



AVANTI

January/February 2013

THE VOICE OF 7-ELEVEN FRANCHISEES



**2013 Convention
& Trade Show**

July 14-18

What Is The National
Coalition's Role?

7-Eleven's Evolving Strategy

Survivorship Agreement:
What You Must Know

Communication + Relationship
+ Opportunities = Success

Cleanliness Is A Two-Way Street

Using The Balanced Portfolio
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2013 Convention & Trade Show

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Las Vegas!*

July 14-18

Trade Show: July 17-18

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Member News

SEI Acquires South Texas C.L. Thomas Locations

7-Eleven, Inc. recently announced it had acquired 143 Speedy Stop and Tiger-market retail locations from C.L. Thomas, Inc. of Victoria, Texas. The acquisition, which closed December 31, increases 7-Eleven stores' footprint in San Antonio, where the company recently purchased 25 stores as part of its acquisition from TETCO, Inc. It also adds to 7-Eleven's growing fuel wholesale-delivery business because the acquisition includes gasoline distribution to approximately 150 dealer-operated sites. SEI said it plans to remodel and rebrand a significant number of the new locations in 2013.



2012 Expansion Goes Better Than Planned

SEI ended 2012 with a bang, having added more stores last year than initially planned, according to *CSNews Online*. Earlier in the year SEI announced plans to add about 630 new stores in the U.S. and Canada. By the end of 2012 SEI had 969 new locations, 961 of them in the U.S. A spokesperson for the company told *CSNews Online* that SEI's focus on main-

taining a strong balance sheet before and during the recent financial crisis placed the company on solid footing to grow. Because of this, SEI was able to be "opportunistic" and take advantage of a soft real estate market.

CSNews listed SEI's 2012 U.S. acquisitions as:

- 143 stores in Texas from C.L. Thomas Inc.
- 12 stores in North Carolina from Fast Track Inc.
- 163 stores in Utah and Texas from TETCO Inc.
- 67 stores in Ohio and Pennsylvania from EZ Energy USA.
- 58 stores in Ohio, Pennsylvania, West Virginia and Maryland from Handee Marts.
- 74 stores in West Virginia, Ohio, Pennsylvania and Kentucky from Prima Marketing LLC.
- 51 locations in north Texas from ExxonMobil.
- 55 locations in North and South Carolina from Sam's Mart.

- 18 stores in Wisconsin from Open Pantry Food Marts of Wisconsin.
- 23 stores in north and central Texas from Strasburger Enterprises.

This expansion netted 7-Eleven the No. 1 spot on *Convenience Store News*' "Top 20 Growth Chains" list. *CSNews* partnered with TDLinx—a service of Nielsen—to identify those c-store operators (21 in all due to a tie) that added the most convenience stores between January 1, 2012 and December 31, 2012. 7-Eleven

led the pack by a wide margin, with the No. 2 chain (listed as Military) adding 133 stores.

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January/February 2013

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Member News



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- Exhibitor registration page!
- Sign up for the Joe Saraceno Charity Golf Tournament!
- A breakdown of all the seminars, activities and social events scheduled for the convention!
- Hotel and reservation information!

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Downtown Miami Comeback

7-Eleven is making a comeback in downtown Miami, with three urban-format stores already open in the business district, reported the *Miami Herald*. These smaller, urban prototypes with no parking and an emphasis on fresh and grab-and-go foods are aimed at downtown dwellers and workers on foot. The opening of 7-Eleven stores has been a welcome boon to downtown residents and office workers who formerly had to rely on often-dingy mom-and-pop convenience stores with limited hours and offerings. SEI officials told the newspaper that bringing the urban-format outlets to the densely populated downtown Miami area was a no-brainer as the chain seeks out new markets in which to expand.

At an average of 1,800 square feet, the compact urban 7-Elevens are about half the size of the boxy suburban stores and boast more sophisticated design and finishes tailored to fit into the surroundings. The merchandise sold in these locations represents a paring-down of the typical suburban 7-Eleven's offerings, with slight variations according to location and clientele, and even what special events are going on downtown on a given day.

One Of The 'Most Innovative Companies In Retail'

7-Eleven has been ranked #3 on *Fast Company* magazine's list of the "World's Top 10 Most Innovative Companies in Retail" for its recent partnership with Amazon.com on a new in-store locker system. *Fast Company* recognized 7-

Eleven for localizing and compartmentalizing its stores. SEI's partnership with Amazon on "Amazon Lockers" allows users to have small packages delivered to 7-Eleven stores rather than their homes. In 2012, that partnership expanded to five areas globally: New York, Seattle, DC, Silicon Valley and London.

Fast Company's Top 10 list characterizes the state of innovation in the U.S., featuring businesses having the greatest impacts across their industries and our culture as a whole.

7-Eleven Among Top Coffee Sellers In U.S.

7-Eleven owns 6.84 percent of the coffee market in the U.S. with 92.2 million servings sold in the fourth quarter of 2012, reported *CSP Daily News*, citing data from StudyLogic. This places 7-Eleven fourth on

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Cal-Neva FOA Raises \$12,000 To Fight Breast Cancer

Fall brings a lot of changes to our area stores. The leaves change colors, the temperatures begin to cool off, Pumpkin Spice coffee flavor is back, and 7-Eleven employees wear... pink. This year marks the first in which the Cal-Neva FOA has chosen to take a stand for the fight against breast cancer.

Following in the footsteps of Rhonda and David St. Onge, our local area raised awareness and funds by selling "Save the Ta-Tas" pink t-shirts and miniature t-shirt



donation signs. For me—like many other franchisees—breast cancer has personal relevance, as one of my dear family members is a survivor.

It makes me so proud that our community and our FOA has displayed such overwhelming support and enthusiasm for this great cause. In just two short weeks of preparation we surpassed our goal by raising \$12,000 for the Renown Health Foundation's breast cancer treatment program. If nothing else, this fundraiser proved that everyone looks good in pink!

—Richard Rose, President, Cal-Neva FOA



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the list, behind McDonald's (14.32 percent share and 193.0 servings sold), Dunkin' Donuts (13.75 percent and 185.3 million servings) and Starbucks (11.80 percent and 159.1 million servings). The order remains the same when viewed by coffee dollar sales, with 7-Eleven posting \$156.7 million in sales in the fourth quarter for a 7.90 percent share of the market. The other c-store chains to make the list were Speedway (7th) and Wawa (8th).

C-Store Count Hits 149,000

The U.S. convenience store count increased to a record 149,220 stores as of December 31, 2012, a 0.7 percent increase (1,094 stores) from 2011, according to the 2013 NACS/Nielsen Convenience Industry Store Count. The growth of c-stores selling motor fuels was nearly triple the overall growth in the industry, as fuels retailers added convenience operations and convenience retailers added fueling operations. Overall, 82.6 percent of c-stores (123,289 stores) sell motor fuels, a 1.9 percent increase (2,339 stores) over last year.

The data further reveals that c-stores account for 34.8 percent of all retail outlets in the U.S., which is significantly higher than the nationwide total of other retail channels including drug stores (40,727 stores), supermarkets (33,192 stores) and dollar stores (24,075 stores). Additionally, the convenience retailing industry continues to be dominated by single-store operators, which now account for 62.9 percent of all c-stores (93,819 stores total), an increase of 0.7 percent over last year.

The top three states in terms of store count, according to the report, are Texas (14,920), California (10,916) and Florida (9,571). The bottom three are Alaska (202 stores), Delaware (348) and Wyoming (354).

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Legislative Update

Groups Urge Judge To Block NYC's Large Soda Ban

The American Beverage Association, the National Restaurant Association and several local pro-business groups recently asked a judge to temporarily block New York City's ban on large sugary drinks from restaurants and elsewhere, saying businesses will be forced to spend money to comply with a law that may not survive, reported Reuters. The beverage and restaurant industry groups have filed an Article 78 proceeding against the city over the legality of the ban, which outlaws the sale of sugary drinks larger than 16 ounces from many of the city's food service businesses, including movie theaters and street carts. The ban is set to begin March 12, although city officials have issued a three-month grace period before imposing \$200 fines for violations.

The NAACP and the Hispanic Federation have filed a joint brief supporting the American Beverage Association's lawsuit, claiming that the ban would disproportionately hurt small, minority-owned businesses, reported CNN. The groups say the ban will "selectively and unfairly harm small and minority-owned businesses by discriminatorily preventing them from selling large 'sugary beverages' while allowing their large competitors such as 7-Eleven and grocery stores to carry the banned sugary beverages." 7-Eleven and other grocery stores and convenience stores are exempt from the ban because they are regulated by the state, not the city.

"NYC's ban on sugary drinks larger than 16 ounces is set to begin March 12."

Rhode Island Pushes For Soda Tax

A small group of Rhode Island lawmakers are trying to place a new tax on sugar-sweetened beverages, reported the *Providence Journal*. The legislation would add a \$1.28-per-gallon tax to the price of any sugar-sweetened syrup, powder or soft drink, and defines sugar-sweetened beverage as any "nonalcoholic beverage ... containing sugar, corn syrup or any other high-calorie sweetener including ... sodas, sports drinks or energy drinks."

Texas Lawmaker Seeks Soda Tax

A Texas state legislator recently introduced a bill that would put a penny per ounce tax on "certain sweetened beverages and ingredients" in order to fight obesity and fund health and physical education programs in state schools, reported *Courthouse News Service*. Under House Bill 779, sweetened beverage powders and syrups would also be taxed for each ounce of sweetened beverage that would be produced from them. No-calorie diet drinks, 100 percent vegetable or fruit juices by volume, drinks with more than 0.5 percent alcohol, sports drinks, electrolyte replacement drinks, unsweetened milk, baby formula, as well as water, coffees and teas with no-calorie additives, would be exempt from the tax.

The tax would be indexed to inflation and would be paid by businesses that sell the drinks to the "ultimate consumer." If passed, the bill would

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M&M's Mega Tubes SLINS 140416

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Merchandise on the front candy counter rack using the candy header card and in the chocolate section using the rail strip!



Member News

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7-Eleven Top C-Store On 'Franchise 500' List

7-Eleven is the highest ranked c-store on *Entrepreneur* magazine's 2013 "Franchise 500" list, coming in at No. 4. The other two chains on the list are ampm (No. 22) and Circle K (No. 36). Taking the top three spots are Hampton Hotels (No. 1), Subway (No. 2), and Jiffy Lube (No. 3).

To be eligible for the Franchise 500 ranking, a franchisor must have a minimum of 10 units, with at least one in the U.S. The company must be seeking new franchisees in the U.S., and it cannot be in Chapter 11 at the time the ranking is compiled. All companies, regardless of size, are judged by the same criteria: objective, quantifiable measures of the franchise operation. The most important factors include financial strength and stability, growth rate and size of the system. *Entrepreneur* magazine also considers the number of years a company has been in

business and the length of time it has been franchising, startup costs, litigation, percentage of terminations and whether the company provides financing.

Dunkin' #1 In Coffee Loyalty

For the seventh straight year, Dunkin' Donuts has been ranked number one in customer loyalty in the coffee category by the Brand Keys Customer Loyalty Engagement Index. This year, Dunkin' Donuts was also ranked number one in customer



"7-Eleven ranked 4th in nation-wide coffee sales behind McDonald's, Dunkin' Donuts and Starbucks."

Visit the National Coalition Website, www.ncasef.com

loyalty in the packaged coffee category. The 17th annual national survey conducted by brand loyalty and engagement consultancy Brand Keys identifies brands that are best able to engage consumers by meeting or exceeding their expectations, which creates loyal customers.

Recent Payroll Tax Changes Consumer Spending

A change in federal tax law that decreased the take-home pay of many working Americans is impacting household budgets. According to the National Retail Federation's 2013 Tax Returns Survey conducted by BIGinsight, nearly three-quarters (73.3 percent) of those polled say their spending plans are taking a hit.

When asked how the new federal tax laws have affected spending, saving or budgeting of their households, nearly six in 10 (58.2 percent) of those polled say

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Franchisee Donates Coats To Help Local Kids Stay Warm

Sierra FOA president Serge Haitayan strongly believes community involvement is an essential obligation for any small business owner.

For the past five years, ever since the nation's economy bottomed out and he noticed his customers struggling to get by, Serge has been helping Fresno-area children stay warm during the winter

months by donating coats to local elementary schools. Last November, he donated 400 coats to two area schools—200 per. A solo effort, Serge said he normally orders the coats online at major discounters and hands them out the week after Thanksgiving, just as temperatures are getting nippy. He said it's his way to give back to the community that supports his business.



Franchisee Serge Haitayan was featured in an ABC News report about his coat donations to local area school-children near his store in Fresno.

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MIKE AND IKE® ITALIAN ICE™ 5oz Theater Box 12ct box		444026	142059	MIKE AND IKE® Original Fruits 1.8oz Count Goods 24ct box		403373	141374
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Member News

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their plans have been either somewhat or greatly impacted. Specifically, nearly half (45.7 percent) say they will spend less overall, and 35.6 percent will watch for sales more often. Additionally, one-third (33.5 percent) will reduce how much they dine out and 24.5 percent will spend less on “little luxuries,” such as trips to coffee shops, manicures and high-end cosmetic items.

C-Store Channel Ends 2012 On A Positive Note

Visits to convenience stores increased by 4.6 percent in the fourth quarter of 2012 compared to the same quarter a year ago, reflecting positive movement in some key

economic indicators and lower gas prices in the last quarter of the year, according to global information company The NPD Group. NPD's Convenience Store Monitor reveals that the increase in traffic was attributed to an increase in average monthly visits, which grew 3.7 percent over last year as c-store shoppers made an average of 6.2 visits in a 30-day period.

The report also shows the amount consumers spent on products per visit in the fourth quarter of 2012 increased by 31 cents over the last calendar quarter of 2011. This increase may be attributed to a combination of inflation and changes in the mix of products as the average number of items consumers purchased has remained steady throughout 2012 at 3.4 items per visit. Al-

coholic beverages, cigarettes/tobacco, and fresh food had the strongest category growth over last year while lottery tickets and newspaper, magazines, and books had the largest year-over-year decline.

CSP Magazine Highlights SEI's 'Foodservice Engine'

In its January 2013 issue, *CSP Magazine* examined SEI's foodservice expansion and how it ties into the company's current acquisition activity. “With higher food sales a core directive for 7-Eleven, building the most efficient foodservice

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7-Eleven Close To 50,000 Stores Worldwide

7-Eleven, Inc. announced the company has achieved record store growth in 2012 and expects the number of 7-Eleven stores worldwide to pass the 50,000-store mark by the end of the first quarter. Already the world's largest retailer by store count, 7-Eleven added close to 5,000 stores to its worldwide portfolio in 2012. By year's end, the company operated, franchised and licensed more than 10,000 stores in North America (including Mexico), and over 39,000 7-Eleven stores were in Europe, Australia and Asia, for a total of approximately 49,500 stores in 16 countries. 7-Eleven and its licensees around the world are subsidiaries of Seven & I Holdings. ■

Swedish Stores Go Retro-Nostalgic

The Swedish arm of 7-Eleven recently underwent a redesign that resurrects elements from the chain's postwar identity, reported *Fast Company*. The company hired Stockholm-based BVD for the rebranding task, and the design studio dove into 7-Eleven's 80-year-old graphic identity for inspiration—embracing and amplifying its most distinctive elements. At the core of their reimagined brand is the company's green-and-orange pinstripe pattern, which has fallen out of favor with Swedish customers in the past decade. BVD used the iconic stripes in a new and more modern way, “creating a strong recognizable graphic signal that works in a busy environment.” Alongside the new patterns, BVD also resurrected 7-Eleven's old typeface. Inside, the 7-Eleven stores are lit by recessed halogen bulbs and decorated with only a few 7-Eleven logos. BVD also redesigned the kiosk components to include a gigantic “Kaffe” sign done in the distinctive lettering, and turned everything a deep hunter green to make the interiors look warm and busy.



