIGHT-UP 1 CARTON - 25 TWO PACKS
SLIN 321478 - UIN 74833



7 84762 07208 5

CIGAR BLEND TOBACCO 1 CARTON - 8 PACKS
SLIN 320238 - UIN 555631



7 84762 07175 0



CIGAR 2 WRAPS
XTRA WIDES

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



7 84762 07877 3

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



7 84762 07867 6

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



7 84762 07807 0

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



7 84762 07817 9



ZIG-ZAG
CIGARETTE
PAPERS

ORANGE 1 CARTON - 24 BOOKLETS
SLIN 320298 - UIN 504902



0 08660 00724 7

WHITE 1 CARTON - 24 BOOKLETS
SLIN 320643 - UIN 504308



0 08660 00702 5



Seven-Eleven Japan Outlines Expansion

Seven-Eleven Japan (SEJ) announced in early September its intention to accelerate its expansion strategy in Japan, reported the *Daily Yomiuri*. The company said it has plans to open stores in Shikoku next spring, with the goal to run 520 stores by the end of February 2019 in all four prefectures in the region. With the opening of the new

Shikoku stores, Aomori, Tottori and Okinawa prefectures will be the only three in which SEJ does not operate.

Federal Tax Increase Cut Tobacco Consumption

The huge federal tobacco tax hike enacted three years ago has spurred a historic drop in smoking, especially among teens, poor people and those dependent on government health insurance, reported *USA*

Today. The federal cigarette excise tax jumped from 39 cents to \$1.01 per pack on April 1, 2009 and raised cigarette prices 22 percent overnight, more than all state and local tax hikes combined over the past decade when adjusted for inflation. The result is about 3 million fewer people smoked last year than in 2009, despite a larger population, according to surveys by the Centers for Disease Control and Prevention.

Other findings from *USA Today's* analysis of the federal tobacco excise tax increase:

continued on page 62

Legislative Update

continued from page 28

that state law regulates these channels.

Boulder Passes 10-Cent Disposable Bag Fee

The City Council in Boulder, Colorado recently voted in favor of charging shoppers 10 cents for each paper and plastic bag they use at the grocery store, according to the Associated Press. The City Council voted 5-3 on October 16 to approve an ordinance charging the fee, starting in July. An earlier proposal would have charged 20 cents per bag. The fee would apply to paper and plastic bags at all food retailers, including convenience stores and Target. Gas station stores would be exempt if food sales are less than 2 percent of their business. The city plans to buy and distribute reusable bags to low-income residents. Other cities, including Aspen, have implemented similar fees.

Town To Ban Styrofoam And Plastic Bags

In Brookline, Massachusetts, a proposal banning the use of disposable polystyrene (also known by its trademarked name, Styrofoam) for take-out food packages is scheduled to go before the Special Town Meeting in November, reports the *Boston Globe*. Also on the November 13 meeting's warrant is another proposal that would prohibit stores from providing disposable plastic shopping bags to customers. Businesses opposing the proposals said finding a suitable, more sustainable substitute for polystyrene cups for hot beverages has been difficult, and banning plastic bags could cost businesses and consumers more money.

The ban on polystyrene containers would affect the packaging for take-out meals at local restaurants, as well as coffee cups. It

would kick in on December 1, 2013 and not include products packaged outside of town. The plastic bag ban would require any retail establishment that provides check-out bags to customers to use compostable, marine-degradable bags instead of disposable plastic bags. Reusable check-out bags and recyclable paper bags could also be used. The proposal calls for a \$50 fine for a store's first offense, \$100 for the second offense, and a mandatory court appearance for a third offense.

Menu-Labeling Bill Up For Vote In California

Groups representing food retailers and manufacturers in California have teamed up to oppose Proposition 37—a food-labeling bill on the state's November ballot the groups say has huge loopholes and hidden costs for consumers, and would expose convenience stores, grocery stores and other retailers to new lawsuits. According to the National Association of Convenience Stores (NACS), Prop. 37 would require the words "Genetically Engineered" or "Partially" or "May Be Produced with Genetic Engineering" to be printed on the front label and/or grocery display of any food products that contain even trace amounts of a genetically engineered (GE) ingredient.

NACS said it is estimated that as much as 70 percent of the processed foods in a convenience or grocery store contains some GE ingredient, and under the proposed legislation retailers would be responsible for ensuring tens of thou-

continued on page 72



mentos GUM

UP2U

UP2U 2/\$3
SEPTEMBER-OCTOBER



mentos

SKU#	Item
140402	UP2U Fresh Mint / Berry Watermelon
140403	UP2U Sweet Mint / Bubble Fresh
140404	UP2U Daylight Mint / Midnight Mint
140405	UP2U Spearmint / Mandarin Strawberry
140406	UP2U Striped Red Strawberry / Starfruit
140407	MINTIOS Mint Rolls
140408	MINTIOS Mixed Fruit Rolls
140409	MINTIOS Rainbow Rolls
140410	MINTIOS Strawberry Rolls
140411	MINTIOS Cinnamon Rolls
140412	MINTIOS Green Apple Rolls

MENTOS ROLLS 2/\$2
SEPTEMBER-DECEMBER

FULLY FUNDED AT RETAIL THROUGH PROMO MASTER

UP2U

Fresh Mint/ Berry Watermelon

0 73390 01209 0

Sweet Mint/ Bubble Fresh

0 73390 01210 6

Daylight Mint/ Midnight Mint

0 73390 01231 1

Spearmint/ Mandarin Strawberry

0 73390 01208 3

Striped Red Strawberry/ Starfruit

0 73390 01244 1

Mint

0 73390 00576 4

Mixed Fruit

0 73390 00577 1

Rainbow

0 73390 00594 8

Strawberry

0 73390 00579 5

Cinnamon

0 73390 00578 8

Green Apple

0 73390 00580 1

PERFETTI

van Melle

Contact your local representative
or customer service at 1.800.283.5988

Give Your Customers
A New Kind of Breakfast!

belVita



Blueberry SLIN 302156



Consumers are
looking for new
breakfast options,
and Kraft has been
busy creating a new
portable breakfast!



Golden Oat SLIN 302227



Join Kraft in creating a new breakfast category!

- Lightly sweet breakfast biscuits provide GREAT TASTE, SUSTAINED ENERGY and 16-plus grams of whole grains per package!
- Wholesome fine ingredients and an EXCELLENT SOURCE OF FIBER!
- Two consumer favorite flavors—Blueberry and Golden Oat!
- Excellent for ON-THE-GO and TIDE-ME-OVER!
- 62 percent of consumers surveyed intend to purchase.

Order through
McLane NOW!

A major 2012 launch
with over \$40 million in
advertising and media
support!

SRP \$0.99, Margin 00
percent

8 Individual Consumption
Packs per Caddy

6 Caddies per case

4 biscuits per pack

NEW

iD

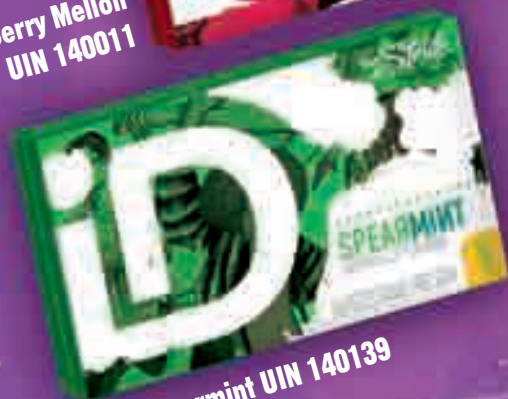
from *Stride*

GROW YOUR GUM SALES BY REACHING THE 2ND LARGEST SEGMENT: **TEENS**

iD Peppermint UIN 140136



iD Berry Melon
UIN 140011



iD Spearmint UIN 140139

Robust National Support Plan

Invitation to Discover

- Overwrap reveals works of emerging artists
- Mouthwatering flavors with a twist
- Sleek *wallet pack*
- Category 1st magnetic closure keeps gum secure

3 Flavors: Peppermint, BerryMelon, Spearmint

©2012 Wm. W. Wrigley Company. All Rights Reserved.

AVAILABLE AUGUST 2012!



YOUR SUPPLY CHAIN ADVANTAGE IN ACTION.

When it comes to offering supply chain advantages to 7-Eleven, we're committed to delivering world-class procurement, logistics, merchandising and technology services to help you buy better, sell smarter and profit more.

To find out more, visit www.mclaneco.com.

How Important Is Communication?

BY BRUCE MAPLES
EXECUTIVE CHAIRMAN, NCASEF

As 7-Eleven grows towards 10,000 stores—the company’s goal by 2015—communications between franchisees, 7-Eleven, Inc., and vendors becomes increasingly critical and at the same time increasingly complicated, not just because of the size of the organization, but because of the time it takes to generate informative, high quality communications. Today we have Zones with 500 stores and someday we could have Zones with over 1,000 stores.

With so many more players, building relationships between franchisees and SEI operations and merchandising staff, as well as market managers and Zone leaders, will become increasingly difficult, but not impossible. It will be a challenge for 7-Eleven to take advantage of scale and size, and at the same time communicate with franchisees, provide us with the services and the leadership we need, make us feel part of the 7-Eleven family, and utilize our feedback as an asset.

As we progress, the technology for communications must improve, and everyone along the line must improve their communications skills. In addition, the field consultant (FC) role must change, because it’s going to become harder and harder for communications to not only go up the ladder, but for decisions to be disseminated down. We need this process to work smoothly and quickly in both directions. In heavy contrast to the old days, if there are 1,000 franchisees in a Zone, it’s unlikely many franchisees will ever see a Zone leader or a Zone merchandiser. The FC is the

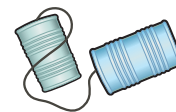
one representative from the company we will always see.

Over the past several months, 7-Eleven successfully

ran a pilot of 7hub, the communications successor to 7-Connect, and by the time you read this, will have expanded 7hub to all franchised stores (scheduled for Thursday, November 1). The company is launching a new Operations Manual to replace the On-Line System Support Guide (OLSSG) at the same time. 7hub will have an improved search function, and will be accessible from outside the store, and the new Ops Manual is promised to have the most accurate infor-



“When franchisees need a solution quickly, it has to be someone’s responsibility. We don’t expect the field consultant to have all the answers, but we need to be able to get our unanswered questions escalated.”



mation on policies and procedures.

While this is a step in the right direction, the three words still most familiar to every franchisee today are, “Processed As Requested.” We see these words over and over again while we wait for online answers on our case(s). The question most franchisees are asking now is, “How long do I have to go without getting a response before I can talk to a live person?” In most cases the field consultant is the first and last level of

“As we progress, the field consultant role must change, because it’s going to become harder and harder for communications to not only go up the ladder, but for decisions to be disseminated down.”

face-to-face communications. Franchisees might see a Zone manager once a year, and this will get increasingly less frequent as we expand, so the person who walks in the store to share data with us needs to be loaded with answers or able to get the necessary answers. He or she needs to understand our concerns and be empowered to solve our issues.

Today, once the franchisee has communicated a problem to the field consultant and the market manager, and created and posted a case on 7-Connect (now 7hub) the next (and

almost only) option is to take the issue to the local FOA. The FOA president and vice president can take it to the Zone leader, and somewhere along the way, the parties have to decide whether the issue is a single store issue or a systemic problem that has to be addressed at a higher level within SEI.

I have told senior management at SEI that we don’t need a new communications system, we need to fix the one we have.

continued on page 42

BRUCE MAPLES
CAN BE REACHED AT
520-577-8711
nationaloffice@
ncasef.com

“There has to be a better communications conduit between the stores and upper management making the decisions so the franchisees who are managing sales with customers get timely resolution of their issues.”

When we communicate a problem, and we tell our field consultant five or six times, it appears that he or she is not getting an answer or doesn't know how to help us. 7-Eleven needs to put the same focus on our issues as they do on their own. 7-Eleven has a process and a plan for selling more fresh bakery, but we sometimes have trouble fixing a Sandin case within 24 hours. To take us to the next level of innovation in management it seems the field consultant, the market manager and the Zone leader need to be empowered to make more decisions. There has to be a better conduit between the stores and upper management making the decisions so the franchisees who are managing sales with customers get timely resolution of their issues.

This process will become more critical as the system grows. When franchisees need a solution quickly, it has to be some-

one's responsibility. We don't expect the field consultant to have all the answers, but we need to be able to get our unanswered questions escalated. At some point we need to get our concerns addressed with one-on-one communications, because our CHD currently is not an effective tool. Information has to flow from the franchisee to the field consultant to the market manager and back down in a timely manner. Franchisees need more than, “Processed As Requested.”

We need someone to explain the process to us and understand our concerns so the problems won't persist. If my CDC or McLane truck has been late for the last three weeks, and they've re-routed the trucks and it will be fixed in three weeks, and that information never makes it to the store, I can't save time and money by adjusting my orders and payroll.

At all levels, whether it's communicating with our kids, communicating with our neighbors or relatives, or communicating with 7-Eleven, the world has changed. We've been cast into a highly effective world of digital communications, but sometimes, a personal touch is necessary. It's an art that is being lost. Some issues need one-on-one interaction with the person that can solve the issue. Maybe it's not more communication that's needed, but it's the quality of the communications that needs to be addressed. **AV**

Join The National Coalition

The strength of an independent trade association lies in its ability to promote, protect and advance the best interests of its members, something no single member or advisory group can achieve. The independent trade association can create a better understanding between its members and those with whom it deals. National Coalition offices are located in Tucson, Arizona. All queries and requests for information should be directed to:

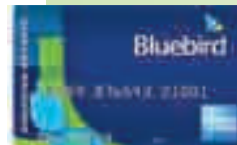
National Coalition of Associations of 7-Eleven Franchisees

3561 East Sunrise Drive, Suite 135
Tucson, AZ 85718
Office 520-577-8711
Fax 520-577-4688
E-mail: nationaloffice@ncasef.com



continued from page 32

LLC of Edmond, Oklahoma. • **FM Facility Maintenance** has been ranked No. 440 on Inc. Magazine's 31st Annual Inc. 500. This marks the fourth year that FM Facility Maintenance has earned a spot on the Inc. 500, first making an appearance in 2009. • **Walmart has teamed with American Express to offer a prepaid debit card called Bluebird** for customers who do not have traditional bank accounts, reported Reuters. The Bluebird will allow for deposits by



Smartphone and mobile bill paying, with no minimum balance or monthly, annual or overdraft fees.

• **Anheuser-Busch said it shipped 4,312 cases of emergency drinking**

water—or 103,488 cans—to affected areas to support Hurricane Isaac relief efforts. The emergency water was made available to communities and relief organizations assisting impacted residents. • **The market for RTD tea and coffee is growing exponentially**, thanks to rising consumer awareness about the health hazards of carbonated drinks and a surge in the health conscious population who prefer the **antioxidant property of RTD tea**, according to a new report by ReportsnReports.com. • According to a new study from Nielsen, global consumers' **intent to buy food and beverages online increased 44 percent in two years**. Additionally, 61 percent of global respondents said they used the Internet for grocery shopping research. • SEI recently asked a judge to dismiss a proposed class-action lawsuit **alleging that it falsely advertises its 7-Select potato chips as containing no trans fats or cholesterol**, saying the claims on the packaging are true, reported the website Law360.com. • To celebrate the 50th anniversary of Andy Warhol's 1962 famed work—**32 Campbell's Soup Cans**—Campbell Soup Company introduced limited-edition cans of Campbell's Condensed Tomato soup **with labels derived from original Warhol artwork**. • Clash Group recently launched a market research initiative to **track the eye movements of digital ad respondents in order to identify which color scheme, positioning and placement works best for acquiring positive responses to digital ads**. • During its latest earnings conference call, **Couche-Tard suggested it is ready to make moves that will allow it to maximize cig-**

continued on page 46



Now Available For
Your Roller Grill



Bahama Mama
Smoked Spicy
German Sausage
3 to 1



519694

Bahama Mama
Smoked Spicy
German Sausage
6 to 1



040048

Gourmet To Go
Jalapeno 'N Cheddar
Sausage
3 to 1



556233

Gourmet To Go
Jalapeno 'N Cheddar
Sausage
6 to 1



506261

Hot 'N Spicy, Inc. 1-800-641-5661

TRUSTED EVERYWHERE™

WORLD'S #1 BRAND PERFORMANCE GUARANTEED



Duracell AA 4pk



UIN 612483
SLIN 160070



Duracell AAA 4pk



UIN 612541
SLIN 160115



Duracell C 2pk



UIN 612465
SLIN 160073



Duracell D 2pk



UIN 612416
SLIN 160073



Duracell 9V 5pk



UIN 612525
SLIN 160066

Sell 29 times more in dollar sales when you stock Duracell
than when you stock only 7-Select Private Label!

