



# Perspective

FIRST QUARTER 2009

Unity | Profit | Communication

A publication of the 7-Eleven Franchise Owners Association of Southern California • "The Largest FOA in the USA"

## **Featured in this Issue**



**2008 Summary  
Report**



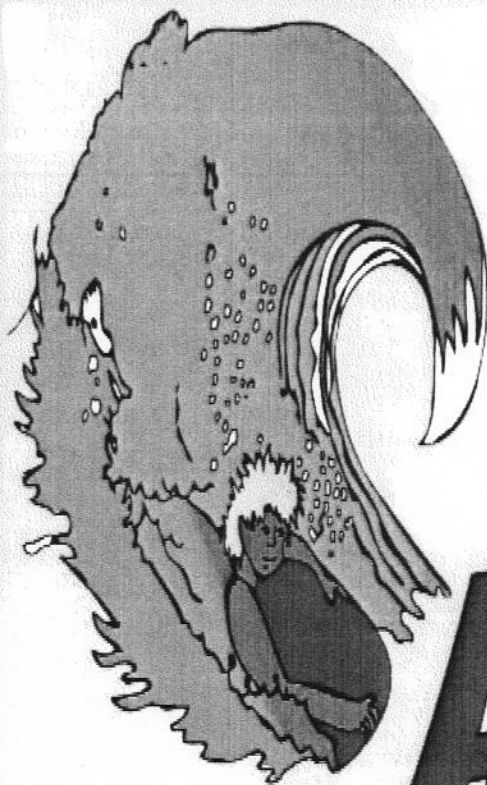
**Accounting  
Notes**



**Store  
Recruiting  
Tools**



**Overlooked  
Medical  
Deductions**



# **ATCH!**

**The Wave to  
Value & Profit  
Trade Show  
April 23, 2009**

# 2009 Calendar of Events

April 16  
Board of Directors Meeting - Embassy Suites Arcadia

April 23  
Trade Show - Pasadena Convention Center

May 21  
Board of Directors Meeting - Embassy Suites Arcadia

June 18  
Board of Directors Meeting - Embassy Suites Arcadia

July 19-23  
National Convention - Paris Hotel & Casino - Las Vegas, NV

July 30  
Board of Directors Meeting - Embassy Suites Arcadia

August 10 - 7-Eleven FOASC Golf Tournament  
"The 23rd Annual Joe Saraceno Invitational"  
La Cananda Flintridge Country Club



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**"The Largest Association in the USA"**

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**Gunu Singh, Assistant Editor**

*Perspective is published quarterly. The publication staff welcomes comments, story ideas and viewpoint articles from Perspective readers. The editor reserves the right to edit all material submitted for publication.*

**Material for publication should be sent to:**  
**7-Eleven F.O.A.S.C.**  
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## PERSPECTIVE:

*'The capacity to view things in their true relations or relative importance and to view your own task in a larger framework.'*

We chose to name our publication 'PERSPECTIVE' simply because of its traditional meaning. It seemed to encompass in one word the overall philosophy of the small group which formed our Association way back in the early seventies.

Today it still stands the "test of time" maybe more so.

*7-Eleven Franchise Owners  
Association of Southern California*

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**Southern California**

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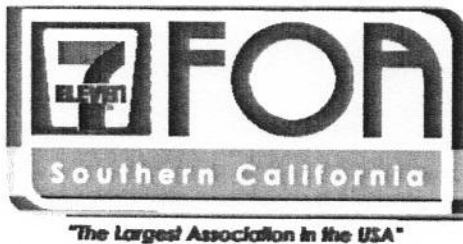
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## President's Message



Business Transformation as the way to improve our income and simplify the day to day operation will be introduced by 7-Eleven, Inc. ("SEI") in the Southwest Division in the early part of 2010.

This will be a big change for all of us in the way we operate of stores. SEI has told us in every meeting that it will make a lot of money for us. However, many of us are not quite sure if that will be the case.

SEI states that 63 trucks come to our store every week. So, I conducted a survey over a two week period at one of my stores. I found that 11 big trucks come to my store on a weekly basis. Not included in this count were the seven deliveries I receive from CDC, two from McLane, twenty eight from four newspapers and four from two DSD vendors who come only twice a month.