The redesign of Swedish 7-Eleven stores includes turning everything inside a deep hunter green and using the brand's iconic stripes in a new and different way.



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45% of Coffee-mate users buy Coffee-mate exclusively.

48% of all coffee drinkers say that the availability of at least one flavor of Coffee-mate would make them more likely to order coffee.



Member News

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operation has been paramount for the chain—a formula that calls out for more stores in higher concentrations,” the article states. “Obtaining that magic number of stores to support a commissary and distribution infrastructure could very well be the No. 1 reason for 7-Eleven’s M&A activity.”

To read the article in its entirety, visit <http://www.cspnet.com/news/foodservice/articles/foodservice-engine>.

5-hour ENERGY's Donation Exceeds Expectations



Due to the popularity of Pink Lemonade flavor 5-hour ENERGY and the support of 5-hour ENERGY fans, Living Essentials, LLC announced that it was able to donate \$387,531.20 to the Avon Foundation for Women Breast Cancer Crusade to fund breast cancer research and access to quality health care.

In October 2012, Pink Lemonade flavored 5-hour ENERGY was released. Be-

tween October 1 and December 31, 2012, five cents of every bottle of Pink Lemonade 5-hour ENERGY sold was donated to the Avon Foundation for Women Breast Cancer Crusade. Unsure of how the new flavor would be received or how consumers would respond to the program, Living Essentials said it committed to a minimum donation of \$75,000, but hoped that donation would grow. An advertising campaign got the word out across national TV, radio and Internet. Response to the new flavor and its tie-in to a great cause generated such great demand for Pink Lemonade 5-hour ENERGY that two additional production runs had to be ordered, the company stated.

Consumers Pessimistic As Gas Prices Rise

Consumers are increasingly pessimistic about the economy and gas prices are a growing reason why, according to the results from the monthly NACS Consumer Fuels Survey. Nearly one quarter (23 percent) of consumers

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Visit the National Coalition Website, www.ncasef.com



Pop star Ke\$ha recently revealed her complete devotion and love for 7-Eleven to *Rolling Stone Magazine*. “7-Eleven makes me really happy. It’s a one-stop shop, it’s open all night, and the green and red colors make me feel safe,” she stated in the December 6 issue. • Fast-food giant **McDonald’s** has expanded the test run of its **Mighty Wings** to the Chicago area, reported the Associated Press. The chicken wings—which are available in three-, five- and 10-piece servings—had a successful test in Atlanta in 2012. • Walmart plans to **offer employment to every veteran seeking work** under a program that is expected to hire 100,000 people over five years, the *New York Times* reported. The program is set to kick off on Memorial Day, May 27. • **7-Eleven is on the National Rifle Association’s (NRA) list of groups**, companies and celebrities that endorse or support **anti-gun positions**, reported Dallas news station CBS-DFW. SEI said it doesn’t have a position on guns and has not been able to get an explanation from the NRA as to why it’s on the list, nor has the company had any luck being removed. • **AAA has implored the EPA and gasoline retailers to suspend the sale of E15 gasoline**—which is made of 15 percent ethanol and 85 percent gasoline—until it is safer for cars to use. Research shows that E15 could cause **faster engine wear**, damage to the fuel system and other problems. • Sales of **smoking cessation products** are projected to increase 3 percent from 2011-12, reaching \$1 billion and they are expected to continue growth through 2017 reaching \$1.2 billion in sales, according to a report by Mintel. • The U.S. Postal Service recently opened its 100th village post office (VPO) at the Linden Food Plaza in Linden, Indiana. **Village Post Offices are operated by community businesses** to provide selected postal prod-

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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

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CLEANLINESS IS A TWO-WAY STREET

By Serge Haitayan, President, Sierra FOA

Recently I received an email from my field consultant explaining that the GEAs will be making more weekend and night (5-9 p.m.) visits, along with some clarifications on certain cleanliness rules. While I'm all for maintaining cleanliness—which goes a long way in enhancing the shopping experience of our customers and keeps them coming back—there's only so much we can do with stores that haven't been upgraded in over 15 years and look worn and dated. Why should the onus fall on franchisees to make our old stores look sparkling and more inviting while 7-Eleven acquires and builds new stores, many of which are in close proximity to existing old stores?

Inspired, I responded to my field consultant's email with suggestions of my own to hold SEI accountable for maintaining our equipment, buildings and grounds. For instance, I suggested GEAs should start looking at our physical plant: they should start scoring how old and unwelcoming some of our 7-Eleven signs are, or on the missing paint on the walls. Perhaps they should evaluate how old our cold boxes are, along with some shelving for which we cannot get parts. How about looking at the many different tiles on our floors and how worn they are? Not to mention the trash area in the back of my store, shouldn't it have gates? Are the parking lots disintegrating and full of cracks? Perhaps they should evaluate our stores for fresh food appeal.

Maybe we should also start scoring SEI on its accounting and RIS systems. What score should the company get when franchisees have to chase after every CDC adjustment? Would SEI get a pass-

ing score if our S18s are still factoring recommended items and our SIs keep dropping from our system without notice? How should our time-consuming ordering system be ranked? Is it up to par compared to our competition?

While we're at it, let's have the GEAs take a look at the Asset Protection Department. What score would they get for penalizing franchisees for every imagined loss in our store? Would they pass on that criterion?

Since they're going to be spending more time in our stores, perhaps the GEAs could evaluate SEI on their monthly promotions. How correct were they? Did they post on time? Did the POP match correctly with our promotions?

I am truly sorry for being so negative, and I am not talking about all the stores in the system, but at the end of the day, franchisees should not be asked to spend good money keeping worn out stores clean for our customers beyond our budget—the same way we are unable

to force SEI to spend money on our existing stores beyond their budget—especially when some stores already look old and outdated to our customers.

Franchisees have enough to worry about in the daily operation of our stores without having to sweat over the GEA scores that in many cases lead to LONs and breaches. The fact of the matter is that SEI might itself receive LONs and breaches if it was held up to the same scrutiny as franchisees.

This is my opinion and I welcome yours.

SEGE HAITYAN can be reached at 559-355-4899 or sergez@comcast.net



surveyed in a national poll of gasoline purchasers are “very pessimistic” about the economy, a significant increase from the 18 percent who said that they were very pessimistic in NACS' January consumer poll. Consumers age 50 or older were the most pessimistic (27 percent), while those age 18 to 34 (16 percent) were the least pessimistic. Overall, 59 percent said they were either “very pessimistic” or “somewhat pessimistic,” a jump from the 54 percent who said that they were pessimistic in January.

Gas prices, which have steadily climbed since the beginning of the year, are clearly top of mind with consumers. Nearly half of all consumers (44 percent) surveyed now say that gas prices have a “great impact” in how they feel about the economy, a significant increase from the 38 percent who felt that way in January. Overall, 87 percent of consumers say that gas prices have an impact on their feelings about the economy.

Wawa & QuikTrip Join MCX Mobile Wallet

C-store chains Wawa and QuikTrip have joined 7-Eleven, Alon, Shell and Sunoco in the Merchant Customer Exchange (MCX) mobile wallet initiative, according to *The Steil Report*. MCX's merchant owners now include seven of the 14 largest merchants by sales, and 19 of the top 100, according to the NRF's STORES magazine ranking. This group of retailers processes more than \$1 trillion in payments annually and operates more than 75,000 stores.

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NY First In Smuggled Cigs

New York State sells more bootlegged cigarettes than any state, with 60.9 percent of the cigarettes sold transported into its borders improperly, reported Reuters. Cigarettes can be bootlegged by bringing in lower-priced packs from other states, counterfeiting state tax stamps, hijacking trucks or bribing officials to ignore illegal shipments. New York has higher tobacco taxes than any other state, at \$4.35 per pack, which does not include a local New

York City tax of \$1.50 per pack.

Shoppers Poised To Expand Beyond the Store

A new IBM study found that consumers are diversifying the way they shop for and acquire goods, becoming increasingly open to buying both online and in-store depending on their needs at time of purchase. While more than 80 percent of shoppers chose the store to make their last non-grocery purchase, only half are committed to returning there the next time

they buy. IBM's research also found that consumers are in a transitional state. According to the study, 35 percent are unsure whether they would next shop at a store or online.

Popularity Of 'Walk-In' Retail Health Clinics Grows

The popularity of "walk-in" medical clinics located in pharmacies, superstores and workplaces nationwide is increasing rapidly, a new Harris Interactive/Health-Day poll finds. Twenty-seven percent of

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Legislative Update

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add a 50 percent penalty on those who fail to pay the tax, get the necessary state permit and file regular reports. It would also expose business owners to a criminal, Class C misdemeanor charge if they fail to pay.



Bill Filed To Allow Online Lottery In Florida

A Florida senator has introduced a bill that would allow lottery tickets to be sold online, reported Florida's WTXL ABC-27. Senate Bill 266 would give the Department of the Lottery the right to create and administer a program that provides for the sale of lottery tickets online, without using an online lottery retailer. Customers would be able to buy a ticket "via a subscription mechanism," according to the bill. The department would also be able to create the rules governing the online sales. If passed, the Florida bill would go into effect on July 1, 2013.

Chicago Alderman Proposes Ban On High-Caffeine Energy Drinks

If a Chicago alderman gets his way, the city would ban the sale and distribution of high-caffeine energy drinks to consumers of all ages, reported the *Chicago Sun-*

Times. Ald. Edward M. Burke, chairman of the City Council's Finance Committee, proposed the ban, citing the popularity of drinks such as Red Bull, Monster, Full Throttle and 5 Hour Energy among teenagers and young adults and the dangers those drinks can pose to their health. Burke's ban, however, would still allow Red Bull to be sold, since his measure would generally target higher-caffeine drinks. Some of the others could still be available, but not in their larger sizes or more potent concentrations. Violators would face fines ranging from \$100-to-\$500 for each offense, and retailers who repeatedly violate the citywide ban could have their business licenses suspended or revoked.

In response, the beverage industry has hired a pair of heavy-hitting lobbyists to try to kill the proposed measure. Victor Reyes, the former Hispanic Democratic Organization (HDO) chieftain who once served as former Mayor Richard M. Daley's political enforcer, is representing the American Beverage Association. Former State Representative Sam Panayotovitch is lobbying the City Council on behalf of 7-Eleven.

Illinois Bill To Ban Energy Drink Sales To Kids

Illinois State Representative Laura Fine recently introduced legislation to ban the sale of energy drinks to anyone under 18 years old, EvanstonNow.com reported. The measure targets energy drinks like 5-Hour Energy, Monster and Red Bull. Fine said studies have linked health problems—such as seizures, high blood pressure, irregular

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What Is The National Coalition's Role?

BY BRUCE MAPLES
EXECUTIVE CHAIRMAN, NCASEF

The National Coalition bylaws, except for a few minor adjustments years ago, are the same bylaws developed in 1980, the Coalition's sixth year, under the leadership of then chairman Bill Schuessler. In 1980, 7-Eleven was in the middle of a growth phase and was building some 300 stores a year, which they did for 20 years beginning in 1968. It was a time of growth, rapid expansion and opportunity for both franchisees and the Thompson Brothers, owners of the company.

Thirty-two years later, a reading of the bylaws shows that those early franchisees were incredibly insightful in stating the group's objectives. Our bylaws mention three main objectives and purposes of the National Coalition: 1) to maintain research and educational programs; 2) to promote, develop and assist 7-Eleven convenience store franchisees in organizing and maintaining effective regional trade associations; and 3) to communicate with 7-Eleven, Inc., and the various regional trade associations and coordinate their efforts for the attainment of a social and economic framework which will enhance convenience store franchising, serve the public, and provide fairness and justice for the 7-Eleven convenience store franchisee.

After all this time, I am amazed by how relevant those words are, especially when franchising, the convenience store industry, and 7-Eleven itself have experienced so much growth, change and innovation.

Today the National Coalition is an association, not a union or an industry trade organization, and we have no contractual relationship with 7-Eleven, Inc. We represent

franchisees only at the request of our members, and we find our strength in numbers. The more franchisees join regional FOA

groups, the larger the National Coalition grows. Today we have 39 regional FOAs, and over the next several years, due to 7-Eleven's expansion, we could have 50 franchise owners associations representing approximately 83 percent of the franchisees in the U.S.

According to our bylaws, the role of our local FOA leadership is to have dialog and address local issues with local management and represent franchisees in their local area. If there is a merchandising issue in a particular area, the FOA president in that area should have a relationship with the local SEI merchandising manager and address the fact that the areas does not have the right sandwich selection. By contrast, The National



"The National Coalition's job is to make sure that we are communicating with 7-Eleven senior management on universal and contractual issues."

Coalition's role is to make sure that 7-Eleven's fresh food program overall meets the needs of franchisees.

When you drill down to the local level, it makes sense for the local FOA to get involved. We can say in Philadelphia we need a Philly cheese steak program, because that is the dominant sandwich in the area. In Chicago we can say the hot dog program should center on Vienna hot dogs and poppy

"Thirty-four years after the writing of the National Coalition's bylaws, I am amazed by how relevant those words are, especially when franchising, the convenience store industry, and 7-Eleven itself have experienced so much growth and innovation."

seed buns, which make a Chicago-style dog. In this way, the local FOAs can work with the local management team to get the product assortment right for that area and address local issues, with local management.

The National Coalition's job is to make sure that we are communicating with senior 7-Eleven management on universal and contractual issues like encroachment, BT, cleanliness and overage packages —the issues that affect



all the franchisees in the country. In every National Coalition Board meeting, franchisee leaders look at trends, report on issues in their areas, and trade information on what is happening with franchisees around the country. The CDC flat fee is a good example of this. The flat fee was a national issue that FOA leaders brought to the National Coalition and the National Coalition took to 7-Eleven. We

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What Is The National Coalition's Role?

"The role of our local FOA leadership is to have dialog and address local issues with local management and represent franchisees in their local areas."

ended up getting the flat fee removed for every franchisee in the country. Getting the pricing right and the product selection right in the local CDC still is the role of the local FOA, but the National Coalition provides a forum to discuss this on a national level.

BT is another example of how the National Coalition works on issues. BT was rolled out in Southern California, reported on in multiple National Coalition Board meetings, then followed up on in over a dozen meetings at the local level in Southern California that included National Coalition officers and FOA leadership. We then took the issue to SEI, delivered the franchisee feedback on BT, and we affected the hybrid model currently deployed in Florida and Texas.