SMART POWER...ALWAYS

Genuine Duracell branded batteries are available at McLane. UINs are listed above.

DURACELL®

Influencing Legislation That Could Impact Our Businesses

BY JIVTESH GILL

EXECUTIVE VICE CHAIRMAN, NCASEF

With the economy still on the mend, it appears many state and local governments dealing with budget issues are looking for quick fixes, and these fixes usually end up affecting small businesses like ours one way or another. Whether it's a tax on sugary drinks, a ban on plastic bags, or new menu labeling requirements, these measures will most certainly impact our stores and our customers.

Over the last several years the National Coalition has ramped up its efforts to educate franchisees about legislation that could affect us, and to organize storeowners to action. If there's one thing we know it's that as a group, franchisees can make a difference. This was clearly demonstrated in 2009, when franchisees teamed with SEI for a signature collection campaign to call on Congress to reform unfair and excessive credit card interchange fees. At the time, the company's "Stop Unfair Credit Card Fees" petition drive was the largest for a public-policy issue. In September of that year, a contingent of franchisees joined Joe DePinto and other SEI executives in Washington, D.C. to deliver 130 boxes full of the signed petitions to members of Congress. This effort helped

legislative issues at the national and local levels and to assist FOAs in organizing opposition or support for certain proposed bills or ordinances. The National Coalition and Russell Public have also been lending support to the California 7-Eleven Franchisees Political Action Committee (PAC) in their efforts to reach out to local politicians and effect policy.

The biggest issues we are presently monitoring and getting involved with on the national level are swipe fee reform, the anti-trust litigation against Visa and MasterCard, online lottery sales, and the menu labeling requirements that



"Over the last several years the National Coalition has ramped up its efforts to educate franchisees about legislation that could affect us, and to organize storeowners to action."

pave the way for the Durbin Amendment of the Dodd-Frank Wall Street Reform Act of 2010, which called for the Federal Reserve to set reasonable debit card transaction fees.

More recently, we were also highly involved with the national issue regarding establishments with roll-your-own cigarette machines, the big-soda ban in New York City, and the Illinois online Lottery sales issue.

The National Coalition has been using its public relations firm, Russell Public Communications, to keep track of

are part of the Affordable Care Act.

With swipe fee reform, although we had a big win with the Durbin Amendment, the Federal Reserve wound up setting new debit card interchange fees that overwhelmingly favor the banks. As a result, there is now a lawsuit in federal court to get the Fed to adjust the swipe fees to a rate that is fairer to retailers. NACS and several other associations are spearheading the lawsuit, and the National Coalition is standing behind them in this endeavor.

We are also keeping a close

"Many state and local governments dealing with budget issues are looking for quick fixes, and these fixes usually end up affecting small businesses like ours one way or another."

eye on the \$7.25 billion antitrust settlement with Visa, MasterCard and some of the nation's biggest banks that was the consequence of a lawsuit filed by six merchant groups and 13 big retailers in 2005. The settlement was offered over the summer, and since then it has been rejected by four of the individual companies and all six of the trade associations. Thousands of retailers—7-Eleven included—will be affected by this case because rather than reform the anticompetitive practices engaged in by the credit card industry, it will allow the credit card companies and banks to continue to take advantage of merchants and their customers while blocking competition and choice.

Many states are presently considering online sales of lottery tickets. Illinois was the first to implement it and the National Coalition started working with the Chicagoland FOA as soon as state lottery officials announced their plans to make sure franchisees' concerns were addressed by the Lottery Commission. These concerns are the loss of foot traffic and sales, fewer winners coming to stores to cash their winnings and make other purchases, and the potential for fraud and lottery sales to minors. Now that Maryland is moving forward with its own plans for online lottery ticket sales, we will be working with franchisees there get these same concerns addressed.

In regard to menu-labeling, we are joining NACS to push for an amendment to the Affordable Care Act not to be included in its menu-labeling requirements. Besides requiring employers to provide health insurance to their

continued on page 46



JIVTESH GILL

CAN BE REACHED AT

209-481-7445

j2jgill@aol.com

Influencing Legislation

continued from page 45

workers, the Affordable Care Act also contains menu-labeling rules that require chain restaurants and similar retail food establishments to post specific nutritional information in menus and menu boards. The Common Sense Nutritional Disclosure Act—which is currently making its way through Congress—would exempt c-stores from this requirement, and we are fully behind it.

On the local level, we are helping California franchisees fight the soda taxes on the November election ballots in El Monte and Richmond. Also in California, we are assisting storeowners in the effort to defeat Proposition 37, a bill that would require any food containing even trace amounts of a genetically engineered ingredient to be labeled as such, and makes storeowners responsible for ensuring that the food products are properly labeled. This bill also includes a “bounty hunter” clause that allows lawyers to sue storeowners for not following the labeling rules. Needless to say, this

“Maryland is moving forward with its own plans for online lottery ticket sales, and we will be working with franchisees there to get their concerns addressed.”

measure would be very detrimental to California franchisees if it passes.

Our business environment is changing, and in no small part due to an economy that continues to recover. Any time we find out about legislation that could affect our stores, we need to take the time and get involved as a group. I also encourage you to contact your local FOA leadership and the National Coalition if you hear of any legislation that could impact our business. United, we can make a difference. businesses like ours one way or another.” **AV**



continued from page 42

arete sales, reported *CSP Daily News*. The last time the Canadian c-store retailer made such a statement was before it rolled out its Crown private-label smokes. • NACS said it has selected **The Murphy Group LLC** to serve as its relationship partner for Central and South America as part of its expanding Global Partner Program. The partnership will allow NACS to enhance interactions with Latin American retailers and share best practices. • McDonald's recently filed a trademark for **its own brand of ground and whole-bean coffee**, which means it could be planning to put its coffee on supermarket shelves in the near future, reported Dow Jones. • **The Hatfield Village apartment complex in Pennsylvania will soon become the first location on the East Coast with a Shop 24 robotic convenience**

continued on page 52

Workers' Compensation, Excess Property, Excess Liability From Aon Risk Services

Aon, one of the leading Insurance Brokers in the World, has the resources to provide a high level of service to the 7-Eleven Franchise community.

Aon Provides:

- Nationwide Workers' Compensation Program
- Expanded Property Program including coverage for Inventory, Flood, Quake, Business Interruption and Food Spoilage due to Mechanical Breakdown
- Excess General Liability providing an additional limit above the \$500,000 provided by your Contractual Indemnification



Insure your vision

Please fax or e-mail Tanya Sanders to learn how Aon may help you with your insurance needs

Phone: 214-989-2361 Fax: 214-989-2304 Toll-Free: 1-800-527-9034 E-Mail: tanya.sanders@aon.com



GO FOR TWO!

Swisher Sweets 2-packs are a huge hit with customers. And why not? They taste great, and Swisher's innovative Sealed-Fresh™ foil wrappers lock in the freshness and full flavor. And the special 2-pack prices wrap up the deal. So get in on it; place your order today!



SS BLACK CIGARILLOS
McLANE UIN# 763565



SS BLUEBERRY CIGARILLOS
McLANE UIN# 383315



SS REGULAR CIGARILLOS
McLANE UIN# 383273



SS GRAPE CIGARILLOS
McLANE UIN# 383372



SS WHT GRAPE CIGARILLOS
McLANE UIN# 763557

800.874.9720 | swisher.com

SWISHER INTERNATIONAL, INC.



7-ELEVEN CORPORATE RECOMMENDS...



**America's
Top Selling
Ramen Noodle
Soup Brand!**



Chicken
Instant Lunch
UIN #536003 /
SLIN #210233

Beef
Instant Lunch
UIN #536011 /
SLIN #210158

With Shrimp
Instant Lunch
UIN #507277 /
SLIN #210282

Line Chili Shrimp
Instant Lunch
UIN #471813 /
SLIN #210733

Ramen
Souper 6-Pack
UIN #526459 /
SLIN #210315

Teriyaki Beef
Yakisoba
UIN #713438 /
SLIN #210625

Chicken
Yakisoba
UIN #713008 /
SLIN #210624

**Corporate Recommended Ramen Noodle
Soup Section:** Maruchan Cups replace Nissin for
an increased GP from 67% to 71%!
Your customers recognize the
Maruchan brand for consistent
ramen noodle products. For
over 15 years Maruchan has
been America's top selling ramen
noodle soup. Stock and display
the 7-Eleven corporate suggested
plan-o-gram and take get your
share of a whole new source of
incremental gross profits.

**America's Favorite
Ramen Noodle Soup!**



MARUCHAN, INC.
15800 Laguna Canyon Road, Irvine, CA 92618

ADVANTAGE

The Dangers Of Selling Counterfeit Products

BY ARNOLD J. HAUPTMAN, ESQ.
NCASEF GENERAL COUNSEL

With respect to the sale of counterfeit products in your store, this article will begin with the same warning it will end with: DON'T DO IT!

Recently, the owner of one brand of a sexual enhancement product accused a 7-Eleven franchisee in Southern California of selling not only that owner's counterfeit product, but other counterfeit sexual enhancement products as well. The accusation has not been confirmed to the best of my knowledge, but it nevertheless prompted me to write this article because of the inherent danger of selling counterfeit products of any kind or description.

It is easy to understand the temptation to buy products that you might know, or guess, are counterfeit because of low cost and high gross profit. Counterfeit products are always bought from fly-by-night, here-today-and-gone-tomorrow suppliers. Rarely, if ever, will you purchase a counterfeit product from a recommended vendor such as McLane or from a non-recommended—but reputable—vendor. If someone shows up in your store and offers a product from his truck parked outside, and at a cost that is too good to be true—guaranteed, it is too good to be true.

While most people think of luxury brand handbags, sneakers or prescription drugs as being most likely candidates to be counterfeited, a host of other fake products, of a type typically sold in 7-Eleven stores, are flooding the market. Some examples are over-the-counter medications or food supplements, sunglasses, electrical products

such as extension cords and batteries, toys for young children, health and beauty aids such as

shampoos, toothpaste or skin moisturizers, and entertainment products such as CDs, DVDs, and video games. Some years ago, in the New York area, there was a rash of lawsuits by a legitimate manufacturer against several 7-Eleven owners for selling counterfeit toy bears that displayed that manufacturer's well-known label.

What exactly is a counterfeit product? Simply stated, it is the unauthorized use of another's trademark that may consist of a registered brand name, design, logo, etc. Invariably, the counterfeit product appears identical or close to the real product, and is



"The law is clear—it is illegal to sell or distribute counterfeit products and is both civilly and criminally punishable."

almost always a knockoff of a well-known product that is in demand. In short, a counterfeit product is intended to deceive your customers into buying a fake and inferior product believing it is the real thing. Obviously, that is not what the 7-Eleven image or reputation is about.

Aside from the legal ramifications of selling counterfeit products, there can be great danger of severe injury or even death to your customers. There are reports of bat-

"If someone shows up in your store and offers a product from his truck parked outside at a cost that is too good to be true—guaranteed it is too good to be true."

teries causing fires or destroying products. Fake personal care products often contain caustic chemicals, with reports of antifreeze in counterfeit toothpaste. Counterfeit shampoo can cause hair loss, and small and sharp parts in counterfeit toys can break loose and endanger little tots. The list can go on and on, but buying a counterfeit product clearly will not nearly offset the potential financial damages you will suffer when an injured person sues you.

The law is clear—it is illegal to sell or distribute counterfeit products and is both civilly



and criminally punishable. The most recent criminal sanctions were passed by Congress in 2006 and prohibit trafficking of counterfeit goods and services that bear labels or similar packaging of any type or nature, with knowledge that a counterfeit mark has been applied to such labels or packaging and with the likelihood that such use will cause confusion, mistakes, or deception.

Federal and state laws provide for heavy-duty fines and imprisonment for in-

continued on page 52

ARNOLD J.
HAUPTMAN
CAN BE REACHED AT
516-541-7200

LOGIC[®]

PREMIUM

DISPOSABLE ELECTRONIC CIGARETTES

BREAKTHROUGH TECHNOLOGY

- Large vapor, long-lasting
- Rich, satisfying flavor
- Guaranteed 400 big puffs



Made with the finest ingredients

PLATINUM = Extra High 2.4%
BLACK Label = Regular 1.8%
GOLD Label = Medium 1.4%
ZERO = None up to .01%

Available in two flavors tobacco and
menthol with four levels of nicotine

LOGIC[®] products must be used by persons of legal smoking age according to each state law.
Identification of all persons under the age of 26 is required before purchase.

THE MOST TRUSTED BRAND

FACTS

- Best POS in the Industry
- No Charging! No Refills! No Wires!
- Outstanding Customer Service
- Guaranteed Sale!
- Fully Insured

FEEL THE DIFFERENCE!

NEW ITEM!
ONE PACK

Retail Price: \$5.99 + tax



LOGIC®
ONE PACK = 1
PACK

Brokers/Distributors Welcome.

Please Call: 973.204.0864

**FOR ALL OTHER INQUIRIES,
PLEASE CALL: 973.251.2087**

www.logiccig.com

*American
Brand*

The Dangers Of Selling Counterfeit Products continued from page 49

tentionally dealing with counterfeit goods, as well as triple damages, attorney fees, and confiscation of counterfeit goods. Prosecutions under the RICO Act involving a conspiracy to sell counterfeit products can result in greatly increased prison time and fines.

The International Anti-Counterfeiting Coalition gives these tips on how to spot and avoid purchasing counterfeit products:

1. Labels that are blurred or torn.
2. Product names that are misspelled or altered.
3. Unannounced changes in product content, color, smell or packaging.
4. Missing codes, 1-800 consumer numbers, or trademarks.
5. Products lacking the usual guarantees and/or licensing agreements one should find.

The best tipoff for 7-Eleven fran-

"Aside from the legal ramifications of selling counterfeit products, there can be great danger of severe injury or even death to your customers."

chisees is an unknown and unsavory looking character suddenly popping into your store with a deal that is too good to refuse. REFUSE IT and send him on his way.

I can offer no possible valid reason to knowingly purchase counterfeit goods, but there are a host of reasons not to give in to the temptation to buy cheap. It may be profitable for a while, but it is not worth endangering your reputation or, even worse, the health and safety of your customers. My final words: DON'T DO IT! **AV**



continued from page 46

store, reported *Lehigh Valley Business*. The **24-hour automated kiosk** will offer up to 200 convenience store items. • Snyder's-Lance announced that it has acquired **Snack Factory** for \$340 million in cash. Snyder's-Lance said it expects the deal to provide it entry into the lucrative deli-bakery section of grocery stores. • **Kmart has removed its layaway service fee** for both online and in-store purchases from September 7 through November 17 as a way to relieve the strain on family budgets during the holidays. • New York pharmacy chain **Duane Reade recently unveiled its first Upmarket Chop Salad Bar**—which allows customers to customize their own salads—in its newest location at 100 Broadway, reported *Private Label Magazine*. • Beverage sales in convenience stores **increased a soft 1.5 percent over the Labor**

continued on page 56



Order NOW and get first case of Rockin' Refuel FREE!*

*MUST ORDER WITHIN 90 DAYS OF THE FIRST ORDER DATE FROM MCLANE

**REAL PROTEIN.
REAL MILK. REAL VALUE.**

Natural Protein to Build and Rebuild Muscles

SHAMROCK FARMS®
rockin' refuel



COXHU300N 12 FL. OZ. (354 mL)
Case/12



UNK38894E 12 FL. OZ. (354 mL)
Case/12

ROCKINREFUEL.COM

CHRIS PERRY > 802.803.7497
chris_perry@shamrockfoods.com



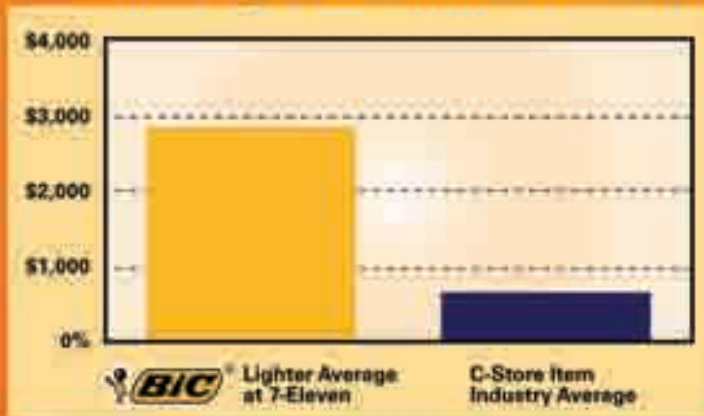
POWERFUL SALES AND PROFITS IN ONLY 1.4 SQUARE FEET OF SPACE!