Part of role of the National Coalition is to give the franchisee message to 7-Eleven in a clear, concise way that SEI understands. Over the past three years, we have tried to do this with solution-based feedback. We don't like the way BT works, but here is the solution that we think works. In the discussions we had with 7-Eleven about the BT program rolled out in Southern California, franchisees had concerns about their inability to source non-recommended items from DSD vendors. Franchisees wanted to continue to use Retailer Initiative to provide guests with the items they want, so we asked for a BT system that uses the vendors currently delivering to the stores. The Southern California BT model and the hybrid are currently under review by 7-Eleven and our vendor partners to in an attempt to better understand the best solution for our stores.

Over the last 37 years, the National Coalition's convention and trade show has evolved to support our goals of education and the exchange of franchisee information. Our convention is all about business, community, family and building a sense of camaraderie among our members. It is a great opportunity for franchisees to share common ideas, goals and interests, and the experience of what it is like to be a 7-Eleven franchisee. At the 2012 convention in Hawaii we had a fireworks display to celebrate 7-Eleven's birthday, but the best thing about it was that we could all share in that experience together. Franchisees have that common bond.

The National Coalition's convention and other activities also give our valued vendors a chance to connect with the people who are making the merchandising and buying decisions that can affect their sales and profits. To any vendor selling to franchisees, the most critical person is the franchisee. Thousands of buying decisions are made every day in stores throughout the system. It is only when the person with the MOT in their hand makes the "carry" or "non-carried" decisions that the product assortment ends up in the store.

For 38 years the National Coalition has been there for the franchisee community, and our bylaws still hold true today. We are serving the same purpose as Bill Schussler and his colleagues. Our biggest asset is our membership base, because regardless of where we are in the country, we are all franchisees, and there is STRENGTH IN NUMBERS. If franchisees rally around a common issue, we DO make a difference.

At the National Coalition we want every franchisee to feel good, every day, about what we do. We want to build security through the exchange of information about our businesses and we want to work with 7-Eleven to build our sales and profits. If our success is really a balance of co-prosperity, 7-Eleven and franchise community must work more closely to ensure the long-term health of the franchise system. **AV**



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ucts and services, including Forever stamps, Priority Mail Flat Rate packages and envelopes and Post Office Boxes. **The Postal Service began opening VPOs in 2011** in locations like libraries and c-stores as a way to serve rural communities across the country. • **Eighty percent of U.S. grocery shoppers want access to electronic coupons**, but only 35 percent of U.S. grocery retailers offer electronic coupons, according to a new global study of shoppers and retailers by NCR Corporation. • **General Mills has negotiated an agreement with the Center for Science in the Public Interest to remove strawberry imagery** and list the percentage of fruit content on its Strawberry Naturally Flavored Fruit RollUps, reported BakeryAndSnacks.com. The settlement came in light of a class action lawsuit that alleged **packaging stating "made with real fruit" and depicting strawberries incorrectly described the ingredients in the strawberryflavored product** made with "pears from concentrate." • Coca-Cola recently introduced its Freestyle Mobile App, which **helps consumers find Coca-Cola Freestyle dispensers. PUSH! + Play**—which also helps people interact with 100+ Coca-Cola brands—is available free in the iTunes App Store and through Google Play. • **Sears.com and Kmart.com sold enough slow cookers** during the holidays that if used simultaneously they could produce 921 gallons of chili in 3 hours. • An ad for electronic cigarette NJOY Kings that aired on TV in December was the **first smoking ad to run since cigarette advertising on TV and radio was banned on January 1, 1971**, reported *Time* magazine. • Pennsylvania-based c-store chain **Wawa plans to add bread ovens to its stores in order to offer fresh baked rolls**. Wawa's new CEO said he wants the chain's food service to be seen as **fast casual like Five Guys, Chipotle or Panera**, rather than fast food. • McDonald's pushed its franchisees to **remain open on Christmas after restaurants that stayed open on Thanksgiving** experienced a robust sales increase, reported *Advertising Age*. The fast-food giant normally allows individual branches to observe a holiday on special occasions. • **Diebold Inc. recently unveiled a new ATM that interacts directly with smart phones**—no ATM



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7-Eleven's Evolving Strategy Keeps Us Ahead Of The Game

BY JIVTESH GILL
EXECUTIVE VICE CHAIRMAN, NCASEF

No matter the industry, the business environment is always in flux. Companies that become too comfortable with their positions in an industry and rest upon their laurels soon find themselves struggling to catch up with the changing times and the changing needs of their customers, and before long they're out of business. Just look at what happened to Xerox, IBM, and Kodak.

In order to become an industry leader and remain on top, companies must evolve and adjust to the times. 7-Eleven has always been a leader within the convenience store channel mainly because it is an innovator and has been able to quickly adapt to the shifting retail landscape and the changing needs of our customers. From a franchisee's perspective, I feel pretty good that our company is proactive rather than re-

needs so they will come shop in our stores because we have more of what they want.

Take the increasing use of smart phones, for instance. These days, consumers are very technologically sophisticated and use their smart phones to quickly compare prices and deals while shopping. Given the current weak econ-



"Right now, foodservice is the highest potential growth category—generating \$640 billion in sales compared to \$40 billion for cigarettes, which we have long relied on for incremental sales."

active, and that 7-Eleven has its finger on the pulse of the retail market and is able to effectively forecast and adjust to changes.

One of the ways 7-Eleven is adjusting is by devoting considerable resources to find out more about our customers. Through extensive research we are learning how people shop, what they expect, what they react to, what gets their attention, and then we gear our marketing and

our merchandising toward that, which is very innovative. This allows us to better serve our customers'

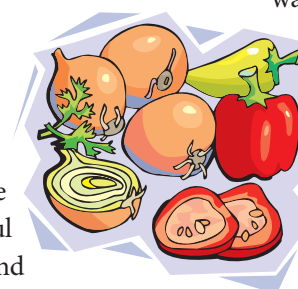
omy and rising gas prices, consumers are feeling the squeeze and are very careful about where they shop and what they buy. To appeal to these customers, 7-Eleven developed a smart phone app that informs them of our special promotions, provides coupons, and even has a store locator. I think this is a great step forward, and we should absolutely encourage our customers to download the app.

Another service that 7-Eleven is now offering in select test markets that definitely has the potential to attract more foot traffic is the Amazon Lockers program.

"7-Eleven has always been a leader in the c-store channel because it is an innovator and has been able to quickly adapt to the shifting retail landscape and the changing needs of our customers."

Essentially, stores are being outfitted with lockers that customers can use to have the items they purchase on Amazon.com shipped to instead of their homes. Then, on their way home from work or wherever, they stop by their local 7-Eleven to pick up the package. I believe this service will go long way in helping us attract new—and more importantly, loyal—customers, especially those with busy lifestyles that are always on the go.

SEI's research into the changing needs of our customers has also found that, although they are more price sensitive and are seeking more deals because of the tight financial times, they more often prefer to spend a little more to get that premium product. This is especially true when it comes to foodservice items. Right now, foodservice is the highest potential growth category—generating \$640 billion in sales compared to \$40 billion for cigarettes, which we have long relied on for incremental sales. Armed with this knowledge, 7-Eleven has been changing its approach to foodservice for the last



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7-Eleven's Evolving Strategy Keeps Us Ahead Of The Game

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several years to emphasize more high-quality fresh and hot food items priced competitively.

Part of this plan involves developing a distribution strategy to get more fresh foods into our stores quicker, and this includes expanding into more densely populated cities and towns. With this in mind, SEI has spent the last several years building a significant number of new stores and acquiring smaller chains. In the last year alone, our company has added 961 new stores to its roster—over 330 more than it had originally planned. The stores range from regular, stand-alone buildings to smaller urban locations, all to support a more efficient distribution strategy.

“Armed with research data, 7-Eleven has been changing its approach to foodservice to emphasize high quality fresh and hot food items priced competitively.”

In the end, it comes down to how well a company can keep up with the changing times and market. So far, 7-Eleven's evolving strategies have gotten us through the recession and the weak economy, and I am confident they will keep us ahead of the game. **AV**



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cards required, reported the *Plain Dealer*. • Almost half of Americans (48 percent) indicate they are living paycheck to paycheck today, according to a new survey by online lender NetCredit.com. • Recreational marijuana users in Colorado and Washington state will soon be able to get their pot out of vending machines, reported NBC News. Med-box, a company that produces medical marijuana vending machines, is currently working to adapt the machines to comply with the states' new laws, which allow adults to legally use marijuana for recreation. • Canadian c-store chain *Couche-Tard* announced that it has signed, through its wholly-owned indirect subsidiary Mac's Convenience Stores LLC, an agreement to acquire 29 Mac's stores—25 in Illinois, three in Missouri and one in Oklahoma. • Dunkin' Donuts plans to open about 150 stores in Southern California beginning in 2015, the *Los Angeles Times* reported. The donut chain—which opened 291 stores across the U.S. in 2012—also plans to open as many as 360 new outlets this year nation-

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Survivorship Agreement: What You Must Know

BY ARNOLD J. HAUPTMAN, ESQ.
NCASEF GENERAL COUNSEL

It has been a very long time since I have written an article in which I described your rights under the survivorship provisions contained in every store agreement in Exhibit F. The rights given to you in these provisions are extremely important but, from my experience, all too few storeowners are aware of its significance, or some are not even aware of its existence or simply forgot there was such a thing. So I think it's time for a review.

Frequently, the equity and goodwill value of one or more stores is one of the largest, if not the largest, asset that a franchisee owns—or possibly second only to the franchisee's interest in his or her home. It is for this reason that the survivorship provisions should be clearly understood, that the designees should be carefully chosen, and that your choices be reviewed on a periodic basis as your circumstances change.

Essentially, the survivorship provisions give you the opportunity to appoint up to three (3) individuals—in order of preference—that you would want to assume ownership of the store in the event of your death, or if you own the store jointly (one or more individuals or shareholders in the corporation that owns the store) upon the death of all joint owners.

Before I give you a summary of the survivorship right provisions and the processes that occur if the right is ever exercised, it is important that every franchisee understand that the designation of a survivor to your ownership in the store is only one part of an overall estate plan that, at a minimum, should include a Will, a Power of Attorney, a Health Care Proxy and a Living Will (a

direction to your doctors if you cannot live without artificial means, i.e.

feeding tube, respirator). In the context of accomplishing your wishes as to who should survive to your interests in the store, a Last Will and Testament is the most important and, indeed, essential part of your estate plan.

In every state, there are laws that dictate who will be the beneficiary of your estate in the event that you die without a Will. The only possible exception are assets for which you can legally designate a beneficiary upon your death, such as IRAs, 401Ks, joint bank accounts, insurance



“In the context of accomplishing your wishes as to who should survive to your interests in the store, a Last Will and Testament is the most important and essential part of your estate plan.”

to your franchise interests. If you do not, and simply provide “I leave everything to my husband/wife,” the Will will trump the contract designation and your wishes may well be thwarted. You may think that your brother, or kid, or long time employee will succeed to your right to the store, only for that intended beneficiary to be faced with a challenge by another person named in your Will as a general beneficiary or, if no Will, by the person who is entitled to your estate pursuant to state law.

Keep in mind also that all states give certain rights to a spouse who can challenge provisions in your Will that deprive

“If you have a Will, you must designate the same persons, in the same order of priority, as you do in the store agreement as the survivors to your franchise interests.”

policies, and bank or investment accounts which contain a “Transfer on Death” (TOD) designation. All other assets, and most certainly the survivor interest in your store, will be inherited by the person or persons that the laws in your state direct—usually starting with a spouse and children in certain proportions.

If you have a Will, however, you should and must designate the same persons, in the same order of priority, as you do in the store agreement as the survivors

him or her of minimum inheritance rights in your estate. I cannot emphasize enough the importance of having your Will and related documents discussed with, and prepared by, a qualified estate attorney.

Now, how does it work? Upon the triggering of the survivorship rights, SEI will attempt to locate your first designated individual and, if he or she is subsequently found and qualified by SEI, that is the end of the process. If that person cannot be lo-

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Survivorship Agreement-What You Must Know

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ated or does not qualify, in SEI's sole discretion, then SEI will go on to the next designee and so on. On the acceptance and qualification of a designee by SEI, your estate must then waive any right to sell the store's goodwill. Obviously, it is important to discuss with your designees whether or not he or she would even want to succeed to your interest, and you would also want to be satisfied that every one of your designees could pass the qualification process. Additionally, SEI will operate the

"If one of your designees does want the store and does pass the qualification process, the then current contract will have to be signed, but no franchise fee will be imposed."

store for the benefit of the franchisee's estate until the earlier of thirty (30) days, the sale of the goodwill by your estate, or upon the effective date of a new store agreement between SEI and the accepted designee. During the first thirty (30) day period after death SEI will not, during the period of its operation, charge for an inventory variation, or payroll (including draw) in excess of that incurred during the prior three (3) months. If the store is not sold, or if no designee wishes to assume the operation of the store, SEI will continue to operate the store, for its benefit, for an additional ninety (90) days, to give your estate a further opportunity to sell the franchise. Importantly, if one of your designees does want the store and does pass the qualification process, the then current contract will have to be signed, but no franchise fee will be imposed and there will be no change in the financial terms

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wide. • Fast-food chain **Wendy's** has suspended expansion of its breakfast test for three years, reported *BurgerBusiness.com*. According to the article, Wendy's took a \$14.6 million hit for scrapping breakfast equipment at underperforming restaurants. • **The Midwest Division of Circle K** recently selected the **Wakefield Sandwich Co.** as the manufacturer of its proprietary Fresh Sandwiches line, reported *CSNews Online*. • In response to rival Target Corp.'s expansion into the Canadian market, **Walmart** is spending \$453 million to build new outlets and renovate its stores in Canada, reported *Bloomberg*. The plan includes adding full grocery sections to all of its Canadian locations. • Donut chain **Krispy Kreme** opened its first franchise location in India on January 19, and has plans to open 80 more over five years in the South and West regions of the country. • Discount chain **Dollar General**

recently announced plans to open 635 new stores and relocate 550 stores in 2013. The company also said it is on track to open its 11,000th U.S. store before the end of the year, in time to celebrate its 75th anniversary. • According to a study by Experian Marketing Services, the **Top 10 Retailers during the holiday as measured by website visits** and searches were **Amazon.com, Walmart, Target, Best Buy, JC Penney, Sears, Macy's, Kohl's, Toys R Us, and QVC.com**, in that

DOLLAR GENERAL

order. • **McDonald's** unveiled plans to launch new packaging designs incorporating QR (quick response) codes that will make nutrition information accessible from mobile devices, reported the *Wall Street Journal*. • The latest research by Mintel reveals that **sales of craft beer in the U.S. nearly doubled** between 2007 and 2012—increasing from \$5.7 billion in 2007 to \$12 billion in 2012. Moreover, Mintel forecasts the segment to grow to \$18 bil-

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(7-Eleven charge) from those in your agreement until its expiration.

For sure, the survivorship benefits in your store agreement are valuable, but the language leaves a lot to be desired from a practical point because the time limitations are far too short. We all know that thirty (30) days for your estate to sell your store and have the buyers approved, or have your beneficiary located, qualified, and up and running a 7-Eleven store is just impossible given the snail's pace of SEI when accomplishing these tasks. Also, probating your Will—or if there is no Will to have an executor appointed, having an administrator appointed—can, in many states, take one hundred and twenty (120) days or more, and the appointment of either one of those representatives is necessary before the store can be transferred to a buyer or to your designees.

The survivorship provisions, unfor-

tunately, do not address these time restraints and contingencies, or the possi-



bility of Will contests or other impediments to permit your estate representative to act quickly. Given these potential

problems, one can only hope that SEI will work with your estate to extend the periods of time allotted for a reasonable period in order to effectuate your wishes and the purpose of the contractual survivor benefits afforded to you.

I know that thinking about important necessities like having a Will prepared or buying life insurance, or designating survivors to your interests in one or more of your stores are just not pleasant tasks, but they are essential—so get to it. **AV**



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COMMUNICATION + RELATIONSHIP + OPPORTUNITIES = SUCCESS

BY JAS DHILLON

VICE CHAIRMAN, NCASEF, VICE PRESIDENT, FOA GREATER LA



Communication is the core of all relationships. The speed and velocity of change in communication and communication technology since the beginning of the millennium has been breathtaking. The term "revolution" often feels like an understatement. We are now continuously bombarded with text messages, emails, tweets, and voice mails ad infinitum.

While the methodology of communication has improved, I feel the effectiveness of communication has not changed as much. Perhaps it has not improved at all. I see emails sent with a re-

them once I do. I personally feel that if I do not respond to a request, I am showing total disrespect for the relationship. A response is not answering their request, it is just an acknowledgment that your are

"If we resolve to treat communications as vitally as we welcome a customer into our store, we all will prosper."



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lion by 2017—a three-fold jump in the decade between 2007 and 2017. • A new study by the Center for College Affordability and Productivity reveals that **a college degree tends to result in both higher pay and lower unemployment.** The jobless rate is currently 3.9 percent for workers with a college degree or higher, versus 8 percent for high-school grads and 11.7 percent for people without a high school diploma. • **Budweiser recently launched its first-ever Twitter account—twitter.com/Budweiser—and marked the occasion by tweeting the first photo of a member of the elite "Budweiser Clydesdales Class of 2013,"** a 150-pound baby horse born the morning of January 16. • Pennsylvania-based c-store chain **Wawa celebrated a social media milestone when it reached one million "likes" on Facebook on January 28.** • **Nearly 44 percent of Americans are one crisis and less than 90 days from poverty,** according to the 2013 Assets & Opportunities Scorecard, the leading source for data on household financial security and policy solutions. • **Couche-Tard is planning to franchise** an undisclosed number of its c-stores in Quebec in order to fend off organized labor from unionizing its stores, reported the *Financial Post*. • **The Postal Service plans to drop Saturday delivery of first-class mail by August** in its latest effort to cut costs after losing nearly \$16 billion last fiscal year, reported Reuters. The

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sponse never given, phone calls made and never returned, and worse—endless, mindless tweets and texts, distracting both sender and receiver.

Unfortunately, the progress made in communication technology seems to have made the art of communication less thoughtful and more adversarial. Dialog, instead of being a two-way discussion, has become a diatribe wrapped in a monologue. This dilemma occurs with many companies, government agencies and even among colleagues, and it weakens relationships.

Therefore, here is my request for 2013—or if you prefer, a challenge for all of us franchisees, SEI folks and our vendor partners: Let us develop communication etiquette. There is nothing more frustrating when an email, text, voice mail or another form of communication goes unanswered or ignored. I see communication as a core ingredient to build, develop and enhance any relationship, personal or business. Just as in any relationship, we have needs, which are:

- Clear communication with details
- Listening intently
- Following up on a request
- Returning phone calls

When I receive a request or question, I may not have an answer immediately, but I will always reply that I will get back to

working on getting them the information they need.

All of this can be bundled under the Servant Leadership model. While some still question the effectiveness of Servant Leadership, I can personally attest that if implemented enthusiastically and honestly, the results are amazing and real—it works! There are some folks in our system that still talk the talk about Ser-

"While the methodology of communication has improved, the effectiveness of communication has not changed as much."

vant Leadership, yet have not fully embraced it or begun to walk the walk!

In this New Year if each franchisee, vendor partner and SEI employee resolves to treat each communication we receive as vitally as we welcome a customer coming into our stores, then we will all prosper 2013. "In order for change to take place, first I must change." I would love to hear your thoughts. **AV**

JAS DHILLON
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Using The Balanced Portfolio Approach At Retail

Retailers Taking a Balanced Approach With Beer Are Outperforming The Market 94 Percent Of The Time

While the beer category's performance in 2012 was partially driven by innovations such as the top new beer brands of the year, Bud Light Platinum and Bud Light Lime Lime-A-Rita, retailer execution also made a big difference, with more and more retailers paying close attention to what they feature and what is moving in their markets.

Beer SKUs are growing at a rapid rate, leaving retailers to decide which ones will drive sales in stores with limited space. Early in 2012, Anheuser-Busch hired an independent research firm to find out what retailers could do to be the most successful with beer. From a study of 125 grocery stores and grocery chains, the study grew to more than 330 grocery, convenience stores and drug stores in markets nationwide. Throughout the year, and as the study has grown, the results have remained the same—the most successful retailers use a balanced approach to stocking beer. In fact, retailers using a balanced approach outsell the rest of the market 94 percent of the time, and for the portion out-selling the market, revenues average 10 percent higher.

A balanced approach means not sacrificing premium beer or craft beer sales. Retailers that are winning are effectively managing

their inventories. They know their competition and understand their shoppers. They understand it's about having the right brand mix for their customers and are focused on those items that are driving incremental sales—not just more variety of brands. They are increasing investment and space behind premium beer because it is the driver to get consumers into their stores and comprises 55 percent of the beer category, according to the latest Symphony IRI data, with the average premium SKU generating \$60 million and the average craft SKU generating \$20 million.

At the same time, winning retailers are capturing opportunities in craft by stocking the brands that are selling in their stores. About 6 percent of craft SKUs represent 80 percent of the dollar volume in the craft segment, and for many craft brands the top four SKUs deliver 90 percent of the volume. By stocking these top SKUs, retailers can attract craft shoppers, capture growth and the high margins of craft, while leaving room for the premium and value features and promotions that drive foot traffic.



“Early in 2012, Anheuser-Busch hired an independent research firm to find out what retailers could do to be the most successful with beer.”

“Premium shoppers are spending 25 percent of their dollars on above-premiums—craft, premium and specialty—while craft shoppers are spending 25 percent of their dollars on premium,” said CJ Watson, Anheuser-Busch director of NRS planning. “A retailer in balance can capture the craft drinker's premium dollars and vice versa.”



“Premium beer, comprising 55 percent of the beer category, is the driver to get consumers into stores.”

And it's working. In stores that are practicing a balanced approach, not only is revenue up by an average of 10 percent, craft volume is up by 14 percent.

Now the study of nationwide markets is moving into a second phase, gaining even more perspective on the way consumers shop once they are in the store and helping retailers make the best use of every inch of space in their stores.

For instance, like wine, many crafts are typically taken home to be consumed at a

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later time. Since these items are not typically consumed immediately, retailers can save their cold space for high-volume items, while maintaining their craft portfolio. They can also use warm shelf space to pilot new items and see how they perform.

Additionally, research shows retailers are often offering discounts on some items, but not seeing an uptick in sales. Consequently, they are losing revenue. A-B will soon be able to offer recommendations to retailers on what promotions will drive sales.

With both premium and value brands growing in revenue according to Symphony IRI data, retailers using a balanced approach are in the best position to harness new opportunities as we begin 2013. They are able to attract craft, premium, value and specialty shoppers. They are able to pilot new brands and capture growth when those brands perform well, but they

“In stores that are practicing a balanced approach, revenue is up by an average of 10 percent, and craft volume is up by 14 percent.”

Mr. Khan Goes To Washington

Southern California 7-Eleven franchisee Andy Khan recently had an opportunity to personally congratulate President Barack Obama on his second term in office during a recent visit to the nation's capital. Andy was



FOAGLA franchisee Andy Khan with President Barack Obama during the White House Christmas Dinner last December.

“Retailers using a balanced approach outsell the rest of the market 94 percent of the time, and for the portion out-selling the market, revenues average 10 percent higher.”

are also careful not to replace an item that sells several six packs a week with an item that sells less than one. With the success of retailers, the entire beer category can continue to grow. **AV**

—Anheuser-Busch Sales and Marketing

invited to the White House Christmas Dinner on December 18, 2012, where he met with the President and First Lady as they welcomed their friends and supporters. In 2011, Andy was presented the President's Volunteer Service Award from President Obama for organizing a local "Say No To Drugs" program for junior high and high school students, as well for his work with "Every 15 Minutes," a two-day program that challenges high school juniors and seniors to think about drinking, driving, personal safety, and the responsibility of making mature decisions.

Andy was also invited to the Presidential Inauguration and Presidential Inaugural Ball on January 21, 2013, where he met people from all walks of life—from Hollywood celebrities to everyday 7-Eleven customers. Andy said he even had the chance to tell President Obama about 7-Eleven's coffee cup promotion declaring Obama the choice of 7-Eleven coffee drinkers.

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Postal Service said it will **still deliver packages six days a week** and will not change post office operating hours. • **Burger King recently unveiled its revamped coffee platform**, blended by **Seattle's Best Coffee** and featuring a 100 percent Latin American arabica bean custom blend. Customers can now opt for hot or iced coffee in a variety of flavors like vanilla, mocha and caramel. • **Billionaire Warren Buffett recently acquired the H.J. Heinz Co.** for \$23.3 billion via his investment firm, Berkshire Hathaway. • **The 2013 Identity Fraud Report by Javelin Strategy & Research reveals there were 12.6 million victims of identity fraud** in the U.S. in 2012—one million more than in the previous year. The study also found that fraudsters stole more than \$21 billion in 2012, the highest amount since 2009. • **During Super Bowl XLVII, companies engaged in franchising outspent** all other combined enterprises by an estimated record \$56 million dollars, revealed the American Association of Franchisees and Dealers. In all, **74 percent** (91 ads) of some 123 ads that aired during the 4-hour game broadcast came from businesses engaged in franchising. • **Moviegoers can now use the Siri feature on their iPhones and iPads** to purchase movie tickets through **Fandango**. When users ask Siri to find a specific movie, nearby theaters or desired show times, Siri now offers the option to "Buy Tickets" and launches the Fandango app. • The number one reason people **choose to shop either in-person or online is convenience, and not price**, according to the results of a new survey by Continuum, a global design and innovation consultancy. • The Center for Science in the Public Interest recently filed a petition with the FDA **urging the agency to identify a safe level for added sugars in beverages**, reported *USA Today*. The group claims a diet high in high-fructose corn syrup and added sugars is **linked to an increased risk of obesity, Type 2 Diabetes, heart disease, gout and tooth decay**. • **Canada has officially eliminated the penny**, reported the *National Post*. The Royal Canadian Mint is presently in the years-long process of collecting and **melting down 35 billion pennies**, while businesses have started to round cash transactions to the nearest five-cent

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FAILED BEVERAGE AND FOOD LEGISLATION TO RESURFACE IN 2013

By Jason Miko, Russell Communications

“Attrition warfare” is defined as “a military strategy in which a belligerent side attempts to win a war by wearing down its enemy to the point of collapse through continuous losses in personnel and materiel.” This is precisely what convenience stores can expect on the legislative front as we move into 2013 and 2014.

Last fall, the so-called “food movement” lost several important ballot initiatives in California, including an attempt to increase soda taxes in El Monte and Richmond in the name of fighting obesity. Those losses, however, did not deter the movement’s backers. On the contrary, they were

“This year and next will see an increase in the attempt to introduce taxes on soda, tobacco, alcohol and other items sold in convenience stores.”

emboldened with their goal to see “14 cities put forth soda taxes by 2014, under the theory that stretching the beverage industry’s resources so thin might enable a few of the taxes to pass.” City Councilman Dr. Jeff Ritterman, who sponsored the ballot initiative in Richmond, told the *San Francisco Chronicle*, “We lost the election, but the movement will eventually win.” This is the attrition warfare the food movement is fighting. This year and next will see an increase in the attempt to introduce these types of taxes—not just on soda, but on many other items sold in convenience stores, especially tobacco and alcohol.

What else can we expect? As state legislatures go back into session this year, several are considering legislation to allow online gambling as a means to plug budget shortfalls. This may include the online sales of lottery tickets, which would present a major problem for convenience stores. At the same time, the federal government is again promising to look at the issue, which could be a blessing or a curse.

Over in Chicago, energy drinks are being targeted and, like soda taxes, this represents the tip of the proverbial iceberg. In a draconian move, a citywide ban has been proposed on all energy drinks in the Windy City. According to the *Chicago Sun-Times*, Alderman Edward M. Burke, chairman of the City Council’s Finance Committee, “proposed the blanket ban, citing the popularity of drinks such as Red Bull, Monster, Full Throttle and 5 Hour Energy among teenagers and young adults and the dangers those drinks can pose to their health.” While this is a so-called “health” issue and not a revenue-raising ploy, and while it is unlikely to be approved, it does point to the push—at both the state and federal level—to address the energy drinks issue. We can expect both to do so.

Other issues franchisees can expect to face include new limits and crackdowns on age-restricted items, and plastic bag bans and restrictions. However, depending on how legislation is proposed for dealing with plastic bags, franchisees could potentially benefit from this issue.

As always, the NCASEF will be working with allies at the national level to oppose much of this type of legislation, but ultimately the vote is best fought and won at the local level. It is therefore imperative that as franchisees you are politically aware of what is going on in your community and state. Many of these initiatives—such as the ballot initiatives in Richmond and El Monte—creep up with little fanfare or publicity, and oftentimes you will become aware of them before they

“As state legislatures go back into session this year, several are considering legislation to allow online gambling as a means to plug budget shortfalls.”

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increment. • Volatile gas prices and a chal-



lenging economic environment have taught fuel consumers to seek out deals, discounts, and loyalty programs to get the best value for their money, according to a recent motor fuels research by The NPD Group. • According to a new Harris Poll, most Americans believe the use of smartphone payments will beat out credit cards and cash in the near future. • Hundreds of new ATMs capable of dispensing as little as \$1 are popping up across the country, reported CNNMoney. Chase and PNC have both been launching ATMs that churn out exact change to the dollar, allowing customers to withdraw denominations as low as \$1 and \$5. • Swisher International announced that Alex Goldman has joined the company as President of Royal Gold Cigars, a new premium cigar division. • Shop24 of Nebraska recently opened its first Shop24 robotic c-store in the state in downtown Omaha. Shop24 is a fully automated, self-contained c-store that operates 24/7 and dispenses a variety of items like snacks, cleaning supplies, and health and beauty products. • Redbox DVD kiosks in the Los Angeles area are now selling live event tickets through its Redbox Tickets service. Tickets can be purchased online at www.redbox.com/tickets and at the same kiosks where consumers rent DVDs, Blu-ray Discs and video games. • C-store chain Wawa recently opened five locations in five weeks in the Tampa Bay area of Florida. The company plans to open a hundred or more stores in the state within five years. • Union membership accounted for only 11.3 percent of the workforce in 2012, a drop from 11.8 per-

cent in 2011, according to a new survey by the Bureau of Labor Statistics. • The National Retail Federation (NRF) reported that retail sales in December 2012 were up 1.1 percent from the same month in 2011. • The National Retail Federation (NRF) reported that retail sales in December 2012 were up 1.1 percent from the same month in 2011. • The National Retail Federation (NRF) reported that retail sales in December 2012 were up 1.1 percent from the same month in 2011.