- At 7-Eleven, BIC Lighters generate 5.4x Higher Retail Dollar Sales per Square Foot than the industry average for a Convenience Store Item!
- The BIC Lighter Powerhouse Display generates an annual average of \$4,000 in Retail Dollar Sales per Store, in only 1.4 Square Feet of Space!



SLIN: 320380

Annual Average Retail Dollar Sales Per Sq. Ft.



7-Eleven, 52 weeks ending 18-Sep-11 & NACS State of the Industry 2010 Annual Report



More for your money... Always!

©2011 BIC USA Inc., Shelton CT, 06484



*BIC Full Size Lighter Only

biclighter.com

SunnyD

100%
Vitamin C

Make Today a Sunny Day!



**The clear leader in the chilled juice category.
Available in 8 flavors • 16 oz. bottle**

Orange



Orange Fused Strawberry



Orange Fused Mango



Fruit Punch



Orange Fused Peach



Orange Passionfruit



Lemon Lime

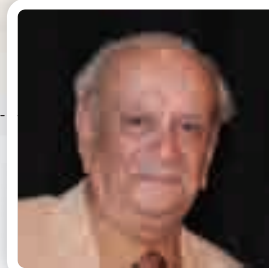


Raspberry Lemonade



WHY IS THIS USE NOT LOCAL?

KARAM DHALIWAL
VICE CHAIRMAN



In the old days, 7-Eleven would hold University of 7-Eleven (USE) events in local market areas and would repeat these in more than a dozen or two areas around the country. It was exceptionally gratifying to go to a USE, meet with the market manager, shake hands with the Division vice president, and float around the trade show side-by-side with my field consultant, who shared the experience and transferred it, with me, to my store. We could explore new products, attend seminars, and spend some time together not in the store.

In most cases, vendor representatives from our most valued vendors would exhibit at a mini trade show, and new vendors would be introduced. 7-Eleven would display all the new products planned for the CDC, and there would be a meal or two. Only a small number of franchisees would have to stay overnight, and we all treated it like a confidence-building exercise from start to finish. It created camaraderie, served as a networking event, and provided a

backdrop in which we could solve problems and circulate opportunities informally among our group.

This was the way to hold a USE. It was a win-win-win situation for everyone—SEI, franchisees and vendors. The vendors would give us information on the latest products and promotions, and we could discuss pricing, credits, and distribution issues while we were taking advantage of the product opportunities our vendors would offer.

Let me explain. I am all for the University of 7-Eleven experience, but I prefer it on a local level, in a Zone, where every franchisee has the opportunity to attend, and not have to travel and take time from our stores to do so. Our local vendors would be able to attend the show, and we would have built-in Zone meeting time and time to talk to our market managers, our FCs and the local vendor representatives in the market. It is a local affair, and everyone benefits. Franchisees don't have to stay overnight, we don't have to spend money to travel. Franchisees, benefit vendors benefit and SEI benefits.

In those areas where Business Transformation has been introduced, a local USE focusing on the operational challenges and the opportunities of BT could be well advised. To

me, having a USE in a store is not a USE.

I am also a bit concerned about the amount of money being spent by vendors on the USE, as I am a firm believer that if you have a trade show, you invest something to gain something, and I'm not sure that is what the new USE planned by SEI and scheduled to be held in Las Vegas in January is all about.

"It was exceptionally gratifying to go to a local USE and meet with Division management, market managers, and field consultants."



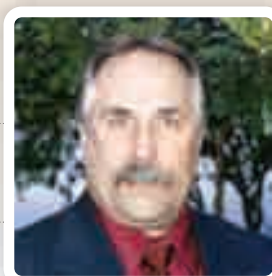
Wouldn't it be great to meet management from Dallas, in the local market, and not have to pay to attend the USE?

At my age maybe I've got too much longing for the old days, but I remember our local USEs as cohesive family events that were very rewarding for the franchisee to attend. Maybe I just don't want to think those days are gone forever. **AV**

KARAM DHALIWAL
CAN BE REACHED AT
818-625-4036
kmd1948@yahoo.com

GEA: THE POWER OF THE CLIPBOARD

BY ROGER ST. GEORGE
VICE CHAIRMAN



The idea of store inspections to improve overall cleanliness is not new. In the late 1980s and early 1990s, the Southland Corporation (the predecessor to SEI) would send employees to every 7-Eleven store unannounced to

perform store cleanliness inspections. Back then the company realized the best way to get franchisees to follow new policy was to use the carrot rather than the stick. The carrot in this instance was a two percent rebate on the

store's gross profit the following month if it scored well in the cleanliness inspection. The then-current man-

continued on page 56



agement understood the value of rewarding productivity, namely cleaner stores, with higher sales and greater gross profit dollars.

Fast forward to the current SEI management team. Several years ago SEI noticed same store sales were increasing, but customer counts and gross profits were decreasing. The company believed one of the causes for this trend was store cleanliness. Most franchisees would agree that stores need to be clean and there are opportunities for improvement in this area. The difference this time, however, is the carrot was replaced with the stick—instead of being rewarded for maintaining a high level of cleanliness in their stores, franchisees now face the dreaded Letter of Notification (LON), or ultimately the Breach Notice, for failing inspections.

Over the last few years the store cleanliness evaluation has gone through several manifestations. It now has morphed into the Guest Evaluation Assessment (GEA). Besides focusing on store cleanliness, the GEA auditor also measures a host of operational criteria. Many of these measurements have little to do with the customer experience. Our customers do not care about the how or the when or the mechanics of the product ordering process, they only care that their favorite 7-Eleven has the products they want when they enter the store.

Making these cleanliness evaluations

“Instead of being rewarded for maintaining a high level of cleanliness in their stores, franchisees now face the dreaded Letter of Notification, or ultimately the Breach Notice, for failing inspections.”

gross profits.

As if the above weren't enough to crush franchisee morale, the GEA auditors are entry-level employees. They are generally hired off the street without regard to their previous experience in a 7-Eleven store or in a retail operation. Also, the “calibration” they receive can vary across country. The auditors seem to have no understanding of the ebb and flow of the customer traffic and the time necessary for a team of sales associates to recover from peak sales times. A store condition does not correct itself just because the last person on a bus leaves the store, the last van full of day workers pulls out of the parking lot, or the last of over 140 coffee customers in a single hour coffee rush exits through the door. The canned reply seems to be, “Do your customers care?” Yes,



“GEA auditors are entry-level employees generally hired off the street without regard to their previous experience in a 7-Eleven store or in a retail operation.”

even more stressful for franchisees is the fact that many feel the GEA auditors are being used by SEI's Merchandising and Operations Departments as a tool to intimidate them into participating in programs. Adding to the pressure, for those franchisees looking to buy additional stores, the Multiple Store Criteria relies heavily on the scores from the GEA auditors. Also, market managers and field consultants are evaluated by the scores these auditors issue to stores. All of this seems to translate into a disproportionate interest in the GEA scores a franchisee receives versus finding opportunities to increase sales and

they do care, but they also know how their 7-Eleven store appears the other twenty-three hours of the day.

Former auditors have told of the pressure exerted to continually find new opportunities to “improve” the store conditions. There is one report of an auditor looking for a half hour to find something wrong in a store to avoid awarding a 100 percent score. The auditor finally spotted a piece of tape thirty feet up in the exposed beam ceiling on a section of ductwork! It is very dis-

ROGER
ST. GEORGE
CAN BE REACHED AT
360-500-1248
saint@comcast.net

concerting that an entry-level SEI employee with no understanding of the business can determine the destiny of any franchisee.

Franchisees agree cleaner stores attract more customers, and are more than willing to keep a high standard of cleanliness, especially as 7-Eleven works to become a fresh food destination. However, using the GEA as a punitive tool does little to boost franchisee productivity and morale. **AV**

continued from page 52

Day holiday compared to the same time period last year, according to Wells Fargo's *Beverage Buzz* report. **For the third quarter of the year, beverage sales in c-stores were up 2.7 percent.** • McDonald's recently started to post calorie information on restaurant and drive-thru menus nationwide, ahead of a federal regulation that could require major chains to display the information as early as next year. • **Dunkin' Donuts recently announced the opening of new restaurants at 10 college campuses** across country. The company also said it plans to more than double its current number of restaurants in the U.S. over the next 20 years using several non-traditional locations like universities, airports, hotels, sports stadiums, and amusement parks. • Approximately **two and a half million people are now smoking electronic cigarettes regularly**, with their ranks growing all the time, according to a recent survey by Wells Fargo Securities. Recent estimates put the value of the **e-cig industry at \$300 million**, and many experts anticipate the trend to grow by up to 40 percent annually. • Coinstar Inc., the company behind the Redbox DVD kiosk, plans to introduce a new premium coffee dispenser to a corner store near you, *Bloomberg News* reported. **The bright red Rubi box grinds arabica beans from Starbucks Corp's Seattle's Best brand on the spot and brews a fresh 12- or 16-ounce cup of java** through a press in 1 minute. • According to a new survey released by uSamp, men are bigger mobile shoppers than women—with 45 percent of men having made a mobile purchase vs. 34 percent of women. • The residents of Webster, Massachusetts have adopted the concept of the **“cash mob” to boost the local economy**, using the Internet to organize dates and times to converge on specific local stores and spend a pre-set amount of money, reported the

continued on page 64

Lightweight

Easy To Open

Coffee Flavor

Fast Acting

The Best Energy Drink



SCREAMIN ENERGY®



MAX HIT

FEEL
THE
POWER
OF
THE
POUCH

THE SMART ENERGY SOURCE...
HIGHEST ENERGY, LOWEST
PRICE, GREAT TASTE.
Screamin Energy® Max Hit
half the price of
the competition



« GREAT Profit
Margins And
Fast Turn!



ANOTHER GREAT
PRODUCT FROM

» **VITAL** 4U «

25 Count Display Screamin Energy
1 CARTON-25 PACKAGES
SLIN# 221006 UIN# 45815



No Jitters

Goes Anywhere

Maximum Hit

Ready To Drink

ASSET PROTECTION: A NEW APPROACH

BY JAY SINGH
VICE CHAIRMAN



With SEI pursuing an aggressive expansion plan, the number of 7-Eleven stores available for franchising is increasing. Many of these new stores inevitably will be sold to existing franchisees who have proven they can run stores profitably. The others will be sold to newcomers, which is great news, because the more franchisees we have the stronger our system. Yet according to what I've been hearing from many of these new franchisees, SEI could be doing a better job of training them on how to

The store had a good practice for write-offs and CDC invoice adjustments, and the manager was making sure the computer printout for write-offs matched handwritten notes. However, the store did not have any written policies to cover vendor delivery check-in procedures for McLane or DSD vendors. There was also no system in place for single-sell counts for McLane deliveries or for case counts.

After looking at the Merchandise Sales Calendar, it became clear that the store also had

Consultants seem more focused on sales numbers and compliance with new policies than teaching loss prevention techniques, and in this franchisee's case—since sales were on the increase compared to last year—everything seemed fine to them.

Our Asset Protection managers appear to be primarily focused on their own departmental follow-ups, so they rarely visit stores to find out what is going on in the field. Very few times have they even made a presentation about how to save assets or prevent losses during quarterly sales meetings, which are mainly focused on sales increases, fresh foods, new programs, and compliance.

I realize it is very difficult to train every franchisee individually by visiting their stores, but SEI can train franchisees by holding special

classes about inventory variation, safety measures, and other related topics at the market level. In-store training for new franchisees is mainly focused on the floor operation of the store and doesn't present all the information on how to prevent losses, so some materials on the topic should also

be included in the new franchisee training in order to create more awareness from the beginning. Local law enforcement officials can also be contacted to shed more light on how to prosecute bad employees if caught stealing, and what kind of evidence is required.

Most franchisees follow all the new programs and I am very sure that all of them will join hands with SEI to reduce losses, so let's all work together on this issue and get some training classes set up in each market. I can assure SEI as a franchisee representative that all FOAs will try their best to encourage the maximum number of franchisees to take advantage of these classes or other programs chalked out by Asset Protection managers. **AV**

"It is very difficult to train every franchisee individually by visiting their stores, but SEI can train franchisees by holding special classes about inventory variation, safety measures, and other related topics at the market level."

look for, and prevent, shortages caused by employee theft.

Recently, I received a call from a franchisee in my area about his latest audit result, and after talking to him for a while I realized he was not fully aware of the different factors relating to audit shortages. The conversation ended with me agreeing to meet with him personally.

This franchisee has been in the system for almost a year and has gone through four audits, out of which the first two audits were reasonably short, the third was also short, but the latest audit was too short. He runs the store with his wife, and they have a manager. He also recently hired an outside accounting service to help check for accounting errors and to ensure all the reports—merchandise reports, S-18s, etc.—were in order. After looking into the paperwork, the possibility of an accounting error leading to the huge shortage was ruled out. I suggested they get a re-audit to make sure the count was right.

I met with the franchisee, his wife and his store manager on a Monday morning around 11 a.m., and the meeting stretched until 3 p.m.

no tolerance policy or parameters in place for Cash Drawer Variations. Cash variations were high, but above all, this store had a huge sales increase with merchandise sales up more than 30 percent for the month of October—a very good sign that shows customers are getting what they want.

The next step in my meeting with them was to establish procedures to go through the Electronic Journal, print and verify voids, refunds, aborted transactions, no sales, PLU inquiry, cancel age verification, etc., and to figure out the validity of all these transactions. Unfortunately, the franchisee, his wife, and manager were not even aware of these procedures at all. It was evident after printing some reports of all the voids, aborted transactions, no sales, and refunds covering a few days that there were one or two dishonest employees in the store.

This franchisee told me that at no time was he trained on how to look for and prevent these types of losses. He has had no contact or feedback from Asset Protection. Our Business



JAY SINGH

CAN BE REACHED AT
702-249-3301
jksingh2003@yahoo.com



**ACQUIRE A TASTE
FOR EXCELLENCE.**

24 count Display Shipper
with Header



**SHIPPER & COUPON
PROMOTION**

**GRAB SOMETHING
EXCELLENT!**



On Pack
Instant Redeemable
Coupons

ORDER NOW!

Order via McLane VTS
\$12 Billback

Shipper #338129



ALL NATURAL • HIGHER QUALITY JERKY • SIMPLE INGREDIENTS • EXCELLENT TASTE

sales@oberto.com

The next best seller from 5-hour ENERGY.



Every new 5-hour ENERGY® flavor becomes a hit. New Pink Lemonade 5-hour ENERGY® is ready to become the next best seller. With its exciting new look and a great flavor, your customers will flock to it!



1 07 19410 962149

9-Box Combo with Rack

UIN 758028 Promo allowance: \$8.84

Call Vince Sullivan with 5-hour ENERGY®
@ 210-788-1547 or your local McLane
representative if you have any questions

Last Order date: 11/30/12



1 07 19410 982147

Flavor Sensation Counter Display
UIN 770495 Promo allowance: \$6.72



† THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION.
THIS PRODUCT IS NOT INTENDING TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

© 2012 5-hour ENERGY, Inc. All rights reserved. 5-hour ENERGY is a registered trademark of 5-hour ENERGY, Inc. All other trademarks are the property of their respective owners.

By Kevin Carlson, Category
Manager, Convenience Channel
Wm. Wrigley Jr. Company



The Power of Impulse: GUM

The average convenience store customer spends about two minutes deciding what to purchase, and we know gum is typically an incremental purchase during their trip (Source: Videomining Research 2010). With more choices for discretionary spending at the front end including energy drinks and snacks, and more competition for share of a shopper's pocket from cell phones, PDAs and personal music players, the gum category has declined. To restore the category, convenience stores must focus on accessibility, innovation, an enhanced shopping experience and in-store execution.

Accessibility

Each customer has their own reason for visiting your stores. As a result, it's critical to provide gum in packaging sizes and price points that provide value and are right for each of their usage needs. We know gum chewers often run out of their favorite gum during the day and would chew more gum if they had it on hand. Bottom line: consumers are increasingly on-the-go, and want gum within reach.

In fact, 7-Eleven stores were first-to-market with one of Wrigley's newest pack sizes: the Micro Pack. The new Micro Pack, available from both Orbit and 5 gum, is priced under \$1.00—at a MSRP of \$0.69 each—creating a new opening price point and impulse purchase opportunities at the front end. By offering a pack size that is small enough to fit anywhere, the Micro Pack does not compete in the same way as other products for space in consumers' pockets.

Additionally, this July, Wrigley launched the new Orbit and 5 gum Car Cup and Mini Bottle, making these popular brands available in a higher piece count container. These bottles are easy to keep in the car, where we know many of your shoppers spend a good part of their day. Now their gum will always be in reach, even while they're commuting.

Finally, in March, Wrigley introduced new split packs containing 50 percent more gum (18 pieces) than previous packs, leading the gum category in value for this type of packaging. The MSRP for an 18-count pack is \$1.29, which is just \$0.10 more than the suggested retail price of the 12-count pack, but with 50 percent more gum.