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make national headlines. If you hear of any legislation or regulation that may have a negative impact on 7-Eleven storeowners, please inform the NCASEF or your local FOA.

The NCASEF will then work with your FOA to craft and implement an opposition strategy. Look to the NCASEF as a resource in these legislative situations, and know that in the end, our goal is to give consumers the greatest amount of choice, the best service and the most competitive prices.



NOW OFFERS
7-ELEVEN MEMBERS A FULL PRODUCT LINE



INTRODUCING New Maruchan Bowls

Microwave Ready



CHICKEN FLAVOR



Rich hearty noodles in authentic chicken broth and tasty vegetables.



HOT & SPICY CHICKEN FLAVOR



A spicy blend of chicken flavored ramen noodle soup with veggies and fiery chilies.



HOT & SPICY WITH SHRIMP



Real shrimp combined with hearty noodles in a flavorful bowl of vegetables and piquante spices.

Corporate 7-Eleven
Recommends Maruchan

New Maruchan Bowls now offer 7-Eleven franchisees a full product line of convenient ramen noodle products. For the past 16 years Maruchan has been America’s top selling ramen noodle soup. Stock and display the full Maruchan product line and get on the profitable side of the ramen noodle soup business.



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

ADVANTAGE



Legislative Update

heartbeat and potential interaction with medications—to energy drink consumption by teenagers. “Until we can fully understand the effects of these drinks on our children’s health, we should not make these drinks readily available to them,” she said.

Texas Considers Statewide Smoking Ban

Texas State Senator Rodney Ellis recently filed a bill that would ban smoking in all indoor and outdoor workplaces, including bars and restaurants, reported KFDA-TV. If passed, this would place Texas among 28 states with a similar ban already in effect. In support of his move, Ellis said smoking is a public safety concern and about \$96 billion are spent annually in health care costs attributed to smoking-related diseases. There are a few exceptions to the bill, including outdoor patios designated for smoking at restaurants and bars. The senator said he has tried to change the state’s smoking laws more than once, and if Senate Bill 86 does not pass this year he is going to keep pushing.

Pennsylvania Governor Announces Liquor Privatization Plan

Pennsylvania Governor Tom Corbett recently announced his plan to privatize the liquor system in Pennsylvania and committed \$1 billion in proceeds from the process to education funding. Corbett said his plan will offer Pennsylvania consumers greatly increased convenience and choice because they will be able to buy the products they desire in a simpler, more accessible and more rational way. For example, consumers will be able to buy beer and wine where they shop for groceries, buy six packs of beer at a distributor instead of being forced to buy an entire case, and buy a six pack of beer at a convenience store. Currently, Pennsylvania residents can only purchase beer in beer distributorships by the case, and wine and liquor in one of the state’s 650 state liquor stores. Pennsylvania has far fewer alcohol retail establishments per



“Pennsylvania residents can only purchase beer in beer distributorships by the case, and wine and liquor in one of the state’s 650 state liquor stores.”

resident than the average state. This proposal would allow the number of establishments to be naturally driven by the market, as it is in other states.

Oregon Bill Would Make Cigarettes Prescription-Only Drugs

A seemingly frivolous bill is making the rounds of the Oregon Legislature that would make cigarettes a Schedule III controlled substance, meaning it would be illegal to possess or distribute cigarettes without a doctor’s prescription, reported FOX 12 Oregon. Under the proposed measure, offenders would face maximum punishments of one year in prison, a \$6,250 fine or both. Other drugs and substances that are considered Schedule III controlled substances are ketamine, lysergic acid and anabolic steroids.

Colorado Bill For Craft Beer In C-Stores Gets Nixed

A bill that would have allowed craft beer in Colorado convenience and grocery stores was killed recently by its own sponsor, who cited a lack of support, reported Coloradoan.com. House Bill 1178 called for allowing grocery stores, c-stores, and other retailers to sell craft beer. Craft beer is defined as beer with an alcohol content above 3.2 percent by weight or 4 percent alcohol by volume that is manufactured by a craft brewer that produces no more than 6 million barrels per year, according to the bill. Efforts to get full-strength beer onto c-store and grocery store shelves dates back to 2009, but this bill was written with Colorado craft breweries in mind. Currently, grocery stores in Colorado can sell beer with an alcohol content of 3.2 percent or less. House Bill 1178 would not have allowed all grocery stores to sell full-strength beer, but would have allowed four additional licenses per city for grocery stores.

Colorado House Okays Sales Tax On Cigarettes

A bill that would permanently allow state sales tax to be imposed on cigarettes recently won initial approval in the Colorado

“A bill that would have allowed craft beer in Colorado convenience and grocery stores was killed recently by its own sponsor, who cited a lack of support.”



Legislative Update

House, reported the *Denver Post*. House Bill 1144 would permanently eliminate the state sales tax exemption on cigarettes. The state sales tax is 2.9 percent, which amounts to 12 or 13 cents on a pack of cigarettes. The bill would generate an estimated \$28 million when it takes effect in the 2013-14 fiscal year, which begins in July.

NYC Mayor Calls For Ban On Plastic-Foam Packaging

New York City Mayor Michael Bloomberg called for a citywide ban on plastic-foam packaging used for coffee cups and food containers as part of a sweeping new recycling effort, reported Yahoo! News. The proposal comes on the heels of other ambitious citywide regulations Bloomberg has implemented while in office, including a ban on smoking in the city’s bars, restaurants, and parks; limits on the sales of sugary sodas; and a requirement that fast food eateries post the fat and calorie counts of the meals they serve.

Bloomberg’s push comes after several other major cities—including San Francisco, Seattle and Portland, Oregon—have passed similar bans on plastic-foam packaging, which is more expensive to recycle and is considered harmful to the environment. The proposal is likely to face considerable opposition from the city’s restaurant and convenience store industries, which are already fired up about a citywide ban on sales of cups of soda larger than 16 ounces set to go into effect in March.

NJ Senate Approves Minimum Wage Resolution

An effort to raise New Jersey’s minimum wage moved one step closer to voters when the state Senate recently approved a resolution to call for a constitutional amendment to raise the rate and tie further increases to the Consumer Price Index, the Associated Press reported. In order to be placed on the ballot, the resolution has to pass both houses. If approved, it would raise the minimum wage from \$7.25 an hour to \$8.25 next January and would increase based on the annual price index. In January Governor Chris Christie vetoed a bill that would have raised the minimum wage by \$1.25 per hour. He suggested a \$1 per hour wage increase if Democrats agree to phase it in over three years.

Sacramento To Ban Plastic Grocery Bags

A Sacramento City Council subcommittee has moved forward with drafting an ordinance to ban single-use plastic shopping bags



at large grocery stores in the city, reported the *Sacramento Bee*. The council’s Law and Legislation Committee directed city staff to begin working on the ordinance, which will eventually return to the committee before being voted on by the City Council. The process of adopting a ban would likely take until June. In addition to banning plastic bags, the ordinance would place a 5-cent or 10-cent charge on paper shopping bags. That money would go to stores, not to the city. Council members said they would prefer a ban that applies to large grocery outlets, as well as department stores and chain pharmacies that sell groceries, such as Target and CVS. Smaller stores would likely be exempt from the ban.

Florida City Commission Considers Limit On C-Stores

Battling an over-saturation of convenience stores, the Commission of Hollywood, Florida recently voted unanimously to limit the number of c-stores that can open up in the city, reported the *Miami Herald*. In December, the commission gave preliminary approval to a new zoning rule that means c-stores need to be 2,500 feet from each other—from property line to property line. The rule also strengthens design standards by requiring new stores to have entrances facing the main street, clear windows and no products outside to sell. The regulations leave about 11 percent of the city open for new stores. Hollywood presently has about 118 c-stores. If the national average is applied, the city has about 75 percent more stores than it should. The law, which is affective immediately, only applies to new stores, but the city plans on stepping up code enforcement on already existing stores.

NY Governor Calls For Minimum Wage Hike

New York Governor Andrew Cuomo has proposed raising the minimum wage to \$8.75 an hour from the current \$7.25, reported the Associated Press. The first-term Democratic governor said the minimum wage in 19 states—including neighbors in Connecticut, Vermont, and Massachusetts—is higher than New York. Proponents of the hike said many adults currently making the minimum wage can barely afford to pay their bills. Republicans who control the Senate prefer business tax breaks to spur the economy. A person earning minimum wage in New York makes \$14,616 a year. The New York Association of Convenience Stores said a minimum wage increase would place many c-stores in a precarious position, as mom-and-pop operations would not be able to afford the 21 percent spike in payroll in the current economic climate. **AV**



Member News

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all adults surveyed said they have used either walk-in retail clinics (19 percent) or work-based clinics (11 percent) to obtain medical care in the past two years. That's up from just 7 percent in 2008.

Convenience was key to consumers opting for retail clinic care. The most frequent reasons cited for using either a retail or work-based clinic was that the clinics didn't require an appointment, had a convenient location, involved short waiting times, had accessible hours, and were affordable and/or accepting of the person's particular insurance.

The survey found that people were most likely to visit either a retail or work-based clinic for run-of-the-mill complaints such as colds or flu-like symptoms, minor cuts and wounds, and for



Franchisees, Exhibitors and Major Sponsors can now register for the NCASEF Convention and Trade Show including hotel at www.ncasef.com.

routine needs such as flu shots, prescriptions and to check blood pressure or cholesterol. Fewer respondents indicated willingness to use these clinics for potentially more serious concerns. **AV**

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cent the year before, reported the *New York Times*. • Several tobacco companies are appealing a federal judge's order that they place corrective statements in their marketing materials, reported the *Winston-Salem Journal*. The "truth" statements set forth by the judge include the adverse health effects of smoking, and the addictiveness of smoking and nicotine. • The governor of Wyoming recently signed a bill into law that will increase the state's fuel tax by a dime a gallon on July 1, reported the Associated Press. Revenue from the tax will be used to fund the state's Department of Transportation. • The United Nations officially launched the 2013 International Year of Quinoa initiative on February 20. Quinoa, considered a super food by nutritionists and health experts alike, is gaining worldwide recognition for its high nutritional content. ■



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 Tonya Leffall to learn how Aon may help you with your insurance needs.
Phone: 214-989-2349 Fax: 214-989-2304 Toll-Free: 1-800-527-9034 E-Mail: tonya.leffall@aon.com



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SEI News

NEW HEALTHY
FRESH FOOD
OPTIONS

To meet the growing needs of its health-conscious guests, SEI recently introduced new "better-for-you" fresh and convenient food options to all its stores, reported *CSP Daily News*. Among the selections in different parts of the country: 7-Smart Turkey with Tomato on Wheat; Smoked Turkey & Jack Cheese on Wheat with Southwest Mayo; Bistro Snack Protein Pack with soft mini pitas, sharp cheddar cheese cubes, red grapes, celery, baby carrots and hummus; Yoplait Fruit & Yogurt Parfait; Fruit Cups; and Carrot and Celery Packs in 7-



SEI's first store using prefab materials opened a month faster than a conventionally built store.



Eleven's ranch or bleu cheese dips.

'FABULOUS FRESH FOODS
FRIDAY' IN OREGON

Tasting is believing. That's why 7-Eleven dedicated a day for Oregon-area residents to see what's cooking, brewing, baking and warming at its stores on Fab-

ulous Fresh Foods Friday—or FFFF—on February 22. On that date, selected 7-Eleven stores served free samples of prepared foods like its Jalapeño Cheddar Sausage, Blueberry Pancake Sausage Roller, Mini Donuts, Turkey and Havarti Sandwiches, hot Cheese and Pepperoni Pizza, Chicken Chipotle Mini Tacos, and hot beverages like new Brazilian Dark Roast coffee and Skinny Salted Caramel Mocha Cappuccino. Seven Portland stores participated in the sampling event as well as select 7-Eleven stores in Albany, Aloha, Beaverton, Coos Bay, Medford, Pasco, Redmond, Spokane, Spokane Valley, Springfield, Tigard, Vancouver, West Linn, Woodburn and Yakima.

MOBILE
ADVERTISING
ATTRACTING
MORE CUSTOMERS

SEI continues to make mobile advertising a big part of its marketing strategy and is using it to not only promote its new products, but to encourage consumers to try them out for themselves in 7-Eleven stores, reported *Mobile Commerce Daily*. 7-Eleven is currently running a mobile campaign to promote Tropicana Farmstand beverages within *Us Magazine's* iPhone application, and is using it to drive foot traffic and reach consumers on a deeper level.

The ad reads "Tropicana Farmstand"

and features the 7-Eleven logo. When consumers tap on the mobile banner ad, it expands and invites consumers to learn more about the product in an interactive way. It also has a Store Locator button to help consumers find the nearest 7-Eleven location.

FIRST PRE-FAB 7-ELEVEN
BUILT IN DALLAS

SEI recently built its first 7-Eleven using pre-fabricated materials, reported *Forbes*. The Dallas store was built by Project Frog, a San Francisco startup that makes stylish, energy-efficient buildings that can be put up in less time and as much as 50 percent cheaper. In fact, the Dallas location opened a whole month faster than would a conventional "stick-built" store, according to the report.

DARKEST BRAZILIAN ROAST
COFFEE LAUNCHED WITH
SPECIAL OFFER

To encourage coffee-lovers to try its latest, darkest roast coffee, SEI held Dollar Coffee Wednesdays in January, when every size cup of coffee cost just \$1. The new Brazilian Dark Roast is 7-Eleven's richest, most full-bodied coffee to date. Made from 100 percent Arabica beans, this premium blend starts with mountain-grown coffees from Southwestern

continued next page



SEI News

Brazil, then is roasted dark to create a rich and full-bodied taste. During \$1 Coffee Wednesdays in January, guests tried the new premium dark roast or created their favorite coffee creation in any size of cup.

NEW AUSTIN FRANCHISEE'S
AMERICAN DREAM

SEI recently publicized the story of new 7-Eleven franchisee Phuong Duong's journey to become an independent business owner, and it may be longer than most, beginning almost 30 years ago in war-torn Vietnam and a treacherous boat ride to Malaysia in 1985 with her parents and two siblings. While at a Malaysian refugee camp, then U.S. Vice President Dan Quayle paid a visit, and out of the thousands of children clamoring for his attention, he picked up 5-year-old Phuong.

She told him she wanted to go to America "for freedom, education and opportunity." The vice president asked for her family's name, wrote it on a slip of paper and put it in his suit pocket. Two months later, the Duong family received a call from the

U.S. Embassy informing them of their approval to immigrate.

"He kept his promise," Phuong says. And she kept hers. The Duongs got their freedom, and Phuong made a pledge to herself that she would study hard and become a responsible citizen. She worked hard to excel in school and went on to earn a social welfare degree from the University of California at Berkeley. Before long, her desire to start her own business grew.

Phuong's older sister Cyan moved to Austin from California to become a 7-Eleven franchisee, and her enthusiastic reports from Texas led Phuong to follow her sister to seek a similar opportunity. After being approved to acquire a 7-Eleven franchise she moved to Austin seven months ago to begin her training. Her new 7-Eleven store at I-35 and Howard recently opened for business, near her sister Cyan's store in downtown Austin at North Lamar Boulevard and West 10(th) Street, and a friendly rivalry appears to have sprung

up between the sister franchisees. "My sister's store does really great and has lots of business," Phuong said. "I want my store to do just as well, if not better!"