Innovation

While these usage-inspired pack types are critical to restoring the category, a regular rotation of new gum flavors from popular brands also helps convenience stores continue to drive shoppers' excitement. For example, as one of the top selling gum brands at 7-Eleven, 5 gum recently launched 5 RPM (in Energizing Fruit or Relaxing Mint flavors) to satisfy shoppers' desires for new and innovative varieties.

Enhance Shopper Experience

Did you know two-thirds of purchasing decisions are made right in the store? Knowing this, properly utilizing merchandise lo-

cations, displays, and in-store promotions become even more important to help drive sales. At 7-Eleven, utilizing secondary displays and cross-promotions with non-gum items like soda, coffee and snacks brings shoppers a consumer-driven benefit. Can't we all use a piece of gum after a cup of coffee or hot dog?

In-Store Execution

Convenience stores can maximize shelving by ensuring that "power brands" are highly visible, and allowing the right assortment of

"It's critical to provide gum in packaging sizes and price points that provide value and are right for each of your customer's usage needs."

products to be driven by sales performance. Gum brands like Orbit, 5 and Extra have high shopper loyalty and recognition.

By continuing to focus on these key areas, 7-Eleven franchisees can gain a competitive advantage and help to guide the renewal of the gum category. We are already seeing 7-Eleven leading the charge among convenience stores as early and first adopters of these practices, and we know there is more to come. Ultimately, if you win, we all win. **AV**

Orbit, 5, RPM, Extra, Dessert Delights and Car Cup are trademarks of the Wm. Wrigley Jr. Company.

Kevin Carlson can be reached at
kevin.carlson@wrigley.com



- The elderly and Hispanics slashed smoking most dramatically, each down more than 15 percent from 2008 to 2011, according to the CDC's National Health Interview Survey. Women quit more than men. Least moved: middle-age men, down just 1.2 percent.
- About 1 million adults on Medicaid quit smoking, which could reduce future health costs.
- Consumer spending on tobacco rose from \$80 billion in 2008 to \$98 billion in 2011 in inflation-adjusted dollars—even though the amount of tobacco purchased fell 11 percent, Bureau of Economic Analysis data show. Higher taxes accounted for about half of that spending increase. The rest went to tobacco companies and retailers.

"The federal tobacco tax hike enacted three years ago has spurred a historic drop in smoking, especially among teens, poor people and those on government health insurance."

Dollar Stores Posing A Challenge To Supermarkets

While supermarkets continue to be the primary channel where consumers purchase groceries, they continue to face challenges from other retail formats, especially dollar stores, according to the latest annual shopper research survey by Perception Research Services International



(PRS). PRS' survey results indicate that supermarkets are still where most shoppers (91 percent) have purchased groceries in the past three months (in line with last year's 92 percent), and mass merchandisers are still their largest competitive threat (73 percent purchase groceries there—down from 76 percent in 2011). But this year's data shows that dollar stores are gaining momentum as the percentage of shoppers who purchase groceries at dollar stores has increased, from 32 percent in 2011 to 35 percent in 2012. Alternatively, levels at drug and convenience stores are holding steady relative to last year (46 percent/47 percent and 23 percent/24 percent respectively).

The survey also reveals that shoppers target specific retailers for different needs, specifically: supermarkets for selection, mass merchandisers and dollar stores for price, and drug and convenience stores for convenience.

E-Cig Sales Growing

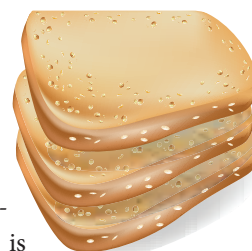
Electronic cigarettes are increasingly winning space and promotion in the convenience stores, despite uneven performance in the channel, reported *CSP Daily News*. According to an exclusive UBS-CSP Daily News poll, more than three-fourths of c-store operators believe e-cigarettes will continue to grow as a category. The poll also reveals that e-cigarettes are penetrating most of the channel, albeit with mixed results; more merchants are featuring multiple brands versus just one; and some e-cigarette brands are emerging as frontrunners.

More than 80 percent of survey respondents said they were carrying e-cigarettes, with the majority of those marketing a minimum of two or three brands. Among the brands, NJOY is tops, with 32 percent of operators carrying it, followed by Krave (Vapor), Cig2Go and Logic.

IRI Predicts Weak Food and Beverage Market

Growth in food and beverage industry value sales has slowed from 5 percent in 2011 to 4.1 percent in 2012 year-to-date. This figure is representative of slower or negative growth pervasive in the food and beverage market that will continue for the remainder of 2012, according to a new Symphony IRI report, "The U.S. Food & Beverage Market: YTD 2012 Trends and Outlook."

The report reveals that among staple products—milk, fresh bread and rolls—growth continues to be slow as shoppers react to continuously increasing prices by cutting back. Value sales of staples versus one year ago grew just 1.6 percent as compared to 4.8 percent for non-staples. Estimated volume sales have declined 2.5 percent in staple products versus growth of 0.2 percent for non-staples. The study further shows that shoppers continue to define value based largely on price, highlighting, for example, that 78 percent of shoppers state they will continue to seek deals in the future, and 56 percent are choosing stores based on lower prices offered.



Beer Challenged But Evolving

Beer remained the largest segment of the U.S. adult beverage industry, accounting for more than four-fifths of total alcohol volume, but was challenged by both economic and consumer trends that resulted in a 1.3 percent decline in 2011, according to

continued on page 64



**ACQUIRE A TASTE
FOR EXCELLENCE.**

FREE FILL PROGRAM

August 6 - October 26, 2012
each 7-Eleven store is eligible for
6 free bags of each flavor they order.

\$155 VALUE



NEWLY AUTHORIZED ITEMS

Original - 303618



Teriyaki - 303525



Peppered - 300011



BBQ Pork - 300186



sales@oberto.com

ALL NATURAL • HIGHER QUALITY JERKY • SIMPLE INGREDIENTS • EXCELLENT TASTE



Member News

continued from page 62

Technomic's recently-released 2012 BeerTAB (Trends in Adult Beverage) report. Domestic light beer accounted for more than half of total beer volume, so its 2.6 percent volume decline contributed to the industry's contraction. Regular domestic beer generated one-fifth of total volume and declined 3.2 percent. The ice beer and malt liquor categories also contracted.

The report shows gains were made in several evolving categories:

- Imported beer expanded in 2011 to reach 385 million cases, outperforming domestic beer. Mexican beers dominated and grew, finding favor with both mainstream and Hispanic consumers.
- Craft beer grew 11.2 percent in volume to account for 5.5 percent of total beer volume; the category benefitted from consumer interest in artisan and local products featuring unique styles and flavor profiles.
- Cider emerged as a bright spot. The smallest category within the beer industry tapped into many of the same consumer trends driving craft beer and posted the largest gain, 31.3 percent.
- Super-premium domestic beer realized an 11.8 percent increase, sparked by product innovation and portfolio expansion by select labels.
- Flavored malt beverage (FMB) experienced a 3.3 percent increase resulting from seasonal flavors and new drink introductions.

Walmart Tests iPhone Checkout App

Walmart is testing a system that would allow shoppers to scan items using their

iPhones and then pay at a self-checkout counter, reported Reuters. If the "Scan & Go" test by the world's largest retailer is successful, it has the potential to change the way people shop and pay, making the process more personal and potentially faster. The checkout app test comes months after Walmart said it would add more self-checkout lanes at its stores as it continues to look for ways to lower costs and prices. In the Walmart iPhone scanning test, shoppers can scan products with their phone and put them in bags while they shop. The test does not allow users to pay on their phone. The app transfers the scanned items to the self-checkout kiosk and then shoppers complete the transaction using the normal self-checkout process.

NACS: One Unbelievable Show For C-Store Owners

One need only look at the Exhibitor's floor plan to realize the National Association of Convenience Store's 2012 convention and trade show in Las Vegas last month is the premiere event for c-store owners and manufacturers. Over 1,100 exhibiting companies were divided into four sections—Merchandise, Candy and Snacks; Petroleum Equipment and Services; Technology; and Foodservice—and occupied 24,000 attendees, of which some 8,000 were retailers and buyers.

The National Coalition sent a contingent of seven to the show to speak with vendors, attend some sessions, and generate interest in Coalition programs, primarily the National Coalition Convention. We were lucky enough to encounter other 7-Eleven franchisees at the show, four from the Franchisee Selection Committee, several FOAC Board members from Chicago, and others from Las Vegas,

continued on page 66



continued from
page 56

Telegram & Gazette. •
New Planet's Tread

Lightly Ale was recently featured as the #1 low-calorie, gluten-free beer in *Women's Health Magazine*. • Swisher International recently announced the scheduled retirement of its President and CEO, Tom Ryan, on December 31st. He will be succeeded by Senior Vice President of Marketing Peter Ghiloni. • Customers using the **Coinstar kiosks at all Stop & Shop stores now have the option of placing the full value of their coins—without fees—onto a Stop & Shop gift card.** Customers also have the option to select a gift card from a variety of national retailers and e-retailers. • **2012 Economic Census forms will be sent to more than 4 million American businesses** in November and December. Every 5 years, the Economic Census develops a comprehensive portrait of American business, from the national to the local level. • The Coca-Cola Company recently announced a partnership with JBF Industries Ltd. to further expand production of the plant-based material used in the company's PlantBottle packaging. **Coca-Cola said the deal will move the company closer to its target of using PlantBottle packaging technology in all of its plastic bottles by 2020.** • The nation's top tobacco companies spent 5 percent less on advertising and promotion of cigarettes and smokeless tobacco products in 2010 than the previous year, reported CBS News. • **Kraft Foods announced that it is on track to complete a three-year initiative to reduce sodium** by an average of 10 percent across its North American portfolio by year-end. Through these efforts, Kraft said it has already eliminated the equivalent of 14 million pounds of salt from the North American diet annually. • **Mars Chocolate North America recently opened the first-ever pilot M&M's World store in Hackettstown, New Jersey** to celebrate the company's long-term connection to the community reported the *New Jersey Herald*. • Snyder's-Lance and **Inventure Foods** recently announced completion of an agreement that will expand the Snyder's-Lance **IBO route distribution system in Arizona and offer increased access** by Inventure to the growing Snyder's-Lance national distribution network for their brands. • Hiring by quick-serve restaurants like Wendy's and Starbucks accounted for nearly 30 percent of the 96,000 jobs created in August, reported *BusinessWeek*. • A new poll by SodaHead.com reveals that **25 percent of shoppers admit to having stolen from a**

continued on page 74



BURRITOS

THE **BOMB** & Breakfast Burritos

"Top Selling Burritos In C-stores Nationwide!"

- Restaurant Quality Ingredients
- Filled End to End (60% fill - 40% tortilla)
- Authentic Hand-Stretched Tortillas
- Fast & Easy to Prepare
- Don Miguel will provide all necessary POP Static Clings • Shelf Talkers • Trays



Beef, Bean w/ Red Chile
& Cheese Sauce - 12/14oz
SLIN #171117 • UIN #592980



Spicy Red Hot Beef
& Bean - 12/14oz
SLIN #171120 • UIN #592956



Beef with Green Chile
& Cheese Sauce - 12/14oz
SLIN #171313 • UIN #047860



Whole Egg, Bacon
& 3 Cheese - 12/7oz
SLIN #170394 • UIN #610170



Whole Egg, Sausage
& 3 Cheese - 12/7oz
SLIN #170425 • UIN #070359



NEW!



Beef Mini Tacos (Bulk)
5.25 lbs/case
SLIN #171164 • UIN #540757



Member News

continued from page 64

where the event was held at the Las Vegas Convention Center.

By and large, however, 7-Eleven franchisees do not attend the NACS show, primarily due to the fact that the show is priced for chain operators and not single, independent store operators. If you add up the \$275 membership fee, the \$395 registration fee, flights, hotel room and meals for three days, and the cost of someone working your shift in the store, NACS becomes a \$2,500 experience for one person for three days. That is not to say that the show is not worthwhile, just that it is expensive for the single store operator.

Being 7-Eleven, the Merchandise, Candy and Snacks, and the Foodservice sections were most important to our small contingent, as we all know that SEI handles equipment, gas and technology responsibilities for our stores. Still, that component of the NACS show added up to 600-700 booths over many football fields of space.

By way of merchandise, the NACS show had it all, from fresh and hot foods to fountain, snacks and energy. The "Cool

New Products" room featured several hundred new products, everything from the new Nutella & Go to Tabasco Chocolate and the new Hot-Can Self-Heating Beverage technology, which took first place as the most innovative product in the store for the second year in a row.

The 2013 NACS show is scheduled for October 12-15 in Atlanta. The National Coalition is working with NACS membership to develop a group rate for Coalition members. We'll keep you posted.

Texas FOA Raises Funds For Swim Across America

Bob Price, President, Texas FOA

The Texas FOA would like to thank all the franchisees and vendors that helped us donate \$30,000 to Swim Across America (SAA), a national non-profit organization dedicated to raising money for cancer research, prevention and treatment through swimming events throughout the



Visit the National Coalition Website, www.ncasef.com

country. The Open Water Swim held on June 9 at The Harbor at Lake Ray Hubbard in Rockwall, Texas benefited the new Innovative Clinical Trials Center at Baylor Charles A. Sammons Cancer Center in Dallas, the largest outpatient cancer center in North Texas.

The Texas FOA served as a Title Sponsor of the Open Water Swim event, and raised the \$30,000 through a golf tournament and the sale of donation cards in DFW-area stores. At the time of our VIP Cocktail Party we had committed to \$25,000, but by the time it was all done we had raised \$30,000 for the charity. We look forward to continuing our commitment to our local charities and our vendor partners.

FOAC Charity Golf Outing Raises Over \$80,000

Over 200 people participated in the FOA of Chicago's (FOAC) annual charity event held August 22 at the spectacular Gleneagles Country Club to benefit the Ann and Robert H. Lurie Children's Hospital of Chicago and the Gift of Hope: Organ and Tissue Donor Network.

In addition to a magnificent day on the greens, participants enjoyed a "Meet

continued on page 68



Members of the Texas FOA present a check for \$30,000 to swim across america. Pictured (l to r): VP Azar Saghir, President Bob Price, and Board members Ijaz Khan, Zahid Mehmood, Sean Hooda, and Laddie Virk.

BEST-SELLING

J&J HABA BRANDS ARE BACK!
WITH A 33% BUYING ALLOWANCE!

No more supply challenges and out-of-stocks! **Available Today!**



Tylenol Cold & Flu
SLIN 221501 McLane 051003



Tylenol Sinus
SLIN 221416 McLane 669879



Children's Tylenol
SLIN 221343
McLane 751800



Children's Motrin
SLIN 221115
McLane 194381



Sudafed PE
SLIN 221832 McLane 085183

Your customers want and
need these popular brands!

**Buy 2 Pieces,
Get One Free!**



Member News

continued from page 66

and Greet” breakfast, a Taste of Chicago BBQ lunch, a cocktail reception, an award ceremony, raffle drawings, and a silent auction. Chicago Bears Super Bowl XX Champ Dennis McKinnon (fondly known as “Silky D”) served as the day’s celebrity host.

“It was perfection from start to finish,” said Joe Rossi, president of the FOAC. “The weather, the turnout, the show of support from the community ... we couldn’t have asked for anything more.”

“With the help of Auctions by Cellular, the latest technology for silent auction bidding, we were able to raise three times the amount of money than we did during last year’s auction,” says Gary Loughridge, Golf Committee Chairman. “It was great to see so many franchisees using their

phones and iPads for bidding.”

“Our golf committee truly outdid themselves,” continued Joe. “They worked extremely hard to ensure a successful event, and their efforts paid off. Not only was this year’s golf outing one of the most well attended ever, but we raised more money than ever before,” he said. “I’m extremely proud of what we accomplished, including our ability to underwrite the entire cost of the golf outing.”

Cal-Neva FOA Readies For Winter Months

As the summer fades into our memories and we prepare for the colder months ahead, our next thoughts revolve

around the question of how successful were we in preparing for the upcoming cooler seasons. Are we ready for the slow winter months? In many instances, the answer to this question is simply no. Several factors lay out evidence that we are not ready to support the upcoming equity challenges. One particular factor that has detrimentally affected business is the road and building construction that shuts off the sales for many stores. Our fellow stores in California have come to the realization that summer is the construction season. The saying that there are only two seasons—winter and construction—has

continued on page 70



From the FOAC golf outing:

1. Heartland Zone Market manager Shawn Barnes, Franchisee Jim Bayci, Store General Manager Joseph Rossi, Jr., and Heartland Zone Market Manager Vaughn Pistlei.
2. Heartland Zone Field Consultant Trevor Clements with Dennis “Silky D” McKinnon, from the 1985 Chicago Bears Super Bowl Champions.
3. Bob Zeigler of Praire Farms with FOA Charity Golf Charman Gary Loughridge and Jeff Luttmann, also from Praire Farms.





60 Unit Counter Display
6"W X 12"D X 11"H



For more information,
contact us at:

800-234-7480
mike@sqsmv.com



The Nation's leading distributor of previously viewed DVD!

\$2.99 Treasure Hunt DVD

Increase Your Customer Satisfaction

- *Lowest priced DVD we have ever offered.*
- *Theatrical Releases.*
- *Priced for Multi-Purchase pick-up.*
- *Greater Variety in the same Space.*

Titles

STATE OF PLAY (2009) (CROWE, RUSSELL)	FLAGS OF OUR FATHERS (2006) (RYAN, PHILIPPE)
DEPARTED: THE (2007) (DICAPRIO, LEONARDO)	LAKE HOUSE, THE (2006) (BULLOCK, SANDRA)
MR. & MRS. SMITH (2005) (BRAD, PITT)	DA VINCI CODE, THE (2006) (HANKS, TOM)
MADEA GOES TO JAIL (2009) (PERRY, TYLER)	MR. BROOKS (2007) (KEVIN, COSTNER)
NO COUNTRY FOR OLD MEN (2008) (BROLIN, J.)	GO DIEGO GO: ULTIMATE RESCUE LE
ALVIN AND THE CHIPMUNKS (2008) (LEE, JASON)	CHILDREN OF MEN (2007) (OWEN, CLIVE)
HE'S JUST NOT THAT INTO YOU (2008) (LILY, M.)	SENTINEL (2006) (DOUGLAS, MICHAEL)
WILD HOGS (2007) (TRAVOLTA, JOHN)	MIAMI VICE (2006) (FOXX, JAMIE)
LIVE FREE OR DIE HARD (2007) (WILLIS, BRUCE)	PURSUIT OF HAPPYNESS, THE (2007) (SMITH, W)
LORD OF THE RINGS: TWO TOWERS (2002) (ELIJAH W)	X-MEN ORIGINS: WOLVERINE (2009) (JACKMAN, H)
MAX PRYNE (2009) (WAHLBERG, MARK)	PREMONITION (2007) (BULLOCK, SANDRA)
HANGOVER, THE (2009) (COOPER, BRADLEY)	GOOD YEAR, A (2007) (HIGHMORE, FREDDIE)
BLACK SHEEP (2006) MEISTER, NATHAN	LADDER 49 (2004) (TRAVOLTA, JOHN)
DAY THE EARTH STOOD STILL (2009) (REEVES, K.)	ROCKY BALBOA (2007) (STALLONE, SYLVESTER)
MARLEY & ME (WILSON, OWEN) (2009)	BECAUSE I SAID SO (2007) (DIANE, KEATON)
CHANGELING (2009) (JOLIE, ANGELINA)	CHEAPER BY THE DOZEN 2 (2005) (MARTIN, S)
BABYLON A.D. (2009) (DIESEL, VIN)	MATCH POINT (2006) (JOHANSSON, SCARLETT)
MUMMY: DRAGON EMPEROR (2008) (FRASER, B)	HITCH (2005) (SMITH, WILL)
GREAT DEBATERS, THE (2007) (WASHINGTON, D)	FLIGHTPLAN (2006) (FOSTER, JODIE)
BEOWULF (2008) (HOPKINS, ANTHONY)	HURT LOCKER (2010) (FIENNES, RALPH)
MICHAEL CLAYTON (2008) (CLOONEY, GEORGE)	PERFECT STRANGER (2007) (BERRY, HALLE)
WHY DID I GET MARRIED? (2008) (PERRY, TYLER)	BLOOD DIAMOND (2007) (DICAPRIO, LEONARDO)
BRAVE ONE, THE (2008) (FOSTER, JODIE)	ARE WE THERE YET? (2005) (ICE CUBE)
3:10 TO YUMA (2008) (CROW, RUSSELL)	1408 (2007) (JOHN, CUSACK)
KNOCKED UP (2007) (ROGEN, SETH)	BOURNE ULTIMATUM, THE (2007) (MATT, DAMON)
GHOST RIDER (2007) (CAGE, NICOLAS)	MUNICH (2006) (BANA, ERIC)
APOCALYPTO (2006) (GERARDO, TARACENA)	DEVIL WEARS PRADA THE (2006) (HATHAWAY, A)
FAST AND THE FURIOUS, THE (2002) (WALKER, P)	28 WEEKS LATER (2007) (CARLYLE, ROBERT)
DREAMGIRLS (2007) (FOXX, JAMIE)	SUPERMAN RETURNS (2006) (ROUTH, BRANDON)

...AND THOUSANDS MORE TITLES AVAILABLE!

REV. 9/12



Member News

continued from page 68

never been truer than now. The silver lining to the ending busy summer months is that as temperatures drop, so does the amount of construction around the area.

Even with the challenges we have faced in our area, the numbers for the Market are showing better than average in comparison to past years. Sales and Gross Profit are up, and the trend in lower transactions has been reversed. Our Gross Profit is at 36.2 percent with franchisee income up 4 percent. Up to now we have had 16.2 turns through August, which shows that we are trending in a positive direction and a sign that we have the possibility of doubling our current sales to reach SEI's goal of 20 percent for Fresh Food sales within the next three years.

In October, Cal-Neva 7-Elevens showed their support of National Breast Cancer Awareness Month by going pink. Our store staff wore pink "Save the Tatas" t-shirts, and we set up collection canisters at the registers for customers to donate to this worthwhile cause. Another great event that happened in mid-October was the annual FOA Tailgate Party, held at the University of Nevada in Reno and sponsored by our great friends at Morrey Distribution and Budweiser. Also, at the end of October we sent out ballots for our FOA Board of Directors election.

We look forward to making the most of the fall and winter selling seasons. **AV**

—Rich Rose, President, Cal-Neva FOA

Visit the National Coalition Website, www.ncasef.com



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.



Delicious Grab 'n Go Snacks - 100% NATURAL

30% Less Fat Than Potato Chips • No GMO Ingredients • No Preservatives
No Cholesterol • No Artificial Colors or Flavors • No Wheat, Soy, or Gluten

1oz (SRP \$1.09) • 3oz (SRP \$2.49)
Free Shipping On All Orders!







Pizza

Lime Chili

Sweet & Sour

Herb & Garlic

Barbeque



1oz/3oz bags available in: Pizza, Lime Chili, Sweet & Sour, Herb & Garlic, and Barbeque.
Also available in 3oz: Natural, Sea Salt & Vinegar, Thai Curry & Lime, Swiss Cheese, and French Onion.

Order Direct: Call Trevor Hitch at 916-546-3553 • sales@wailanasnacks.com

SELL 3X MORE

- ★ Retailers who carry an additional style sell 3x as much Natural American Spirit volume overall.
- ★ Perique Blend sales have grown 32% over the past year.

Perique tobacco is compressed into oak barrels and aged for nearly a year to get its rich, distinctive taste.

For information
call 1-800-982-7454



CIGARETTES

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

No additives in our tobacco
does **NOT** mean a safer cigarette.

Santa Fe Natural Tobacco Company is a Signatory to the Master Settlement Agreement.
Natural American Spirit® is a registered trademark of Santa Fe Natural Tobacco Co. © SFNTC 2012



Member News

continued from page 36

sands of products and displays in their stores are accurately labeled. Drafted by a trial lawyer who sues small businesses, Prop. 37 contains a "bounty hunter lawsuit" provision that would allow any trial lawyer to sue a convenience store to "enforce" the new labeling regulations, simply by claiming that the retailer mislabeled a food product.



Maryland Online Lottery Moves Forward

Lottery officials in Maryland recently submitted a proposal for online Lottery sales to the state Senate budget committee and the House of Delegates appropriations committee, reported the *Washington Business Journal*. The online gambling program would allow customers to purchase tickets for scratch-off, instant and Keno-like games online with their debit cards, a voucher purchased at retail stores or through the creation of an online wallet that would link up to the customer's bank account.

The director of the state Lottery told the newspaper the agency worked with Maryland retailers to come up with a revenue sharing formula for Internet profits. However, Maryland's National Federation of Independent Business said the Lottery did not consult state retailers on the proposal, and that the plan will hurt Maryland stores that sell lottery tickets.

Tucson Considers Plastic Bag Ban

A special city committee in Tucson, Arizona has recommended that plastic bags be banned, or that the city take "any and all necessary actions" to force a reduction if plastic bag usage is not cut in half within two years, the *Arizona Star* reported. It was also recommended that public and retail employees should be subjected to an educational campaign on the best ways to cut their use—like no double-bagging or bagging milk jugs—before the ban kicks in. Additionally, retailers should have to produce quarterly reports tracking progress, the committee recommended.

However, the committee—which consists of business, environment, and government representatives agreed—could not agree on what the city should do if retailers do not reduce consumption by 50 percent and increase recycling by 30 percent. One option, supported mostly by the committee's business interests, allows the city to take

"Connecticut Congresswoman Rosa DeLauro said she plans to push for a federal tax on soda."

whatever additional measures it feels are warranted at the time. The second option, supported primarily by the committee's environmental interests, forces the city to institute an outright ban. The City Council will consider the recommendation in November.

NY Bans E-Cig Sales To Minors

New York Governor Andrew Cuomo recently signed new laws to ban sales of electronic cigarettes in the state to anyone under 18 and to prohibit smoking within 100 feet of the entrances to public or private schools. The smoking restriction takes effect immediately. Residences or residential property within the 100-foot perimeter would be excluded. The ban on electronic cigarette sales to minors takes effect January 1.

Federal Soda Obesity Tax?

Encouraged by New York City Mayor Michael Bloomberg's recent success in passing a ban on the sale of sugary drinks larger than 16 ounces, Connecticut's Third District Representative Rosa DeLauro is advocating for a federal tax on sodas to curb the national obesity problem, reported Connecticut3.com. DeLauro's federal soda tax aims to reduce consumption of soft drinks and other sugar-heavy beverages by raising the price of these goods. The effectiveness of a soda tax is still up for debate, and no clear answers have surfaced.

California County Supports 'Alcopop Free Zone'

In California, the San Rafael City Council recently joined Marin County supervisors in endorsing an effort to make the region an "alcopop free zone" by urging retailers to end sales of flavored malt and related alcoholic beverages that appeal to youth, reported the *Marin Independent Journal*. This makes San Rafael the first city in the nation to approve an "alcopop free zone" move. The city council vote does not make alcopops illegal, but instead encourages all alcohol retailers to voluntarily stop buying, stocking, selling and marketing the flavored malt beverages. **AV**



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

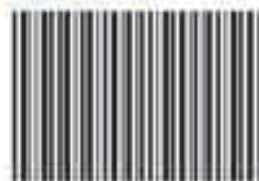
Clear color bags

Large 2 ft COFFEE BAR liner Bags per roll: 225



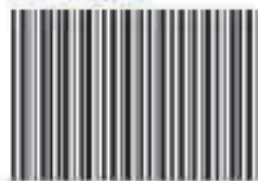
42x34, 40-gal

SLIN: 530340
UIN: 482620



Small 1 ft BEVERAGE BAR liner Bags per roll: 300

SLIN: 530207
UIN: 482414



32x34, 30-gal



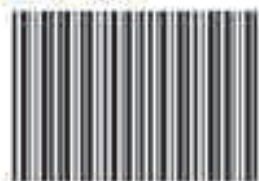
COFFEE BAR & ROUND OUTSIDE Bags per roll: 110

Northeast area



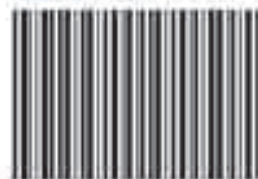
30x46, 32-gal

SLIN: 530072
UIN: 018855



CASH REGISTER & RESTROOM AREA Bags per roll: 225

SLIN: 530472
UIN: 482497



32x46, 32-gal



Black color bags

KING KAN "Square" outside

Bags per roll: 100

SLIN: 530471
UIN: 482331



50.5x46, 50-gal



65-gallon can

Bags per roll: 75



52x49, 65-gal

SLIN: 530173
UIN: 048231



ROUND OUTSIDE

Bags per roll: 125

SLIN: 530044
UIN: 482380



37x46, 44-gal



Custom designed
for the Franchisee



1.800.373.9410
www.lonestarplastics.com



THE NEED FOR OPEN AND DIRECT COMMUNICATION



By Joe Galea, President, San Francisco/Monterey Bay FOA

Communication is critically important in every phase of our store operations. Direct communication with our vendors, our employees, and even our customers is part of the way we do our business. It enhances these relationships and really brings the value and sense of caring and being a partner. In my own store, I give my cell phone number to customers and even try to meet with them whenever they have an issue or concern because I strongly believe this direct contact is very important.

Over the last few years, our system has changed to where we've lost some of this personal communication. For many years we enjoyed the benefit of being able to pick up the phone and actually talk to someone live at Store Support. This direct contact provided a lot of immediate answers and



"Our FOA tries to address franchisee concerns directly with 7-Eleven management."

relief to some of the issues we face operating our stores. It also built a relationship with the SEI rep at the other end of the line so the next time you called, you've already established a rapport with the person.

Lately, one of the concerns we hear at almost every SF/MB FOA Board meeting is that everything is now done through the ISP and the email system. There are many issues that we encounter that require timely—if not immediate—responses, especially in the area of terminating an employee. Now we have to

submit a case and wait for an answer, and this creates a stressful situation for the franchisee and his store. Unfortunately, our field consultants often get thrown into the mix when they find out from the franchisee that a case has been created and the franchisee expects them to fix the issue or make some phone calls on his behalf, and it does not happen. This then affects the relationship between the franchisee and the field consultant because the store's issue remains unresolved.

Our FOA has taken the approach to develop direct communication with the local 7-Eleven management team on our own. We invite our market managers, our Zone Leader Norm Hower and Asset Protection personnel to attend every Board meeting they can. We try to get all the information we can from the franchisee community about their issues and concerns so we could present them to the SEI management team. We also encourage all of our members to attend the meetings to get information on anything that may be changing in the company.

We strongly believe it's important to address our concerns directly to 7-Eleven management because it gets better results than creating a case and waiting for an answer. When local SEI management attends your Board meetings, you will most likely receive an immediate answer to your question. If not, you'll receive an answer within a couple of days.

I applaud the local management team for attending our meetings because in many instances they take down store numbers and speak with franchisees privately after the meetings. They take the initiative and resolve issues for us. They realize that if franchisees have to deal with a specific issue, then they are taking their attention away from their real

focus, which is to maximize sales and profits.

I would like to thank Norm Hower and his team—as well as the folks at Asset Protection and our market managers—for attending our FOA meetings and for all the help they have provided to us. Hopefully our system will change and we'll go back to having direct conversations with Store Support in Dallas. **AV**

continued from
page 64



grocery store and 36 percent state that they like to "sample" while in the store, with food, candy and gum being the items taken most often. • **Nearly half of all adult Americans now own either a tablet computer or a smartphone**, according to a survey by the Pew Research Center. • During the November elections **Missouri residents will get to vote on a ballot measure that would raise the state's cigarette excise tax from 17 cents per pack to 90 cents**, reported the Associated Press. • Mondelez International, Inc.—formerly Kraft Foods Inc.—announced recently that it has completed the previously announced spin-off of its North American grocery business, Kraft Foods Group, Inc. • **Kmart and Sears announced all products purchased through their online layaway will be available for ship-to-home delivery** beginning November 7. The new service enables shoppers to select, purchase and have the items delivered directly to their homes, bypassing the layaway line altogether. • **The Hershey Company said it recently opened "the world's most technologically advanced chocolate making facility."** The new facility features proprietary, state-of-the-art technology never before used in the manufacture of confectionery, developed specifically for the plant. • **Hostess Brands** announced that employee members of the International Brotherhood of Teamsters voted to ratify changes to their bargaining agreement that, if implemented throughout the company, will enable

continued on page 80

Leading Profit in the Juice Category!



Mix & Match

2 for \$5 or 1 for \$2.99

BellyWashers and TummyTickler

August 1 to November 11

**Belly
Washers**
Treat Your Thirst!

BW Single Serve
Item No. 35180
McLane No. 31264
SLIN No. 240350



**tummy
tickler**
100% Juice

TT Single Serve
Item No. 56100
McLane No. 295238
SLIN No. 241417



Scan to order now!

- ♥ Juice category dollar and margin leader
- ♥ Selling strong in 94% of national C-Store chains

- ♥ Boost your juice category with kid-centered products
- ♥ Give moms a healthy alternative their kids love



Learn more at www.inzonebrands.com

in-zonebrands
We make healthy fun!