SEI HOSTS FRANCHISING
SEMINAR IN ORLANDO

SEI recently held a franchise seminar for those interested in

finding out more about franchising opportunities with 7-Eleven stores in the Orlando and Daytona areas, reported the *Orlando Advocate*. SEI representatives for the Orlando and Daytona areas explained the company's franchise system, business model and benefits to franchising. Attendees learned that SEI provides the land, building, equipment and a turn-key operation for its franchisees, and that the average up front, total investment for a 7-Eleven franchise is based on the individual store's profitability. This includes the store's opening inventory, supplies, business licenses, permits, bonds, cash register fund and the franchise fee.

JACKSONVILLE STORE
OPENINGS CELEBRATED ON
GRAND SCALE

7-Eleven, Inc. celebrated the first wave of store openings in Jacksonville on December 19, after announcing earlier last year its return to the north Florida market. With plans to open 80 stores by 2016, SEI already has opened 11 stores in the Jacksonville area and a few more in other parts of northeastern Florida. During this grand opening, the company actually celebrated the opening of 11 7-Eleven stores since late March 2012 and the many more to come. SEI is now opening a store approximately every three weeks in northern Florida. **AV**

SEI is now opening a store approximately every three weeks in northern Florida.



Attract A New Customer With "Better For You"
Boulder Canyon All Natural Snacks!

Hummus Chips with Sesame Seeds

Two Bold New Flavors!

Chipotle Cheese Rice & Bean Chips

- Consumers are demanding healthier snacking options.
- 100% All Natural and Gluten Free
- Offer your customers variety, not duplication.



ORDER THROUGH MCLANE

SRP \$1.39
MARGIN 45%



Hummus Chips With Sesame Seeds
UIN 254201



10708163600873

Chipotle Cheese Rice & Bean Chips
UIN 254276



10708163600880

VENDOR FOCUS

Budweiser Black Crown Brewed For Wide Appeal

The crowd favorite among the more than 25,000 adult drinkers from coast to coast who participated in the brand's Project 12 sampling initiative, Budweiser Black Crown is a golden amber lager that features a blend of two-row caramel malt and four types of domestic hops, finished on a bed of Beechwood chips for a smooth, balanced taste. It also has more body, color and hop character than the flagship lager, with a slightly higher alcohol content at 6 percent ABV. Anheuser-Busch research shows that after beer drinkers try Budweiser Black Crown, 84 percent would purchase it.



Budweiser Black Crown appealed to 84 percent of beer drinkers in tests.



Budweiser Black Crown landed in stores January 21 and is sold in 12-ounce glass bottles available in six- and 12-packs and in 22-ounce single bottles. The brew made its TV debut with a 30-second ad during Super Bowl XLVII on February 3,

and its national advertising campaign includes outdoor, digital, radio and print. In social media, the new brand has interactive consumer programs on Facebook and Twitter that are designed to be participatory, similar in spirit to when consumers were asked to help choose the recipe that would ultimately become Budweiser Black Crown.

ExtenZe HT Counter-Top Display

Kretek International recently introduced a corrugated counter-top display for the newest addition to the Kretek Performance Brand family—ExtenZe HT. Each pegged, two-tiered display features bold, eye-catching graphics and holds twelve 5-count blister cards, producing more than \$80 in retail sales per turn on a 4"x5 1/4" footprint.

Specifically formulated to support increased testosterone, ExtenZe HT contains Gamma-Aminobutyric Acid (GABA), which directly affects muscle tone, along with Pregnenolone, for an overall sense of well-being. It also promotes the restoration of DHEA and DHEA-S levels in order to help men regain their youthful energy level and sex drive.

Kretek's new counter-top display provides more visibility for new ExtenZe HT.

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DR PEPPER SNAPPLE'S FIVE NEW LOW-CALORIE SODAS

Dr Pepper Snapple Group has unveiled 10-calorie versions of five of its most popular soda brands. With the launch of 7UP TEN, A&W TEN Root Beer, Sunkist TEN Orange Soda, Canada Dry TEN Ginger Ale, and RC TEN Cola, consumers can get both great taste and low calories. The sodas use a unique blend of caloric and non-caloric sweeteners to deliver a full flavor with only 10 calories per 12 oz. serving.

The new sodas follow up the successful launch last year of Dr Pepper TEN, which is enjoying strong trial

and repeat purchase rates. The five new TEN products were tested throughout 2012 in several markets and have received a strong response, with 40 percent of sales incremental to the soft drink category. With its new TEN platform, the company said it is targeting consumers 25-39

years old who love regular soda but have cut back their consumption because they are watching their calories. For more information, visit TenGetBoth.com.



7UP TEN, A&W TEN Root Beer, Sunkist TEN Orange Soda, Canada Dry TEN Ginger Ale, and RC TEN Cola with only 10 calories per serving.



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ExtenZe HT 5-count softgel blister cards can be presented on the new counter-top display or in the HBA sections of convenience stores, alongside other men's performance products. BioTab is supporting the introduction of new ExtenZe HT with strong consumer advertising into 2013.



GOPICNIC GRAB & GO MEALS HEALTHIER CHOICES

In response to consumers' need for "better for you" flavor-filled meals that can be enjoyed on the go, GoPicnic has launched a line of all-natural and deli meals that are pre-packaged, ready-to-eat and require no refrigeration or preparation. Several of the meals are gluten-free, which means consumers who are sensitive to gluten can savor the foods they love in a convenient package. Each meal contains less than 500 calories, and all are priced at just \$4.99. Meals feature a long shelf life, preventing extra waste.

Compact enough to slip into a handbag, laptop bag or backpack, GoPicnic all-natural meals are free of artificial colors, artificial flavors and artificial preservatives. Additionally, they contain no trans fats, no high fructose corn syrup, and no added MSG. Each meal includes 5 food items plus utensils. The three meals available through McLane for 7-Eleven franchises, include:

Turkey Pepperoni & Cheese (Gluten-Free): Featuring Bridgford Turkey Pepperoni Slices, Crunchmaster Multi-Seed Crackers, Copper Cowbell Asiago Gourmet Cheese Spread, Sweet Perry Orchards Tangy Tango Cranberries & Pineapple, and Brown & Haley Almond Roca Buttercrunch Toffee. Contains 12g protein, 2g fiber and 300 calories.

Hickory Farms Beef, Cheese & Crackers: Featuring Hickory Farms Original Beef Sausage Snack, Hickory Farms Sesame, Caraway, & Sea Salt Crackers, Hickory Farms White Cheddar Gourmet Cheese Spread, Hickory Farms Dried Fruit Medley, and Hickory Farms Cinnamon Roasted Almonds. Contains 11g protein, 3g fiber and 350 calories.

Hummus & Crackers (All-Natural, Gluten-Free, Vegan and kosher): Featuring Wild Garden Hummus Dip, Crunchmaster Multi-Seed Crackers, Sweet Perry Orchards Baja Blend Fruit & Nut Mix, Sweet Perry Orchards Power Play Tasty Seed Blend, and Professor Zim Zam's Extraordinary Sweets Dark Chocolate with Sea Salt. Contains 19g protein, 7g fiber and 380 calories.

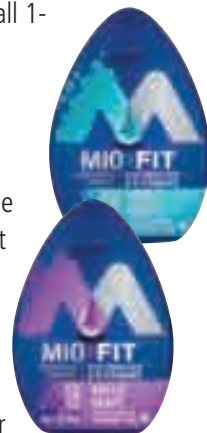
For more information visit www.GoPicnic.com, email sales@gopicnic.com or by phone at 773-328-2490.

VENDOR FOCUS

Ask your Kretek sales representative for details, call 1-800-358-8100, or email salesinfo@kretek.com.

New MiO Fit Sports Drink

New MiO Fit is an electrolyte-enhanced extension of the MiO liquid water enhancer. From the court to the field to the gym, MiO Fit gives customers what they want after breaking a sweat—including electrolytes, B vitamins and zero calories—by changing water into a refreshing sports drink made to their ideal taste. The unique, portable bottle means customers can always carry multiple servings of MiO Fit with them wherever they go.



New MiO Fit is available in Arctic Grape and Berry Blast flavors.



MiO Fit is available in convenience stores in two flavors—Arctic Grape and Berry Blast. The launch of MiO Fit is supported by a promotional campaign that includes strong digital and social media, public relations, sampling, and consumer incentives.

DjEEP Adds Two New Images To Marilyn Monroe Lighters Line

Kretek International has extended the DjEEP Marilyn Monroe collectors series with two new designs—a newly released red dress pose and a classic '50s black and white photo. The Marilyn Monroe series is now one of DjEEP's top sellers ever. The new lighters are available since February 2013 on three different counter display choices, including 108-count combo merchandisers. DjEEP lighters offer up to 4,000 lights, with an extra-large wind guard and thumb plate. With more than 110 points of inspection, consumer



The Marilyn Monroe series is DjEEP's best selling ever.

satisfaction is guaranteed. Contact your

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

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HIGH PROFIT BRANDS. FAST RETAIL TURNS.

VENDOR FOCUS

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Kretek sales representative for more details. Call 1-800-358-8100, or email salesinfo@krettek.com.

LOGIC E-Cigs Ranked A Top Seller In C-Stores

LOGIC Technology, makers of premium electronic cigarettes, recently announced the results of Nielsen's Brand Rank Report indicating LOGIC outperformed ecig competitors in the fourth quarter of 2012 for sales per point of distribution, ranking number two. The report is based on sales from U.S. convenience stores and comes on the heels of an independent survey finding LOGIC to be the best-selling and most popular electronic cigarette brand in New York City.



LOGIC Premium E-Cigarette, number two in point of distribution sales.

The electronic cigarette industry is rapidly growing and was recently reported to support revenues reaching \$300 million. LOGIC's products and innovation have contributed to its tremendous sales growth, rising 600 percent from 2011 to 2012. According to the recent independent survey conducted by Frees Media, 55 percent of stores in New York's five boroughs reported LOGIC'S premium e-cigarettes were their best selling brand.

LOGIC e-cigarettes are available in disposable and rechargeable versions. For more information about LOGIC Technology, visit www.LogicEcig.com.

Price Rollback For Longhorn And Timber Wolf Pouches

Swedish Match has announced a reduction in the factory selling price for all Longhorn and Timber Wolf pouches to \$.90. The new list price represents a 31 percent reduction for Longhorn and a 49 percent reduction for Timber Wolf. The new pricing went into effect on January 21, 2013, and comes on the heels of the introduction of Timber Wolf and Longhorn's new unique



Swedish Match has reduced the factory selling price for all Longhorn and Timber Wolf pouches to \$.90.

RESOURCE NATURAL SPRING WATER NOW NATIONWIDE

Resource 100% Natural Spring Water, Nestlé Waters North America's new premium still water brand, is expanding nationally and is available to retailers across the U.S. as of January 2013. Following the success of the 2012 launch in Southern California, Nestlé made the decision to capitalize on consumer interest in the product and expand to national distribution in 2013. Resource is a 100-percent natural spring water sourced only from carefully selected natural springs that have naturally occurring electrolytes, producing a crisp, clean taste. The bottle is made with 50 percent recycled plastic. The brand will be positioned as a healthy electrolyte option versus isotonic containing sugar.

While the product has just begun rolling out to retailers, the brand is ramping up for a national marketing launch in mid-2013. Resource will kick off with a high-profile event and then continue to be supported through a comprehensive marketing campaign including print and digital advertising, brand partnerships, social media efforts, and in-market account-specific activa-



package design that offers the disposable pouch compartment—an industry first. Both brands will be supported with effective point of sale and promotions.

Wonderful Pistachios & Almonds In New On-the-Go Packs

Paramount Farms recently launched Wonderful Pistachios and Almonds new single and multi-serve packs for convenience stores. Wonderful Pistachios 1.25, 1.5, 2.5, 4.5 and 5-ounce on-the-go packs are available in Roasted & Salted, Shelled, Salt & Pepper, and Sweet Chili. Wonderful Almonds are available in Roasted & Salted and Natural Raw.

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ENERGY

IN A TRUSTED & FAMILIAR BRAND



V•Fusion + Energy

A natural boost of energy in a delicious juice

- + Capitalize on the V8 brand!
- + Expand the energy category in your store!
- + Make juice the energy choice customers can feel good about.
- + Natural energy from green tea, combined with one serving of fruit and vegetables.
- + Excellent source of B vitamins, only 50 calories per serving.



Pom•Blueberry



SLIN # 247094

Peach•Mango



SLIN # 247095

No added sugar, color, flavor or artificial preservatives

FOO 2/25/13

Attract a new energy customer with juice!

SHIPPED VIA MCLANE

SINFULLY DELICIOUS SLIMFUL CHEWS

Makers of 5-Hour Energy Living Essentials recently announced the release of Slimful, a 90-calorie chew designed to help people eat less and thereby achieve their weight loss goals. When consumed with a glass of



Slimful 90-calorie chew combines hunger control and great taste.

water, Slimful chews satisfy hunger for hours, making it easier to eat smaller meals and resist snacking. Drinking at least eight ounces of water after eating a Slimful is important. Slimful chews contain a dietary fiber that absorbs the water and expands to take up space in the stomach, which can help satisfy hunger for hours. Slimful chews come in four flavors: Orange Tangerine, Honey Almond, Cocoa Brownie, and Very Berry.



Wonderful Pistachios and Almonds in new single and multi-serve packs.

Paramount Farms' signature on-the-go item, the Wonderful Pistachios 5-ounce bag, has the fastest turnover of any other snack nut in convenience stores today. According to Symphony IRI data, 87 percent of consumers are trying to eat healthier, and these expanded sizes and distribution are another way for Wonderful Pistachios and Almonds to meet that demand.

Wonderful Pistachios and Almonds can be ordered thru McLane in these flavors: Roasted & Salted (3/8/5 oz.) UIN 388926; Kernels (8/12/2.5 oz.)—UIN Request; Roasted & Salted Tube (10/12/1.5 oz.)—UIN 357814; Roasted & Salted (3/8/5 oz.)—UIN19398; Salt & Pepper Tube (10/12/1.25 oz.)—UIN 357616; Sweet Chili Tube (10/12/1.25oz.)—UIN 357624; Salt & Pepper (3/8/4.5 oz.)—UIN 255083; Sweet

Chili (3/8/4.5 oz.)—UIN 255208; Wonderful Pistachios Display (60/5 oz.)—UIN 138867.

Rockin' Refuel Protein And Real Milk

Rockin' Refuel is the first protein real-milk beverage of its kind. Each one is loaded with protein, calcium, and nutrients, giving your active customers the healthy option they crave. Beverages like Rockin' Refuel are in high demand—A 2013 Mintel report shows a strong upward trend in the number of U.S. con-



Rockin' Refuel, protein and real milk, grabs consumers with great taste.

sumers turning to high-protein products to aid in satiety, weight management, and to boost muscle recovery after a workout. Because Rockin' Refuel is made with real milk, they're all incredibly delicious. Available in two varieties:

- **Intense Recovery**—20g of high-quality natural protein and a 2:1 carb-to-protein ratio combine to make Rockin' Refuel Intense Recovery the optimal muscle recovery beverage.
- **Muscle Builder**—30g of high-quality natural protein, 8 grams net carbs, and a lactose-free formula combine to make Rockin' Refuel Muscle Builder the ideal beverage that's designed to aid in lean muscle development.