SEI News

FRESH-BREWED 7-ELECTION POLL RESULTS

SEI announced President Barack Obama maintained a steady 20-point lead over Republican challenger Mitt Romney through the first four weeks of 7-Election, the presidential coffee cup poll that kicked off on September 6. The company added that sales of Romney cups perked up after the first presidential debate. For the week leading up to the debate, Obama led Romney in 7-Election cup sales, 63 to 37 nationally. Counts on October 4, however, were closer with Obama's lead shrinking to 57 percent over Romney's 43 percent.

In Denver, where the first debate took place, the numbers were even tighter—before and after. Leading up to the debate, Obama's lead averaged 16 points, 58 percent to Romney's 42 percent. The following day, the candidates were nearly tied—Obama, 51 percent, and Romney, 49 percent. Of the 34 states in which 7-Eleven has stores, the president carries 31 while Romney leads in three (Idaho, West Virginia and New

Hampshire). The 7-Election coffee cup poll will continue its count until midnight on Election Day November 6, so the race is not over until the last drop that Tuesday night.

SEI SIGNS WITH KOUAPON MEDIA

7-Eleven is among the first to deploy campaigns with Kouapon Media's Digital Campaign Management (DCM) platform, which unifies the creation, distribution, redemption, and analysis of digital coupons, offers, and loyalty programs. Through the cloud-based DCM program, SEI will be able to immediately deploy digital campaigns, reach customers on any platform, and analyze essential data to understand buying behavior in real time. Kouapon Media's DCM platform offers a variety of channels (mobile, email, print, text, etc.) SEI can use to extend its brand recognition to a variety of customers who have distinct shopping preferences when shopping. This will allow the company to create a variety of campaigns for different customers types, based on revenue goals during any given season.



President Obama maintained a 20-point lead over Mitt Romney through the first four weeks of 7-Election.

\$300,000 DONATION TO SAFER DALLAS BETTER DALLAS

7-Eleven, Inc. recently announced a \$300,000 gift to Safer Dallas Better Dallas to fight crime in the Ross-Bennett and Five Points (Vickery Meadows) areas of Dallas. The donation is the first in Safer Dallas' effort to raise \$3 million to equip the Dallas Police Department with the necessary tools to attack crime in the 27 Targeted Area Action Grid, or TAAG areas (formerly known as "Hot Spots") identified by Chief David Brown throughout Dallas. The areas identified represent approximately 6 percent of the city and have about 36 percent of the total crime in Dallas.

SEI's donation to Safer Dallas will be used to purchase three wheeled neighborhood patrol vehicles (T3s), neighborhood security cameras, bait cars, fixed/mobile license plate readers and installation of cameras.

RESIDENTS CAN PAY RENT AT 7-ELEVEN

Thanks to a new partnership between PayNearMe and property management software maker AppFolio, tenants can now pay their rent using cash at a local 7-Eleven, reported TechCrunch.com.

continued on page 78



NEW ITEMS NOW AVAILABLE!



Scented Necklace
Tropical Breeze
UIN #263004



4pc. Vent Stick
Strawberry/Lemonade
UIN #453258



4pc. Vent Stick
New Car/Cool Breeze
UIN #459065



The #1 Car Air Freshener Company In the USA!*

*According to Symphony IRI Multi-Outlet data 52 weeks ending July 15, 2012.



SEI News

The PayNearMe cash option will be available through traditional paper billing, online billpay and even mobile. No matter which method the renter uses to receive his or her bill, the payment process remains the same: the renter simply takes a unique barcode they receive from their landlord to a participating 7-Eleven and then pays with cash at the register. The payment is then immediately posted to the tenant's account.

FEEDING AMERICA FUNDRAISING CANISTER CAMPAIGN LAUNCHED

To mark Hunger Action Month, 7-Eleven kicked off a national awareness and fundraising campaign in September to benefit Feeding America and the

37 million Americans it serves. Through the end of the year, customers at participating stores can make donations of cash and spare change in specially marked canisters at the stores' sales counter.

Feeding America helps children, families and senior citizens throughout the country.

Feeding America is the nation's leading domestic hunger-relief charity engaged in efforts to end hunger in this country. Through a nationwide network of more than 200 food banks and more than 61,000 agencies, the national organization helps feed hungry children, families, individuals and senior citizens throughout every county in the U.S. According to hunger statistics provided by Feeding America, one in five children in the U.S.—nearly 17 million—struggle with hunger. For Feeding America, each \$1 can provide eight meals at local food banks.

DEPINTO RECEIVES MCLANE LEADERSHIP AWARD

The Mosbacher Institute for Trade, Economics, and Public Policy at the Bush School of Government and Public Service at Texas A&M University recently awarded the 2012 McLane Leadership in Business Award to SEI President and CEO Joe DePinto. The annual award recognizes a prominent figure in private business for outstanding contributions at the national level to business, public service, or community service. The Mosbacher Institute re-

ported that DePinto's acceptance remarks focused on servant leadership to create positive change in corporate cultures.

REBELEZ NAMED TO NACS

The National Association of Convenience Stores has elected SEI Executive Vice President and CEO Darren Rebelez as one of the five new members to serve on its Board of Directors, reported CSP Daily News. The new members assumed their positions during the NACS board meeting at the 2012 NACS Show in Las Vegas. NACS also elected executives from Cumberland Farms, Aloha Petroleum, MACS and Ipiranga Produtos de Petroleo S/A in Brazil to serve on its Board.

PREMIER RETAIL NETWORKS TAPPED AS EXCLUSIVE AD SALES REP

Premier Retail Networks LLC (PRN) and Digital Display Networks Inc., creator and operator of 7-Eleven TV, have announced a multi-year agreement under which PRN will be the exclusive advertising sales representative for 7-Eleven TV. Under the new agreement, PRN will offer brands the opportunity to reach 100 million viewers monthly on 7-Eleven TV, America's largest single chain digital out-of-home network installed in approximately 4,400 locations. Programming on 7-Eleven TV is customized for demographics, local targeting and

continued on page 80



Two Great Cleaners

DIRT AND OILS? GET GARAGE GORILLA!

Garage Gorilla cuts through diesel fuel, heavy grease and grime. Use Garage Gorilla Squeeze Cap to apply directly to surface with soil buildup.

McLane UIN# 846469

Available through
McLane Now!

STAINED GROUT? IT'S TILE TIME!

Tile Time Cleaner cleans and removes food service grease, petroleum-based soil, road salt and almost every other kind of dirt that gets tracked onto Quarry, Ceramic and other tile floor surfaces.

McLane UIN# 750711



Any Questions Contact:

Rick Gobel

Sales Coordinator

rgobel@apterindustries.com

Toll Free: (800) 441-7146

Cell: (412) 375-8219

www.apterindustries.com

Apter Industries Inc. PO Box 456 McKeesport, PA 15134-0456 • Toll Free: (800) 441-7146



41053 00054



41053 00074



Member News

continued from page 78

SEI News

day-parting, and features news, entertainment and local weather.

SAN DIEGO STORES RAISE FUNDS FOR OPERATION HOMEFRONT

SEI kicked off its new Slurpee Slurp4Good fundraising program in San Diego-area stores recently to raise money for Operation Homefront, a national non-profit agency assisting military families. During September, every Slurpee beverage sold at participating 7-Eleven stores generated a donation at the register—7 cents for each small drink and 11 cents for every medium and large cup, up to \$25,000.

Funds raised during the program helped provide food and home goods to 65 military families who will live in the Operation Homefront Village in Oceanside, California, near Camp Pendleton and Balboa Naval Medical Center, over the next two years. Operation Homefront Villages are transitional housing facilities where wounded warriors and their families can live while the service member undergoes treatment and rehabilitation at a nearby military hospital. Opened in April

2011, the Southern California village in Oceanside is the third operated by the nationally recognized military nonprofit agency. Others are located in San Antonio, Texas, and Gaithersburg, Md.

During September San Diego stores collected for Operation Homefront.



LITTLE GENERAL TAKES OVER SEVERAL PRIMA 7-ELEVENS

Little General Stores Inc. has taken over four stores in West Virginia and one in Ohio that were previously operated under the 7-Eleven brand by Prima Marketing, reported the Charleston Daily Mail.

The West Virginia stores are in Hurricane, Scott Depot, Pennsboro and Washington, and the Ohio store is in Albany. With this deal, Little General Stores has now taken over a total of eight locations from Prima Marketing/7-Eleven in 2012.

SEI SUES DIGITAL DISPLAY NETWORKS

SEI recently filed a lawsuit against Los Angeles-based Digital Display Networks in Dallas Federal Court, claiming the company owes 7-Eleven \$4.6 million for digital ads displayed in its stores, *Courthouse News Service* reported. SEI claims that under a 2008 agreement, Digital Display agreed to provide a turnkey network of high definition video monitors to display in-store and third-party advertisements. A year later, the parties entered into a network services agreement in which Digital Display agreed to pay \$99 a month for each connection it used on 7-Eleven's broadband network. SEI says it has not been paid since November 2011, and that Digital Display now owes it more than \$4.6 million. SEI is seeking actual damages for breach of contract. **AV**



continued from page 74

Hostess to continue operating. • Jack

Link's Beef Jerky has reached an agreement to acquire a packaged meat snack products manufacturing facility from **Skylark Meats**, a subsidiary of American Foods Group. The acquisition will enable Jack Link's to increase production capacity in order to meet growing consumer demand for the Jack Link's brand.

• Kellogg Company and Singapore-based agribusiness **Wilmar International Limited announced a 50:50 joint venture** between Kellogg and Wilmar for the manufacture, sale and distribution of cereal, wholesome snacks and savory snacks in China. • Packaging company **Hot-Can has created new smart packaging that is self-heating**, bringing consumers a new and affordable way to enjoy hot beverages and soups on the go. **Hot-Cans were recently voted in the top ten of the "Coolest New Products"** at the annual NACS show for the second year running. • About 22 percent of convenience store retailers surveyed said **they expect to offer natural gas at the pump within five years**, according to the Convenience Store News 2012 Motor Fuels Study. The study also reveals more than 12 percent of retailers plan to offer **electric charging stations by 2017**. • *Convenience Store News* has named Hangover Joe's Recovery Energy Product as the Best New Energy Product in their 16th annual competition. • Core-Mark Holding Co. Inc. announced its current president and CEO J. Michael Walsh will retire on January 18, 2013, and be succeeded by Thomas B. Perkins, the company's current senior vice president of resources. • **BP announced today it has reached an agreement to sell its Texas City, Texas refinery** and a portion of its retail and logistics network in the Southeast U.S. to Marathon Petroleum Corporation for \$2.5 billion. • Come the November elections, residents of Colorado, Washington and Oregon will **get to vote on whether to legalize the sale of marijuana for recreational use**, reported the *Washington Post*. • The nation's estimated rate of both violent and property crime shot up last year—17 percent and 11 percent respectively—after several years of decline, according to the Justice Department's National Crime Victimization Survey. • Reporting on its third quarter financials, **Pepsico announced net revenue from its Frito-Lay op-**

continued on page 98

NONGSHIM®

Bowl Noodle Soup



Made to bring you the
Premium Spice.



**Introducing NONGSHIM's Improved Line
of Bowl Noodle Soup!**

• NO MSG added • 0g Trans Fat

www.nongshimUSA.com

CATCH *our* BUZZ



— *the* —
#1 SELLING
LIP BALM
in AMERICA

It's not just a lip balm,
it's an obsession.

Stock up now for
the holidays.



SLIN # 220360

BURT'S BEES

VENDOR FOCUS

VENDOR FOCUS

The Budweiser 'Project 12' Sampler Pack

Anheuser-Busch announced its limited edition "Project 12" sampler pack is available for sale as of October 29. "Project 12" started in the early spring when Budweiser's 12 brewmasters across America were each asked to write a unique beer recipe. After internal discussion and debate, six of the recipes were chosen for brewing in small batches. Now—after a summer-long nationwide sampling effort involving thousands of consumers at dozens of events—U.S. beer drinkers have provided feedback, which helped Budweiser decide which three beers would be available for sale in a limited-edition sampler pack this fall. The "winning" recipes, named for the ZIP Code in which the beer was originally brewed, are from brewmasters at the Budweiser breweries in Los Angeles, St. Louis and Williamsburg, Va.



Beers in the Budweiser "Project 12" sampler pack were selected after nationwide consumer testing.

The 12-bottle sampler pack contains four each of the special "ZIP Code" beers:

- **Budweiser Batch No. 91406** (Los Angeles): A deep-amber lager with 6 percent alcohol by volume (ABV). Contains a bit more hop character than the flagship Budweiser lager and is made with caramel malt, which gives the beer a deep amber color and a little more body
- **Budweiser Batch No. 63118** (St. Louis): A deep-golden pilsner with 6 percent ABV. Uses the same types of Hallertau and Tettnang hops commonly used in St. Louis during the late 1800s.
- **Budweiser Batch No. 23185** (Williamsburg, Va.): A bourbon cask lager with 5.5 percent ABV. An all-malt brew aged on the staves from fresh bourbon barrels and spiced with a hint of vanilla.

Budweiser will continue to request feedback from beer drinkers on these three beers via a QR code on the package, as well as an in-pack flighting sheet. The flighting sheet also includes tasting notes and details about each beer for in-home tastings.

continued on page 84

TOP-SELLING JOHNSON & JOHNSON BRANDS ARE BACK

Johnson & Johnson announced its top-selling c-store brands are available for ordering—no more supply challenges or out-of-stocks. Take advantage of a 33 percent buying allowance: **Buy 2 Pieces, Get 1 Free!**



Children's Tylenol And Children's Motrin—When it comes to children's pain relief, Tylenol and Motrin are the brands that parents trust most. Prior to supply disruptions in 2010-2011, these two brands accounted for over 72 percent of all the dollars spent on children's pain relief and fever in the U.S., with Motrin

holding the #1 position and Tylenol #2. Tylenol 4-ounce (SLIN 221343), and Motrin 4-ounce (SLIN 221115) are approved for the 7-Eleven corporate plan-o-gram effective October 2012. (Source: IRI L52 ending 1/10/10)

Sudafed Pressure + Pain—When shoppers think of sinus relief they think Sudafed. For years Sudafed has been the flagship brand that consumers actively seek.



Prior to supply disruptions in 2010-2011, Sudafed was the #1 brand in the sinus category, with private label a distant second. Sudafed Sinus Pressure+Pain 24-count (SLIN 221832) is now approved for the 7-Eleven corporate plan-o-gram effective October 2012. (Source: IRI L52 ending 1/3/10)

Tylenol Cold & Flu And Tylenol Sinus Congestion

—When your shoppers experience the discomfort associated with colds, flu and sinus pain, they need multi-symptom relief they can trust. Tylenol

Cold-Flu (SLIN 221501) and Tylenol Sinus Congestion (SLIN 221416) both deliver relief from fevers, pain, nasal congestion and chest congestion. Both items are now approved for the 7-Eleven corporate plan-o-gram effective October 2012.



VENDOR FOCUS

continued from page 83

BlueDEF Diesel Exhaust Fluid

Old World Industries, makers of PEAK Performance products, has produced and distributed functional fluids for heavy duty and automotive applications for almost 40 years. Most new diesel trucks are using Selective Catalytic Reduction (SCR) systems to reduce dangerous emissions and help protect the environment. If your customers have a diesel truck made after 2010, chances are they've got an SCR system and they're going to need Old World's BlueDEF Diesel Exhaust Fluid to keep their truck running properly. With BlueDEF, your customers will get guaranteed product purity and the highest quality Diesel Exhaust Fluid they can buy. For more information about BlueDEF please visit www.bluedef.com or call 1-877-845-0333.



BlueDEF Diesel Exhaust Fluid for trucks after 2010.

available to order now, from the #1 car air freshener company in the USA (according to Symphony IRI Multi-Outlet data 52 weeks ending July 15, 2012).

Bahama & Co Necklace Tropical Breeze is the best-selling novelty car air freshener in America (The NPD Group's Automotive Retail Tracking Service, 12ME August 2012). Island themed Bahama & Co air fresheners deliver the tropical scents of the islands to any car.

See our ad on page 00 of this issue for more information.

TummyTickler Tots—Less Sugar, No Preservatives

In Zone Brands has introduced the perfect drink for your toddler! TummyTickler Tots Apple Juice and Purified Water has 40 percent less sugar and no added colors, flavors, or preservatives. This nutritious beverage helps moms connect with their 1-3 year olds through unique, no-spill toy tops shaped like their beloved childhood characters! TummyTickler Tots bottles are shaped to fit small hands and are BPA free. They are perfect for a healthy, convenient, on the go snack that children love. Remember, happy kids make for a happy trip! IZB is a kid's beverage leader in the juice category. For more information please contact your IZB sales team at 770-827-6239.