Order through McLane. For more information contact your Rockin' Refuel sales representative, Chris Perry, at 602-803-7497, or visit www.rockinrefuel.com.

Wearable Ring Pop Gummies Candy

Bazooka Candy Brands is extending their best-selling Ring Pop lollipop brand with the debut of Ring Pop Gummies. The new, gummy version of Ring Pop makes gummy candy wearable, shareable, and more fun to consume. Ring Pop Gummies will be available in 1.7 oz. pouches for the front end and 5 oz. peg bags for the take home candy section, with a suggested retail price of \$1.19 and \$2.29, respectively. The candy will debut in four classic Ring Pop flavors including Strawberry, Cherry, Watermelon and Blue Raspberry



Ring Pop Gummies will be available in 1.7 oz. pouches and 5 oz. peg bags.

ALLERGY SEASON IS COMING

Stock Up Now For The March To June Allergy Season!

Available now through McLane!



Zyrtec Allergy
SLIN 221148
UIN 514026



Visine A.C.
SLIN 221387
UIN 710079



Visine Original
SLIN 220090
UIN 710061



Sudafed PE
SLIN 221832
UIN 085183



According SDI Allergy Alert Network, Peak Allergy Season is March to June!
Don't Miss this High-Margin Sales Opportunity!

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and will be available nationally in early 2013.

To support the introduction of Ring Pop Gummies at retail, Bazooka Candy Brands is planning a comprehensive national

marketing and promotional campaign. For more information on Ring Pop Gummies, please visit www.bazookajoe.com.

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Pepsi Unveils New Products

Revive Morning Sales With MTN DEW KICKSTART

MTN DEW KICKSTART combines the great taste of DEW with 5 percent fruit juice. An energizing product, MTN DEW KICKSTART has just the right amount of kick to start the day. Containing 80 calories per 16oz. can, it is available in two flavors: Orange Citrus (SLIN 244709) and Fruit Punch (SLIN 244649). Fifty percent of Millennial shoppers' pick-me-up occasions occur in the AM, and MTN DEW KICKSTART is designed to drive category sales incrementally by bringing these younger shoppers into your stores for the morning occasion.

MTN DEW KICKSTART landed in 7-Eleven stores with a special deal—"Buy 2 Get 1 FREE: New MTN DEW KICKSTART FREE with purchase of any two (2) MTN DEW 20 oz. or MTN DEW KICKSTART 16 oz." There is also a special breakfast tear pad offer: "Save \$1.00 with purchase of MTN DEW KICKSTART and any breakfast item at 7-Eleven."

New Pepsi 16 oz. Can 4-Pack

Gain incremental sales with the new take-home 16 oz. Can 4-Pack from the makers of Pepsi! Starting in March, this new packaging configuration will be available in all 7-Eleven stores in the following brands: Pepsi, Diet Pepsi, MTN DEW, and Diet MTN DEW, and will be priced at an everyday value of \$1.99. A national FSI, delivering 50MM impressions, will drop on March 3 to drive awareness of this new packaging and other value price-points and innovation promoted at 7-Eleven stores between March 1 through May 17!

Introducing AMP ENERGY Active Orange

AMP ENERGY Active Orange presents a strong new flavor option, as Orange is the Number 1 requested flavor by AMP ENERGY fans on Facebook. The Energy category continues to grow rapidly in every channel, and AMP ENERGY Active Orange takes advantage of category growth trends by offering a great tasting Orange product. Available in 16-oz.

cans, AMP ENERGY Active Orange (SLIN 244752) contains caffeine and electrolytes and joins Lemonade and Sugar Free Lemonade in the AMP ENERGY Active line.



New To 7-Eleven: Starbucks Iced Coffee

Starbucks Iced Coffee is now available in 7-Eleven stores. Made with premium Starbucks coffee roasted and brewed for a delicious coffee flavor, Starbucks Iced Coffee is delivered in a quick-to-pick-up and easy-to-pack-along 11oz. glass bottle. Available in the following flavors: Coffee + Milk, Coffee + Milk Low Calorie, Vanilla, and Caramel (this flavor is available in the Northeast region only). The launch is supported at 7-Eleven stores with a special promoted price of 2 for \$3 from March 1 through May 17.

Take advantage of the explosive Iced Coffee category—Quick Service Restaurants already serve over 500 million servings of Iced Coffee a year.



FIRST BOX FREE FOR EACH FLAVOR



See What UNFOLDS Trident



Trident Mint Bliss
McLane Ordering Code: 777748
SLIN: 143589



Trident Island Berry Lime
McLane Ordering Code: 778183
SLIN: 143588



Stride Fearless Fruit
McLane Ordering Code: 8099697
SLIN: 143608



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BAZOOKA BUBBLE GUM RE-LAUNCHED



Bazooka Bubble Gum with all-new packaging, two flavors, and a digital experience.

Bazooka Candy Brands has re-launched the iconic Bazooka Bubble Gum. The updated confection boasts a sleek, new packaging, a brand new flavor, and a unique and engaging digital content component. Bazooka Bubble Gum first debuted in 1947, and this is the first complete makeover the gum has experienced in its six-decade history.

Updates include an improved, longer-lasting original flavor plus the launch of a Blue Raspberry version, which is a favorite among kids. The new packaging features bold and colorful graffiti-styled wallet packs, each containing both flavors of the gum. The Bazooka Joe comic inserts have also been updated with a digital extension to increase consumer interaction. Each insert features activities, quizzes or games kids can play, as well as a code that will allow them to unlock content online at the brand's new entertainment hub, BazookaJoe.com.

The revamp of Bazooka Bubble Gum comes at a time when Bazooka Candy Brands has seen much success across their confection portfolio, with the Juicy Drop Pop, Baby Bottle Pop, Jumbo Push Pop, and Ring Pop brands ranking in the top fifteen in terms of front-of-store non-chocolate candy sales.

Optimo Cigarillos With New Side Open Pouch Design

Optimo Cigarillos are now easier to remove from the pouch. Engineers at Swisher International have completely redesigned the cigar pouch with an industry-first, side-open pouch design. Simply use the easy-tear notch to open the foil package length-wise versus at the top or bottom.



Optimo Cigarillos now in a new re-sealable, side-open foil pouch.

The new foil pouch locks in the freshness to ensure every cigar tastes as if it was made that day. Also, a unique re-seal feature on the pouch—that simply seals by pressing along the package—keeps the second cigar just as fresh as the first.

Optimo Peach, Sweet and Black are available in the new pouches nationwide. For more information contact your Swisher representative or call 1-800-874-9720.



Argo Tea Now In 7-Eleven

Argo Tea all natural, premium teas have landed in 7-Eleven. As consumers continue to search and switch to great-tasting, better-for-you offerings, Argo Tea is a perfect fit. These beverages also offer great margins and penny profit: at a \$16.77 case cost and \$.96 per case rebate, each unit costs \$1.32 with an SRP of \$2.49 SRP, generating a 47 percent margin and \$1.17 penny profit.



Argo Tea all natural, premium teas offer great margins and penny profit.

The tea category continues to grow and Argo Tea provides store-owners with a great opportunity to grow store sales and profit while meeting customer expectations. After significant in-store testing, the following three flavors have been approved for 7-Eleven stores:

- **Carolina Honey**—Energizing Nilgiri black tea from the highlands of Southern India, with sweet Grade A wildflower honey and a splash of tart lemon.
- **Green Tea Ginger Twist**—Antioxidant-packed Japanese green tea, real pieces of spicy ginger, and a twist of ripe lemons.
- **Hibiscus Tea Sangria**—Thirst-quenching hibiscus tea, with crisp apple, and a sweet medley of berries and orange.

Snyder's Best Sellers Now Available In 7-Eleven

Are your stores getting their fair share of sales and profits with America's #1 "Better for You" snack Snyder's of Hanover Pretzels? If not, then make them a part of your Warehouse Salty Snack Section today. All Snyder's of Hanover c-stores items are available in



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Kleenex BRAND TISSUE

New Kleenex 'On The Go' Packs For Any Occasion!

KLEENEX® Brand is the unquestioned category leader and enjoys 99% brand recognition with consumers!

KLEENEX® Brand represents about 50% of all facial tissue dollars spent.

KLEENEX WALLET PACK

On average over 2,300 KLEENEX® Facial Tissues are purchased each second in the U.S.

KLEENEX® Brand Facial Tissue can be found in nearly half of US homes!

Order through McLane today!

UIN 676742	KLEENEX AUTO FACIAL Tissue 24-count pack
UIN 377291	KLEENEX POCKET PACK COUNTER DISPLAY 16 10-count packs
UIN 679316	KLEENEX WALLET PACK 2-pack

KLEENEX AUTO FACIAL Tissue

KLEENEX POCKET PACK COUNTER DISPLAY

Kleenex® Brand — redefining the facial tissue category through innovation.

VENDOR FOCUS

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the 7-Eleven ordering system, including these best sellers in 7-Eleven: Mini Pretzels (#3, +16 percent), Honey Mustard & Onion Pieces (#4, +9 percent), Pretzel Dips—Hershey's Milk Chocolate (#5, +20 percent), Sour-dough Nibblers (#6, +1 percent), Hot Buffalo Wing Pretzel Pieces (#7, +14 percent), and Pretzel Dips—Hershey's White Crème (#8, +1 percent).



Six of Snyder's best selling products are now approved in 7-Eleven.

the self-assured and aspirational people who enjoy Diet Coke every-day. Six-time Grammy winner Swift will serve as a program ambassador for several Diet Coke initiatives and will be integrated into all key marketing efforts for the brand—including advertising, retail activation, experiential and more. In an evolution of Diet Coke's Stay Extraordinary campaign, Swift will be featured in television, print and digital advertising scheduled to launch this spring.

The collaboration will give fans exclusive opportunities and extraordinary access to the star. Diet Coke's social media channels will serve as a Backstage Pass, giving fans a rare glimpse into her extraordinary life and career through videos, photos and updates from Swift herself. The brand will also provide special access to her highly anticipated Red Tour, which kicks off March 13.

V8 V-Fusion + Energy Offers A Natural Energy Boost



V8 V-Fusion + Energy offers a natural boost of energy in a delicious juice.

V8 V-Fusion + Energy offers a natural boost of energy in a delicious juice from a trusted familiar brand. Capitalize on the V8 brand to expand your energy category with juice, the energy choice customers can feel good about. Containing 50 calories per serving and one combined serving of fruit and vegetables, V8 V-Fusion + Energy has no added sugar, color, flavor or artificial preservatives, is an excellent source of B vitamins, and

provides natural energy from green tea. Available in Peach Mango (SLIN 247095) and Pomegranate Blueberry (SLIN 247094).

Diet Coke Partners With Taylor Swift For Special Promo

Diet Coke has announced a long-term partnership with superstar recording artist Taylor Swift, making her a centerpiece of the brand's iconic "Stay Extraordinary" platform, which celebrates



Taylor Swift partners with Diet Coke to celebrate all things extraordinary.

NOS Active Energy Drink Provides Hydration & Energy

Coca-Cola recently introduced NOS Active Energy Drink, a hybrid beverage with all the hydrating properties of a sports drink and the boost of an energy drink. NOS Active Energy is non-carbonated and contains caffeine from natural sources, vitamins



NOS Active Energy is a sports and energy drink.

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FREE FILL ON MILKY WAY SIMPLY CARAMEL ICE CREAM BARS, 7-ELEVEN EXCLUSIVE!

New Milky Way Simply Caramel Ice Cream Bars—featuring rich, creamy caramel ice cream with a layer of thick caramel and covered with a delicious chocolate coating—will be sold exclusively in 7-Eleven stores in 2013. First order date is March 4, and stores will get a free fill. Overall Mars Novelty dollar sales are up 26.81 percent and units are up 22.29 percent, and Milky Way has been a growth contributor. Suggested Retail Price is \$1.99 and expected profit is \$0.98 per bar for a 48 percent margin.



You're Invited!

- Get the latest 7-Eleven news at seminars conducted by National Coalition officers and SEI upper management!
- Get first crack at the hottest new products from our vendor community at the two-day trade show!
- Experience the romance and elegance of Venice on the Vegas Strip—canals and gondoliers included!



The 58th Annual National Coalition Convention & Trade Show

July 14-18, 2013

Trade Show: July 17 & 18

Register online starting February 15 at www.ncasei.com

- Tee off for Hire Heroes USA at the Tournament Players Club (TCP) Las Vegas, heralded by Golf Digest as one of the "Best Places to Play!"
- Enjoy the entertainment and activities only Vegas can provide!



National Coalition of Associations of 7-Eleven Franchisees

THE VENETIAN HOTEL & CASINO LAS VEGAS
LAS VEGAS, NEVADA

Full brochures will be mailed in March.

VENDOR FOCUS

continued from page 70

B6 and B12, and electrolytes. Available in three flavors—Açaí-Blueberry-Pomegranate, Raspberry Lemonade, and Fruit Punch—it also contains 20 calories per 22 oz. bottle.

Oberto All Natural Bacon Jerky Top Ranked In Consumer Reports

Capturing the bacon wave, Oberto's All Natural Bacon Jerky is giving convenience store consumers the opportunity to eat 100 per-

cent real bacon on-the-go. Oberto's All Natural Bacon Jerky is made with premium strips of bacon and cooked to perfection. Each piece is carefully and naturally Applewood smoked to ensure the richest, most delicious flavor.

Consumer Reports re-

cently ranked the company's Oh Boy Oberto Original Beef Jerky as the tastiest jerky on the market (March 2013 issue). The consumer watchdog magazine stated, "Oh Boy Oberto Original is a tad spicy, with well-blended smoke, brown sugar, garlic, and fruit flavors." According to Consumer Reports, which reviewed more than a dozen beef jerky and meat sticks, sales of beef jerky and other meat snacks are up by nearly 13 percent in the last year.

Boulder Canyon Natural Foods Chips

Boulder Canyon Natural Foods recently announced the availability of two new "Better For You" snack chips in the 7-Eleven ordering system:

Chipotle flavored Rice & Bean Chips—Aged cheddar cheese and just the right amount of spicy seasonings create a flavor that is highlighted by the adzuki beans' subtle sweetness. Together with its light and



Chipotle flavored Rice & Bean Chips and Hummus & Sesame Chips are now approved items.

crispy texture, this artisan snack is the perfect better-for-you snack chip because of the adzuki bean's natural healing and health properties. All natural, gluten free, zero trans fat, zero cholesterol, and non-GMO.

Hummus & Sesame Chips—Infused with the perfect blend of chickpeas and spices. This unique combination makes these snacks one of a kind. All natural, gluten free, zero trans fat, and zero cholesterol.

Inventure Foods Introduces Hot, New Snacks

Inventure Foods recently unveiled four new products to heat up your snack sales. All items are set up at McLane and come in 6-count cases.

- **NATHAN'S HOT FRIES**—Nathan's Famous brings you the same taste of their fries served all over the world in a delicious baked snack. Nothing like ordinary fries, these provide a hearty crunch with just the right amount of heat.



- **TGI FRIDAY'S CHEESY FRIES**—Experience authentic cheddar cheese flavor in this light crunchy snack.

- **TGI FRIDAY'S ONION RINGS**—The savory, sweet onion ring flavor

that customers crave in a delicious, light crunchy snack. They're flavorful and satisfying, with zero trans fat.



- **VIDALIA SWEET ONION PETALS**—You don't have to travel to Georgia to sample the Sweet Vidalia Onion. Vidalia Sweet Onion Petals use real Vidalia Onions baked into a crunchy snack that delivers the true Vidalia flavor experience.



DjEEP Custom Classics Appeal To Car Lovers

Kretek International announced the launch of its new Custom Classic Cars lighter collection from DjEEP. All five lighters in the collection carry full color images of customized Fords and Chevys from the '50s and '60s, including Mustang, Impala, and Camaro. The lighters are available on 36-count and 24-count DjEEP displays, as well as pre-packed 108-count refillable merchandis-

continued next page

Bazooka Candy Brand

2013 BEST PREPACK

DELIVERS INCREMENTAL PROFITS!

- Best Selling Brands!
- Juicy Drop Pop ranked #3!
- Baby Bottle Pop ranked #10!
- Jumbo Push Pop ranked #15!
- 24 Count Fruit Ring Pop Box FREE over \$18 retail value!

Case UCC
McLane UIN #428631
SKU# 510-13

Ship Dates: March 1 - March 29, 2013

© 2013 The Topps Company, Inc. All Rights Reserved. Topps, Push Pop, Bazooka, Ring Pop, Baby Bottle Pop are registered trademarks of Bazooka Candy Brands, a Division of The Topps Company, Inc.
*AC Market: 2013 C-Store NCC Conquero \$999.99

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for convenience, drug and food stores. The images are photos from a private California car collection, surrounded by high-energy graphics to broaden the interest beyond classic car purists.

DjEEP lighters are famous for their durability and capacity, offering up to 4,000 lights (based on a 3-second flame). Each DjEEP lighter undergoes more than 110 points of quality inspection, and have met child safety standards of the Consumer Products Safety Commission. For more information on new Custom Classics Lighters, call your Kretek representative.

Jack Link's Launches Full Turkey Snack Lineup

Jack Link's is setting out to prove that turkey isn't just for Thanksgiving anymore with the launch of its expanded portfolio of new turkey meat snacks. The lineup of turkey products—featuring five different offerings—provides snackers with high-quality choices made from real turkey. The packaging features a fresh, new color scheme using green lettering on a white background to drive differentiation from the hearty-



New DjEEP designer lighters feature classic cars from the '50s and '60s.

beef cues conveyed in the company's bold red and black base line packaging.

The new turkey line includes:

- **Jack Link's Original Turkey Jerky**—This fan favorite provides an excellent source of protein, is 98 percent fat free, low in calories and carbs, and has no added MSG.

- **Jack Link's Oven Roasted Turkey Tender Bites**—This snack has both a new look and new name. Formerly called Jack Link's Oven Roasted Turkey Nuggets, the new "Tender Bites" moniker is more descriptive of its easy-to-chew benefits.

- **Jack Link's Original Turkey Strips**—This heritage product offers a highly portable serving of protein that's great for on-the-go snacking.

- **Jack Link's Original Turkey Sticks**—This convenient, anywhere, anytime snack is unique in the world of meat sticks. Complete with easy-to-open packaging, Jack Link's Original Turkey Sticks offer a distinct and delicious turkey taste.

- **Jack Link's Turkey Snack Stick & Cheese Combos**—Made with creamy smoked Wisconsin Cheddar cheese and savory Jack Link's Turkey Sticks, two great flavors collide in this tasty combo pack.

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Jack Link's new turkey snack lineup includes five tasty options and a fresh, lighter look.



VENDOR FOCUS

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According to a 2012 Hartman Group survey, 52 percent of all eating occasions among American consumers were snacking occasions. Additionally, 57 percent of survey respondents believe it's very important that the foods they snack on are healthy. In harmony with consumer sentiment, the new Jack Link's turkey lineup, thanks to the brand's first-ever "lighter look" motif packaging, brings more attention to the specific aspects that make turkey an attractive snack option.

Dedicated marketing support equipped Jack Link's for a successful product line debut. Most notably, the brand



Turkey Jerky and Turkey Tender Bites are high protein and low-carb.

created two new "Snackin' With Sasquatch" TV spots titled "Camouflage" and "Book Club," both of which focus on the brand's turkey offerings. Additional marketing initiatives aimed at building excitement surrounding the products include online advertising, consumer sampling, a variety of versatile in-store merchandising display offerings, and product coupons. ■



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

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

SOUTH NEVADA/ LAS VEGAS FOA

Phone: 702-249-3301

March 7, 2013—Board Meeting
March 21, 2013—General Meeting
April 11, 2013—Board Meeting
May 23, 2013—Board Meeting
June 13, 2013—Board Meeting
June 26, 2013—General Meeting
July 25, 2013—Board Meeting
August 8, 2013—Board Meeting
August 22, 2013—General Meeting
September 12, 2013—Board Meeting

October 10, 2013—Board Meeting
November 7, 2013—Board Meeting
November 21, 2013—General Meeting & Elections

GREATER BAY FOA

Phone: 707-328-3960

March 19, 2013
April 16, 2013
May 21, 2013
June 18, 2013
July 16, 2013
August 20, 2013
September 17, 2013
October 15, 2013
November 19, 2013
December 17, 2013

FOA OF GREATER LOS ANGELES

Phone: 619-726-9016

Location: Brea Embassy Suites
March 19, 2013
April 16, 2013
May 21, 2013
June 18, 2013
August 20, 2013
September 17, 2013
October 15, 2013
November 19, 2013

PACIFIC NORTHWEST FOA

Phone: 253-861-6737

March 20, 2013
June 12, 2013
September 18, 2013
November 6, 2013

SAN FRANCISCO/ MONTEREY BAY

Phone: 650-996-9479

March 12, 2013
April 16, 2013
May 14, 2013
June 11, 2013
July 9, 2013
August 13, 2013
September 10, 2013
October 8, 2013
November 12, 2013

SAN DIEGO FOA

Phone: 619-713-2411

March 21, 2013
April 18, 2013
May 16, 2013
June 20, 2013
July 25, 2013
August 15, 2013

September 19, 2013
October 17, 2013
November 21, 2013

METRO NEW JERSEY FOA

Meetings Location: Akbar
Restaurant in Edison, NJ
Phone: 908-232-1336

April 17, 2013
July 24, 2013
October 16, 2013
November 27, 2013

CAL-NEVA FOA

Phone: 775-826-7111

March 20, 2013
April 17, 2013
May 15, 2013
June 19, 2013
July 17, 2013
August 21, 2013
September 18, 2013
October 16, 2013
November 20, 2013

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Play The Name Game!

Look carefully at each page in this issue. Somewhere in this magazine a line is hidden that contains the words \$Name Game



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

FOA EVENTS

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SAN FRANCISCO/MONTEREY BAY FOA GOLF TOURNAMENT

(location to be announced)
June 3, 2013
Phone: 510-754-1113

SAN DIEGO FOA ANNUAL CHARITY GOLF TOURNAMENT

Salt Creek Golf Course
Chula Vista, California
June 6, 2013
Phone: 619-713-2411

CENTRAL FLORIDA FOA TRADE SHOW

(location to be announced)
June 11, 2013
Phone: 913-940-3088

GREATER BAY FOA TRADE SHOW

(location to be announced)
June 13, 2013
Phone: 707-328-3960

GREATER BAY FOA GOLF TOURNAMENT

(location to be announced)
June 14, 2013
Phone: 707-328-3960

FOA OF GREATER LOS ANGELES GOLF TOURNAMENT

Black Gold Golf Club
Yorba Linda, California
June 19, 2013
Phone: 619-726-9016

VIRGINIA FOA CONVENTION & TRADE SHOW

(location to be announced)
June 20, 2013
Phone: 540-270-7934

METRO NEW JERSEY FOA PICNIC

(location and date to be finalized)
June 23 or 30, 2013
Phone: 908-232-1336

METRO NEW JERSEY FOA ANNUAL GOLF OUTING

(location to be announced)
June 27, 2013
Phone: 908-232-1336

TUCSON FOA GOLF TOURNAMENT

The Ritz Carlton—Dove Mountain
Tucson, Arizona
June 28, 2013
Phone: 520-906-8691

COLUMBIA PACIFIC FOA JOHN WILKERSON GOLF TOURNAMENT

(location to be announced)
Portland, Oregon
August 2, 2013
Phone: 503-984-1398

PACIFIC NORTHWEST FOA CHARITY GOLF TOURNAMENT

Harbour Pointe Golf Club
Mukilteo, Washington
August 13, 2013
Phone: 253-861-6737

SOUTHERN CALIFORNIA FOA GOLF TOURNAMENT

(location to be announced)
Pasadena, California
August 14, 2013
Phone: 818-366-1948

CAL-NEVA FOA LOU MAGNOTTI GOLF CLASSIC

(location to be announced)
August 16, 2013
Phone: 775-826-7111

7-ELEVEN FOAC ANNUAL GOLF OUTING

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

SOUTH NEVADA/LAS VEGAS FOA CHARITY GOLF TOURNAMENT

Desert Pines Golf Course
Las Vegas, Nevada
September 20, 2013
Phone: 702-769-2301

BALTIMORE FOA CHARITY GOLF TOURNAMENT

Little Bennett Golf Course
Baltimore, Maryland
September 25, 2013
Phone: 410-218-2939

METRO NEW JERSEY FOA TRADE SHOW

(location and date to be finalized)
Atlantic City, New Jersey
November 6-7 or 13-14, 2013
Phone: 908-232-1336

7-ELEVEN FOAC HOLIDAY TRADE SHOW & PARTY

Holiday Inn North Shore
Skokie, Illinois
November 6, 2013
Phone: 312-253-7342

GREATER BAY FOA HOLIDAY PARTY

(location to be announced)
December 6, 2013
Phone: 707-328-3960

SOUTH NEVADA/LAS VEGAS FOA TABLE TOP TRADE SHOW & HOLIDAY PARTY

(location to be announced)
December 6, 2013
Phone: 702-769-2301

METRO NEW JERSEY FOA HOLIDAY PARTY

(location and date to be finalized)
December 6 or 13, 2013
Phone: 908-232-1336

PACIFIC NORTHWEST FOA CHRISTMAS PARTY & TRADE SHOW

(location to be announced)
December 7, 2013
Phone: 253-861-6737

BALTIMORE FOA HOLIDAY PARTY 2013

(location to be announced)
Baltimore, Maryland
December 12, 2013
Phone: 410-218-2939



CAPTURE EXTRA DOLLARS FROM HUNGRY CUSTOMERS SEEKING HEALTHIER CHOICES!

GoPicnic ready-to-eat, nutritionally balanced, grab & go meals

- No refrigeration required, display anywhere
- Long shelf life – no waste!
- Each better-for-you meal includes 5 food items + utensils, under 500 calories
- Great for college students, women, families, traveling & road trips, health-conscious

INDIVIDUALLY WRAPPED DELICIOUS COMPLETE MEALS

Open Stock – available from McLane

Case of 6 meals – replenish wing panel or merchandise singles on shelf

<p>Hummus & Crackers all natural + gluten free + organic + kosher 380 calories • 13g protein • 7g fiber</p> <p>SLIN# 210322 UIN# 211201</p>	<p>Turkey Pepperoni & Cheese gluten free + no artificial colors or flavors 200 calories • 12g protein • 2g fiber</p> <p>SLIN# 210337 UIN# 211284</p>	<p>Beef, Cheese & Crackers no artificial colors or flavors 350 calories • 11g protein • 3g fiber</p> <p>SLIN# 211403 UIN# 549584</p>
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DRIVE TRIAL IN THE AISLE!

Order by April 30th & get 10% off!

Wing Panel Merchandiser – available from McLane

50¢ off of any GoPicnic meal

each wing panel ships with a 50¢ IRC tearpad

Feeling Hangry? Time to GoPicnic!

18ct Wing Panel Merchandiser
contains: 6 Hummus & Crackers, 6 Turkey Pepperoni & Cheese and 6 Hickory Farms Beef, Cheese & Crackers (18 meals / 3 x 6-pack cases total)

SLIN# 210775
UIN# 306805

contact us by phone (773-328-2490), email (sales@gopicnic.com) or live chat with our customer service at www.gopicnic.com for information, samples, or if experiencing any distributor stock availability issues.

FOA EVENTS

SAN FRANCISCO/MONTEREY BAY FOA

THE GUARDIAN TRADE SHOW

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

EASTERN VIRGINIA FOA THE VIRGINIA BEACH TRADE SHOW

Virginia Beach Convention Center
Virginia Beach, Virginia
March 21, 2013
Phone: 757-506-5926

DELAWARE VALLEY FOA GREATER PHILADELPHIA TRADE SHOW

Sheraton Suites Philadelphia Airport
Philadelphia, Pennsylvania
April 2, 2013
Phone: 610-306-7119

PACIFIC NORTHWEST FOA ANNUAL TRADE SHOW

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

COLUMBIA PACIFIC FOA TRADE SHOW

Double Tree at Lloyd Center
Portland, Oregon
April 19, 2013
Phone: 503-984-1398



*The Venetian
Hotel and Casino
Las Vegas!*

July 14-18

Trade Show: July 17-18

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 BOARD OF DIRECTORS MEETING

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

TRISTATE FOSE ASSOCIATION ANNUAL TRADE SHOW

Martins West
Baltimore, Maryland
April 24, 2013
Phone: 301-572-6811

SOUTH NEVADA/LAS VEGAS FOA PICNIC & TRADE SHOW

Cashman Center
Las Vegas, Nevada
April 25, 2013
Phone: 702-769-2301

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

NATIONAL COALITION AFFILIATE MEETING

Laguna Cliffs Marriott
Dana Point, California
October 22-23, 2013

NATIONAL COALITION BOARD OF DIRECTORS MEETING

Laguna Cliffs Marriott
Dana Point, California
October 24-26, 2013

NORTHERN CALIFORNIA FOA & CENTRAL VALLEY FOA JOINT TRADE SHOW

(location to be announced)
May 3, 2013
Phone: 916-782-4144

CHESAPEAKE BAY FOA TRADE SHOW

Virginia Beach Convention Center
Virginia Beach, Virginia
May 6, 2013
Phone: 757-362-2236

7-ELEVEN FOAC ANNUAL TRADE SHOW

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

SOUTHERN CALIFORNIA FOA ANNUAL TRADE SHOW

Pasadena Convention Center
Pasadena, California
May 22, 2013
Phone: 818-357-5985

CONTINUED ON PAGE 76

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 NPD. **C-Store represents all outlets—both convenience and grocery—located in convenience stores ending 4/22/12. ***As of 4/22/12. © 2012 Wm. Wrigley Co. Company. Orbit, 5 and 7-Eleven are trademarks of Wm. Wrigley Co. Company. 1. Rain, Cobalt and 5 are registered trademarks of Wm. Wrigley Co. Company.

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 34% above the national average. 2011 Independent AAI Survey - ECH Research.

1-800-358-8100
sales@indonesia.kretek.com



KRETEK
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HIGH PROFIT BRANDS. FAST RETAIL TURNS.