TummyTickler Tots Apple Juice and Purified Water in spill-proof, toy top bottles.

Dasani Drops A Splash Of Flavor



Water drinkers across the country can create their own personalized taste experience with Dasani Drops, a zero-calorie liquid beverage enhancer that allows them to add a veritable burst of flavor to their water. Available in four flavors—Strawberry Kiwi, Pink Lemonade, Pineapple Coconut and Mixed Berry—Dasani Drops allow water drinkers to mix in a little flavor or a lot of flavor by simply flipping the cap and squeezing the bottle.

A flavorful accessory for busy moms and health-conscious people alike, Dasani Drops is packaged in a squeezable 1.9 fluid ounce bottle

continued on page 86



NUTELLA & GO! FOR DIPPING

Nutella & Go! is a great snack for today's busy consumer. Each package contains a single serving of the world's number one selling brand of hazelnut spread along with the perfect amount of crispy breadsticks for dipping. Nutella hazelnut spread's great taste comes from the unique combination of simple ingredients like hazelnuts, skim milk, and a hint of cocoa. A fun and convenient way to enjoy the great taste of Nutella anytime, anywhere, Nutella & Go! is now available in an eye-catching 12-count counter display that is sure to encourage impulse sales.

HandStands—The Latest In Car Air Fresheners



Handstands is the #1 Car Air Freshener company.

Refresh Your Car dual vent sticks clip discretely into the vehicle's vents, using the airflow to deliver a clean and fresh scent and eliminate odors. Dual Vent Sticks New Car/Cool Breeze and Fresh Strawberry/Cool Lemonade are

PEAK® READY USE®
PRE-DILUTED ANTIFREEZE
#314765



PEAK® -20° WASH & DEICER
#055541



PEAK® GLOBAL LIFETIME®
PRE-DILUTED ANTIFREEZE
#358002

Make sure your shelves
carry these winter driving
essentials from PEAK®.

WHEN YOU
PEAK
YOU WIN.™

Contact McLane
for orders
and more information.



©2012 Old World Industries, LLC. All Rights Reserved.



Danica
Patrick

BLUEDEF®
DIESEL EXHAUST
FLUID
#014332

VENDOR FOCUS

continued from page 84

with a flip-top cap—perfect for those on the go. Each bottle provides value by offering 32 servings per container, more servings than other flavor enhancer options. The debut of Dasani Drops will be supported by an integrated marketing campaign, including digital, print and out-of-home advertising and in-store bundle offers and sampling.



New Logic Technology E-cig Power Series Line



Logic Technology recently announced the introduction of its Logic Power Series of rechargeable electronic cigarettes. Offering the superior product quality users have come to expect from Logic's premium disposable e-cigarettes, the brand is thrilled to answer customer demand with the addition of the rechargeable Power Series to its expansive collection.

The Logic Power Series is made with the brand's premium, three-times distilled oils, producing the rich flavor of a tobacco while eliminating the thousands of toxins present in a traditional cigarette. Available in three nicotine strengths—Platinum (2.4 percent), Black (1.8 percent) and ZERO (0.1 percent)—the Power Series starter kit is available for \$19.99. The starter kit includes one menthol and one rich tobacco cartomizer, one USB charger and one powerful 300 mah battery which vaporizes four to five times faster than standard industry models, resulting in an easy draw with a thick vapor exhale.

Logic also retails refill packages containing five cartomizers for \$19.99 each. Each cartomizer equals two packs of traditional cigarettes, making the Logic cartomizer refill equivalent to a carton of cigarettes and offering consumers a large savings and a

smarter way to smoke. For more information about Logic Technology, visit www.LogicEcig.com.

Republic's New Tobaccos Provide Extra Value

TIN Star Pipe Tobacco B1G1 Pouches: Following a successful trial in test markets, Tin Star Pipe Tobacco B1G1 pouches are now available for national distribution. The new pouches come in Regular, Menthol and Gold blends and are a great complement to the Tin Star bags consumers already enjoy. Tin Star Pipe Tobacco B1G1 pouches are packed six packs per sleeve and 12 sleeves per case. The resealable pouches maintain product freshness and flavor.



Tin Star Pipe Tobacco B1G1, TOP Superoll Cigarette Tobacco and 4 Aces Turkish & Blended Pipe Tobacco pouches.

TOP Superoll Cigarette Tobacco Pouches: Republic Tobacco's TOP Cigarette Tobacco brand is giving adult smokers relief from high cigarette prices with its new TOP Superoll Cigarette Tobacco, which is specially blended to provide more cigarettes for the price than other pouch or canned cigarette tobaccos. In addition, TOP Superoll offers retailers an opportunity to make higher margins than traditional manufactured cigarettes. Top Superoll is blended from premium tobaccos, and is available in three styles (in both a single and 2pk. pouch)—Regular, Menthol and Gold.

4 Aces Turkish Pipe Tobacco Pouches: Republic Tobacco has expanded its tobacco line with 4 Aces Turkish & Blended Pipe Tobacco

0.75-ounce pouches. The blend's flavorful combination of rich, aromatic Turkish and other premium tobaccos offers a smooth, mellow

continued on page 88

WHITE OWL CIGARILLOS 'BONUS UPRIGHTS' SAVE SPACE



As of mid-October 2012, Swedish Match will offer another innovative packaging enhancement, which will allow stores to more effectively merchandise a wider assortment of White Owl single Cigarillos. Stores will be able to merchandise two "Bonus Uprights" that fit in the space of one "Bonus Box." Pricing will be consistent with the existing 60-count Bonus Boxes. These Bonus Uprights will be available for all flavors of White Owl Cigarillos, and Single Sticks will continue to scan as always. Watch for SLINs for these exciting new offerings!



Two White Owl Cigarillos Bonus Uprights fit in the footprint of one Bonus Box.

Logic Power Series, three nicotine strengths, retails for \$19.99.



Set Your Store with These New Programs

NEW!
HBC
TRAVEL
BOX



Navajo Item #	Description	UPC
27568	Garnier Shampoo, 12 ct	
27569	Garnier Conditioner, 12 ct	
27570	AXE 2-in-1 Shampoo, 12ct	
27571	Ponds Original Towel 5 count, 12 ct	
27572	St. Ives Apricot Scrub, 12 ct	
27573	Soft Soap Body Wash, 12 ct	
27574	Lubriderm Lotion, 12 ct	
27575	Toothpaste with Travel Toothbrush, 12 ct	
27576	Scope Minibrushes, 12 ct	

Navajo Item #	Description	UPC
27550	Hand Sanitizer, 12 ct	
27551	Hand & Body Wipes, 12 ct	
27552	Scope Mouthwash, 12ct	
27553	Colgate Toothpaste, 12 ct	
27554	Crest Pro Health Mouthwash, 12 ct	
27555	Crest Toothpaste, 12 ct	
27556	TRE Semme Hair Spray, 12 ct	
27557	DEP Hair Gel, 12 ct	
27558	Head & Shoulders Shampoo, 12 ct	
27559	Tre Semme Shampoo, 10 ct	
27560	Tre Semme Conditioner, 10 ct	
27561	Jurgens Ultra Lotion, 12 ct	
27562	Gold Bond Lotion, 12 ct	
27563	Mennon Speed Stick for Men, 12 ct	
27564	Mennon Lady Speed Stick, 12 ct	
27565	Barbasol Shave Cream, 12 ct	
27566	Johnson & Johnson Baby Lotion, 12 ct	
27567	Johnson & Johnson Baby Powder, 12 ct	



12219 Small Umbrella



16628 Large Umbrella



16630 Adult Pouch

ALL WEATHER TRAVEL UMBRELLA DISPLAY #16679 56% GROSS PROFIT

Item Number	Description	Qty	7-11 SRP	GP%
16679	Travel Umbrella Display			
16628	Large Umbrella	12	\$4.99	53%
12219	Small Umbrella	12	\$4.99	53%
16630	Adult Pouch	12	\$4.99	54%

Total Pieces: 36

OPEN STOCK BILL-BACK PRICING

Item Number	Description	Qty	7-11 SRP	GP%
16628	Large Umbrella	12	\$4.99	53%
12219	Small Umbrella	12	\$4.99	53%
16630	Adult Pouch	12	\$4.99	54%

Empty Display Item Number #19372 - \$75.00 Value Free with Purchase



SALUTE BAR DISPLAY ITEM #10958 - 56% GROSS PROFIT

Item Number	Item Description	Pcs Per Peg	SRP	GP%
1st Row				
15018	Salute Pocket Corkscrew	6	\$1.29	60%
15012	Salute Walter's Corkscrew	8	\$2.99	63%
10901	Salute Pouncer Stopper	6	\$3.49	51%
10912	Salute Shot Glass	4	\$2.99	64%
16107	Salute Playing Cards	6	\$2.49	72%
2nd Row				
10915	Salute Flat Pouch Bottle Opener	8	\$2.49	54%
10905	Salute Deluxe Pierce Can & Bottle Opener	6	\$2.29	50%
11236	Salute Deluxe Back Wing Corkscrew	6	\$3.09	51%
10928	Salute Plastic Flask 10oz	3	\$4.99	64%
10908	Salute Metal Flask	2	\$6.99	61%



VENDOR FOCUS

continued from page 86

taste, said the company. The Seal-Tite wrap-style pouch is resealable and intended to maintain freshness and flavor. The pouches are packed 12 per sleeve and 12 sleeves per case. Distributor/retail incentive counter display offers are also available.

For more information on the above products, call Republic Tobacco at 800-288-8888.

Kellogg's New Special K Protein Effect Cereal, Meal Bars & Shakes

For those looking to manage their weight and outsmart hunger, Kellogg's Special K is introducing newly reformulated Special K Protein Plus cereal and is adding new flavors to their line of Protein



Special K Protein cereal, meal bars and shakes help satisfy hunger longer.

bars (like Caramel Peanut and Cranberry Walnut) and shakes (Strawberry Banana). Special K Protein's winning combination of 10 grams of protein and up to 5 grams of fiber combine to create the Protein Effect as part of a high protein diet that satisfies hunger longer and helps with the willpower needed to help stay on track. The re-launch of the Special K Protein Effect has been unveiled in a full-scale advertising campaign, including TV, digital and in-store.



Drive traffic to your frozen food section with Tai Pei & José Olé items.

Tai Pei & José Olé Frozen Entrees

TAI PEI SINGLE SERVE ENTREES AND APPETIZERS offer delicious restaurant-inspired Asian meals in minutes. Tai Pei's 14.2-ounce Chicken Fried Rice has tender chicken and crisp vegetables in moist, flavorful rice—it's a complete meal that is ready straight from the freezer in five minutes. Tai Pei's 9-ounce Chicken Egg Rolls are loaded with traditional style and flavor—chicken and fresh-cut vegetables, all in an authentic wrapper that is crispy right from the microwave. Dipping sauce is included. Perfect for snacking or as a side dish, this Asian favorite is ready in less than two minutes. Sales of Asian food are exploding across the country. Take advantage of this opportunity to satisfy your consumer's demands!

JOSÉ OLÉ offers delicious, high quality products for today's on-the-go consumer—its America's most recognized frozen Mexican brand! The José Olé Steak & Cheese 5-ounce Chimichanga is made with premium ingredients like shredded steak, real cheddar and Monterey Jack cheeses, zesty green chiles and authentic seasonings and spices, all wrapped in a freshly baked flour tortilla. Drive traffic to your frozen food

continued on page 90

BOLTHOUSE FARMS PREMIUM JUICES FREE FILL



Get a free fill on the first case of each Bolthouse Farms flavor when you order through McLane.

Bolthouse Farms, share leader of the premium juice category, is now available to 7-Eleven! Bolthouse Farms offers a full line-up of beverages to meet all of your customer's needs: smoothies, juices, cafés and protein beverages.

Four flavors were just approved through SEI: Café beverages Vanilla Chai Tea and Mocha Cappuccino, and Chocolate Protein Plus and Coffee Protein Plus. The Café beverages are a delicious yet nutritious take on coffeehouse favorites, and a rich source of calcium. The Protein Plus line boasts 30 grams of protein and essential B Vitamins in every 15.2-ounce bottle. These delicious varieties of flavors are perfect for a snack or post-workout fuel. For a limited time, get a free fill on the first case of each flavor when you order through McLane.

ROLL IN BIG PROFITS

Keep high profits rolling in with premium quality, French-made proven sellers that have brand recognition that speaks for itself.



CIGARETTE PAPERS

#1 BRAND & #1 PROFIT MAKER



JOB® GOLD 1.5™ - 24 Ct.
SLIN 320083 - UIN 184432



JOB® GOLD 1.25™ - 24 Ct.
SLIN 320117 - UIN 341131



JOB® Single Wide white - 24 Ct.
SLIN 321588 - UIN 918425



JOB® 1-1/4 orange - 24 Ct.
SLIN 320318 - UIN 826594



JOB® French White® - 24 Ct.
SLIN 320064 - UIN 785643



TO LEARN MORE ABOUT WHAT REPUBLIC TOBACCO PRODUCTS CAN DO FOR YOUR BUSINESS, CALL 1-800-288-8888

AVAILABLE FOR ORDERING AT MCLAME NOW!

©2012 REPUBLIC TOBACCO CO. LP

continued from page 88

section by harnessing the power of a multi-million dollar advertising program and millions of passionate followers. Don't settle for the ordinary when JOSÉ OLÉ products can add a little more Olé to any day!

Snyder's Of Hanover Power Wing Deal

Snyder's of Hanover is offering a special deal: Buy one Chocolate Pretzel Dips Power Wing and get one 3.5-ounce mini Pretzel 6-count/8-pack free (SOH Item #083410, McLane UIN #098897). Snyder's of Hanover Mini Pretzels is the #1 selling item in c-stores—a better-for-you, fat-free salty snack alternative. Snyder's of Hanover Pretzel Dips combine Mini Pretzels with Hershey's Milk and White Chocolate to create a snack that will satisfy the most hungry of cravings! America's #1 pretzel and America's favorite chocolate together!

The pre-packed, gravity-fed 28-count Chocolate Pretzel Dips Power Wing contains 14 counts each of 4.5-ounce Milk Chocolate Pretzel Dips and 4.5-ounce White Chocolate Pretzel Dips (SOH 099550; McLane UIN 445502). Offer order dates are November 1 to December 31, 2012, and ship dates are December 5, 2012 to January 18, 2013. See this order on the McLane Virtual Trader Show at www.mclaneco.com.



Snyder's of Hanover Mini Pretzels free with the purchase of a Chocolate Pretzel Dips Power Wing.

ideal for children, the elderly, handicapped individuals, and others who may have difficulty effectively maintaining oral hygiene.

QuickWhite is available in twelve-count trays for countertop display, with each kit packaged in a peggable blister card. WOW packets ship in 100-pack counter bowls. Ask your Kretek sales representative for details at 1-800-358-8100, or email salesinfo@kretek.com.

Introducing Sour Punch Punchies

New from Sour Punch, Punchies is a soft and chewy candy with a whimsical Punchi face on every piece. Every mouth-watering bite size piece packs the perfect sour punch! Experience the fruitacular mix of Strawberry, Tangerine, Blue Raspberry, Green Apple, and Lemon flavors in every pack.



Sour Punch Punchies contain a mix of five fruit flavors in every pack.

Snak Club Adds To Gourmet Dessert & Best Value Lines

Snak Club recently announced that it has added several new items to its Gourmet Dessert and Best Value line. These items—designed to increase sales and profits—should be placed in the Premium Chocolate section because they are not a salty snack item. Snak Club ships these items to McLane via refrigerated freight to ensure best quality and taste of each product.

GOURMET DESSERT SNACKS

- **Peanut Butter & Jelly**—peanuts, vanilla bites, peanut butter chips, strawberry chips and dehydrated strawberry (UIN 726513, Item UPC 0-87076-32708-8)
- **Chocolaty S'Mores**—graham cookies, yogurt chips, S'More Balls, milk chocolate, semi-sweet chocolate chips and vanilla extract (UIN 726521, Item UPC 0-87076-32710-1)
- **Banana Split**—peanuts, yogurt peanuts, milk chocolate banana chips, banana chips, dried pineapples, dried strawberries, white chocolate chips and dried cherries (UIN 726679, Item UPC 0-87076-32706-4)



New Snak Club Best Value items.



QuickWhite brushless teeth whitening on the go.

New QuickWhite Teeth Whitening Spray With Wow

Kretek International, Inc. is pleased to introduce QuickWhite Teeth Whitening Spray from SprayWhite 90. The simple spray applicator contains an all-natural solution proven to whiten teeth four to five shades in only

two 90-second applications.

As a bonus, each QuickWhite kit comes with two free trial packets of WOW (WithOut Water) Powder Oral Rinse—a simple and effective breath-freshening and teeth-cleaning powder that not only kills bacteria and removes plaque, but also removes the bio-film that holds bacteria against teeth. WOW's time-release action provides protection against germs and bacteria for up to one hour. Its convenience makes it



FREE FILL ON FIRST CASE!

ONE FREE CASE PER FLAVOR!



**Protein Plus™
Chocolate**
McLane Ordering
Code: **488700**



**Protein Plus™
Blended Coffee**
McLane Ordering
Code: **TBD**



Mocha Cappuccino
McLane Ordering
Code: **488668**



Vanilla Chai Tea
McLane Ordering
Code: **834234**

VENDOR FOCUS

continued from page 90

SNACK CLUB BEST VALUE

- **Chocolate Peanuts**—chocolate coating, large whole peanuts inside, no preservatives (UIN 775148, Item 0-87076-31512-2)
- **Chocolate Raisins**—chocolate coating, Thompson Seedless Raisins inside, no cholesterol, no preservatives (UIN 772590, Item 0-87076-31515-3)
- **Chocolate Almonds**—chocolate coating, large whole almonds inside, no preservatives (UIN 772608, Item UPC 0-87076-31511-5)
- **Yogurt Pretzels**—yogurt coating, pretzel inside, no cholesterol, no preservatives (UIN 772582, Item UPC 0-87076-31563-4)



TASTYKAKE AND HERSHEY'S LAUNCH THREE NEW KANDY BAR KAKES

This Halloween, Tastykake joined forces with The Hershey Company to introduce a delicious new treat that combines the "best of both worlds." New Kandy Bar Kakes are the perfect blend of cake and candy, made with real quality ingredients and featuring Hershey's most popular flavors. Kandy Bar Kake varieties include S'mores Kandy Bar Kake made with Hershey's Cocoa, Peanut Butter Kandy Bar Kake made with Reese's Peanut Butter, and Peppermint Kandy Bar Kake made with York Peppermint Flavor.

Available in 5-count individually wrapped multi-packs and 2.1-ounce single serves, Kandy Bar Kakes have a suggested retail price of \$1.69 for a single serve and \$3.99 for a 5-count multi-pack. For more information, visit www.tastykake.com or www.facebook.com/Tastykake.



AriZona Debuts New Flavor Exclusive

Cherry Lime Rickey has been selected by consumers as the official 20th anniversary AriZona Beverages flavor, and is available exclusively at participating 7-Eleven stores through November 11. A first for the New York-based company, AriZona Beverages turned over flavor selection and label design to its fans. It created a 20th anniversary website, where fans could vote in April for the favorite among three flavors. AriZona issued a call May 1 for can designs from artists. Narrowed by a handpicked design team, the five finalists were then voted on by fans of the beverage in July.

The AriZona Beverages' fan-favorite flavor and design also features the company's first quick response (QR) code. When scanned on a smart phone, the code will unlock prizes like free product, branded merchandise and the grand prize—an American SUV with a trunk full of AriZona Beverages.



AriZona Beverages Cherry Lime Rickey, exclusively at 7-Eleven to celebrate its 20th anniversary.



Joose Margarita Boasts Real Tequila Flavor With Salt & Lime

Joose Margarita combines all the classic real flavors and ingredients of a true, authentic margarita—including tequila, triple sec, lime and salt—into one package. This gives Joose Margarita a truly authentic taste and premium quality that will satisfy

all margarita enthusiasts. Sold in 23.5-ounce cans with 12 percent alcohol per volume, Joose Margarita is a first-of-its-kind to market. Available for order in 12-count trays (UPC: 8-33050-00449-6) ■



Joose Margarita gives a jolt with 12 percent alcohol.

Hot Brands, Hotter Sales!

TWO NEW ITEMS ADDED TO THE FROZEN FOOD PLANOGRAM • FREE FILL CURRENTLY AVAILABLE!!

JOSE OLE HALF CASE FREE FILL = 12 units



Put a little more
Olé in your sales!



**"Highest Brand Awareness Among
Frozen Mexican Brands"**

(Brand Marketing, Frozen Food Usage & Attitude Study, Awareness Among
Frozen Mexican Brands, September 2011 - n=2002)



www.JoseOle.com

Beef and Cheese Chimichanga



73202 89251

SLN: 180177
McLane Single Pick UIN: 10538
McLane Full Case UIN: 552026

TAI PEI HALF CASE FREE FILL = 4 units

Good Fortune
In Every Box!



#1 Asian single serve brand*

(*IRI Multi Outlets 12 who carry (Q11812)



TAI PEI

Visit us at: www.taipeifood.com

Chicken Fried Rice



70077 00107

SLN: 180056
McLane Single Pick UIN: 670604
McLane Full Case UIN: 556074

NCASEF 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

Resort at Marina Village
Cape Coral, Florida
February 5-6, 2013

NATIONAL COALITION BOARD OF DIRECTORS MEETING

Resort at Marina Village
Cape Coral, Florida
February 7-9, 2013

NATIONAL COALITION BOARD OF DIRECTORS MEETING

New Orleans Marriott
New Orleans, Louisiana
May 9-11, 2013

NATIONAL COALITION BOARD OF DIRECTORS MEETING

The Venetian Las Vegas
Las Vegas, Nevada
July 12-14, 2013

NATIONAL COALITION 38TH ANNUAL CONVENTION AND TRADE SHOW

The Venetian Las Vegas
Las Vegas, Nevada
July 14-18, 2013

FOA EVENTS

7-ELEVEN FOAC HOLIDAY SHOWCASE AND PARTY

Holiday Inn North Shore
Skokie, Illinois
November 8, 2012
Phone: 312-501-4337

SOUTH NEVADA/LAS VEGAS FOA TABLE TOP TRADE SHOW

(location to be announced)
November 15, 2012
Phone: 702-769-2301

METRO NEW JERSEY FOA ANNUAL TRADE SHOW

Borgata Hotel & Casino
Atlantic City, New Jersey
November 27, 2012
Phone: 908-232-1336

SAN DIEGO FOA HOLIDAY PARTY

Holiday Inn On The Bay
San Diego, California
December 1, 2012
Phone: 619-713-2411

GREATER BAY FOA HOLIDAY PARTY

(location to be announced)
December 7, 2012
Phone: 707-328-3960

TEXAS FOA HOLIDAY PARTY

(location to be announced)
December 7, 2012
Phone: 972-335-2180

SAN FRANCISCO/MONTEREY BAY FOA HOLIDAY PARTY

Santa Clara Marriott
Santa Clara, California
December 7, 2012
Phone: 510-754-1113

GREATER HAMPTON ROADS FOA CHRISTMAS PARTY

(location to be announced)
December 8, 2012
Phone: 757-243-8382

PACIFIC NORTHWEST FOA ANNUAL FOA HOLIDAY CRUISE PARTY

(location to be announced)
December 7, 2012
Phone: 253-861-6737

7-ELEVEN FOAC HOLIDAY TRADE SHOW & PARTY

Holiday Inn North Shore
Skokie, Illinois
November 7, 2013
Phone: 312-253-7342

SAN DIEGO FOA/ FOA OF GREATER LA 3RD ANNUAL TRADE SHOW & GOLF OUTING

Pechanga Resort & Casino
Temecula, California
DATE CHANGE: January 9-10, 2013
Phone: 619-726-9016

UFOLI HOLIDAY PARTY

Crest Hollow Country Club
Woodbury, New York
December 12, 2012
Phone: 516-593-4234

METRO NEW JERSEY FOA ANNUAL HOLIDAY PARTY

(location to be announced)
December 14, 2012
Phone: 908-232-1336

SAN FRANCISCO/ MONTEREY BAY FOA THE GUARDIAN TRADE SHOW

Santa Clara Marriott
Santa Clara, California
March 9, 2013
Phone: 510-754-1113

Add even more convenience to your store.

YOUR CUSTOMERS' GO-TO CAN TO HELP THEM GET JUST ABOUT ANYTHING DONE:

- LOOSENS LUG NUTS AND OTHER RUSTED BOLTS
- STOPS DOOR, HOOD AND TRUNK HINGE SQUEAKS
- REMOVES TAR FROM METAL VEHICLE PARTS
- PREVENTS RUST ON BIKES
- PLUS THOUSANDS MORE HELPFUL USES



McLANE UIN 646596

Versatile 8 oz. size



© 2012 WD-40 Company

FOA EVENTS

continued from page 94

7-ELEVEN FOAC ANNUAL TRADE SHOW

Odeum Expo Center
Villa Park, Illinois
May 16, 2013
Phone: 312-253-7342

7-ELEVEN FOAC ANNUAL GOLF OUTING

(location to be announced)
August 28, 2013
Phone: 312-253-7342

PACIFIC NORTHWEST FOA ANNUAL TRADE SHOW

Embassy Suites
Seattle, Washington
April 18, 2013
Phone: 253-861-6737

Franchise Owner's Association Regional Board Meeting Dates

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

7-ELEVEN FOAC

Phone: 312-253-7342
November 15, 2012—Board Meeting
December 13, 2012—Board Meeting
January 17, 2013—General Meeting
January 24, 2013—Board Meeting
February 28, 2013—Board Meeting
March 21, 2013—Board Meeting
April 4, 2013—General Meeting
April 25, 2013—Board Meeting
May 30, 2013—Board Meeting
June 13, 2013—General Meeting
June 27, 2013—Board Meeting
July 25, 2013—Board Meeting
August 22, 2013—Board Meeting
September 12, 2013—General Meeting
September 26, 2013—Board Meeting
October 24, 2013—Board Meeting
November 21, 2013—Board Meeting
December 19, 2013—Board Meeting

GREATER HAMPTON ROADS FOA

Phone: 757-243-8382
November 15, 2012—Board Meeting

FOA OF GREATER LOS ANGELES

Phone: 951-766-7490
November 20, 2012

UTAH FOA

Phone: 801-255-8951
November 20, 2012

SAN FRANCISCO/ MONTEREY BAY FOA

Phone: 650-996-9479
November 13, 2012—Board Meeting

SOUTH NEVADA/ LAS VEGAS FOA

Phone: 702-769-2301
November 15, 2012—General Meeting,
Elections

SAN DIEGO FOA

Phone: 619-713-2411
November 15, 2012—Board Meeting

TEXAS FOA

Phone: 972-335-2180
November 13, 2012—Board Meeting



#1 Selling Premium Cigarillos in the U.S.
Cognac and Rum dipped made from the finest Indonesian and Brazilian tobaccos.
Slick and convenient packaging 2 or 10 cigarillos per pack.



SLIN-320715



SLIN-320766



SLIN-320765



SLIN-321363



SLIN-321366



No Smoke • No Butts • Premium Taste • Premium Enjoyment • Always Ready

Profits Grow with Cig2o.



Offer your adult smoking customers the premium e-cigarette that's always ready to deliver true tobacco and menthol flavors - as close to real smoking pleasure as they can get. All without the smoke.

CIG20 is priced for brand loyalty and repeat purchase. Backed by a total program of basic e-kits, long-lasting cartomizer refills, accessories and marketing support. Cig2o offers your adult smokers a choice of nicotine levels, in regular and menthol flavors.



Open stock counter cartons in all SKU's



Always ready. Anywhere.

©2012 Kretek International, Inc.

1-800-258-8100
sales@k2i.com



KRETEK
INTERNATIONAL, INC.

HIGH PROFIT BRANDS. FAST RETAIL TURNS.

Finally, a "Better-for-You" snack that tastes great!



All Natural, Delicious, Air-Popped Potato Sticks, not fried or baked, Smart Fries are the hottest selling "Better-for-You" snack on the market.

Voted "Best New Product 2010" at NACS by CSNEWS & "Best Of EXPO" at The Natural Products Expo West.

Available in three delicious gourmet flavors in a specially designed 6 pack display tray for the 7-Eleven stores.

OUR SNACK SMART PROMISE:
ALL NATURAL GREAT TASTE WITH:
0 GRAMS TRANS FAT
0 GRAMS CHOLESTEROL
0 GRAMS SUGAR
NO ARTIFICIAL COLORS
NO ARTIFICIAL FLAVORS
NO PRESERVATIVES
NO MSG



www.GourmetBasics.com | Contact us at 718.509.9366

Distributors / Wholesalers Wanted! Inquire about available Territories Sales@GourmetBasics.com

Advertisers Index

Anheuser Busch.....5	Inter-Continental Cigar Corp....96	Nestle Waters.....27
Aon Risk Services Southwest..46	JFC International.....81	Oberto.....59
Apter Industries.....79	Johnson&Johnson.....67	Papst.....21
BIC.....53	Just Born Inc.....15	Peak Antifreeze.....85
BoltHouse.....91	Kellogg's.....7	Perfetti Van Mele.....37
Burt's Bees.....82	Kraft/Cadbury.....38-39	Precise Nutrition.....57
Coca-Cola.....cover 2	Kretek International...97, cover 4	Republic Tobacco.....89
Dean Foods.....17	Living Essentials.....60	Santa Fe Tobacco.....71
Don Miguel.....65	Logic Ecig.....50-51	Shamrock.....52
Dr Pepper Snapple Group.....10	Lonestar Plastics.....73	Snyder's.....29
Duracell.....44	Mars Chocolate.....14	Sunny-D.....54
Ferrero.....8,12	Mars Ice Cream.....16	Swedish Match.....4,25
Gourmet Basics.....98	Maruchan/Yonnell Adv.....48	Swisher International.....47
Handstands.....77	McLane.....40	Unilever.....3,6,22
Heineken.....18	MillerCoors.....9	Wai Lani.....70
Hershey.....11	Movies U Buy.....69	WD-40.....95
Hot 'N Spicy.....43	National Tobacco.....35	Whitewave Foods.....13
Insight Beverages.....33	Navajo.....87	Wrigley.....99
In Zone Brands.....75	Nestle Professional.....31	Windsor.....93

continued from page 80

eration increased 3 percent driven by the c-store, club, dollar and foodservice channels. • At its booth at the recent NACS show in Las Vegas, Nestlé Waters North America promoted its entry into the enhanced water arena. **Resource** is a super-purified spring water with electrolytes packaged in a bottle made with 50 percent recycled material. • The Esio Beverage Company recently debuted the **first ever hot and cold ready-to-drink beverage dispensing system**. The countertop unit produces 30 branded drink choices—chilled juice drinks, lemonade, sports drinks and vitamin fitness waters, as well as iced or hot coffees and teas. • **Attendance at this year's NACS Show, held in Las Vegas October 7-10, increased 7.2 percent to 24,056**—just 309 short of the 2004 record. • The New York Times reported that **five people may have died over the past three years after drinking Monster Energy** according to incident reports released by the FDA. The mother of a 14-year-old Maryland girl who died in December of a heart arrhythmia after drinking large cans of Monster on two consecutive days has filed a lawsuit against the company. ■



Introducing Wrigley's Biggest Brands in Two New Packs

Wrigley is Bringing You Real Category Innovation.



Micro Packs at a Micro Price* address declines in teen weekly spending by offering gum at **\$0.69 per pack****. Now consumers can get the **#1** and **#2** selling C-Store gum brands*** in ultra-portable packs.

Complementary to Micro Packs are **New Mini Bottles**—an up-sized offering designed ideally for the C-Store customer.



Available Now through McLane

	SLIN	McLane UIN
5 Rain Micro	141095	521914
5 Cobalt Micro	140904	521401
Orbit Spearmint Micro	141140	521591
Orbit Wintermint Micro	140556	521435
Orbit Strawberry Micro	141086	521575
5 Rain Mini Bottle	142535	621557
5 Cobalt Mini Bottle	142453	523373
Orbit Spearmint Mini Bottle	142448	553354
Orbit Wintermint Mini Bottle	142446	621581

*Based on MSRP. **C-Store segment trend analysis—first and 100 Regions. Latest 52 weeks ending 4/22/12. ***© 2012 Wm. Wm. Wm. Co. All rights reserved. Orbit, 5 and 50 are trademarks of Wm. Wm. Wm. Co. All rights reserved.

WRIGLEY

More Djarum Styles. More Djarum Choices. More Djarum Profit.



Djarum cigar smokers earn more, spend more, and visit more frequently than average adult convenience store and smokeshop consumers.

Over 80% of the million-plus adults who smoke Djarum also purchase other premium cigars and cigarettes as well as food, snacks, and beverages.

Make more of them yours with Djarum Natural Leaf and Djarum Filtered Cigars.




DJARUM
NATURAL LEAF TIPPED CIGARS

If you don't stock and sell Djarum Cigars, don't worry, there are 50,000 other retailers that do.

*Djarum smokers have annual incomes 14% above the national average. 2011 Independent AAU Survey / ECH Research.

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



KRETEK
INTERNATIONAL, INC.

HIGH PROFIT BRANDS. FAST RETAIL TURNS.