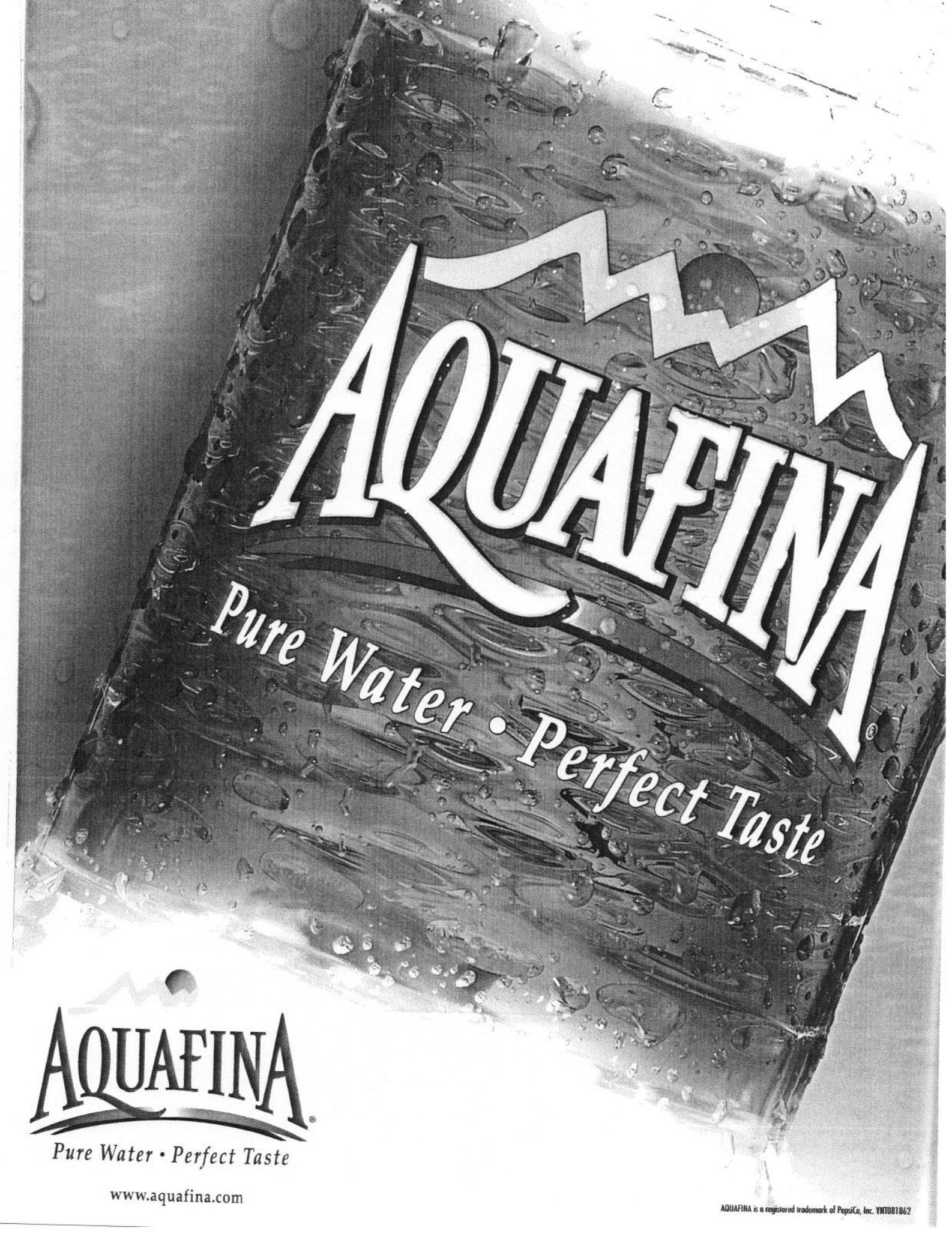
I order CDC seven days a week, Mc Lane twice, Coke, Pepsi, Anheuser-Busch, Miller-Coors, 7UP, and Red Bull once a week. The product from CDC and McLane is delivered at night and the rest come during the day, and they don't show up on the same day and at the same time. On a rare occasion I have seen one truck coming in as the other is going out.

As the orders come in, product is brought in and lined up by the delivery driver and a sales associate checks it in. If there is any shortage it is noted and credit is given on the spot. It takes no more than few minutes for my Sales Associate to do this. After the order is checked in and verified, the driver puts away the product in the designated places, and rotates and stacks it. Depending on the volume of the product, it takes him between 30 minutes to an hour to complete the delivery. The Sales Associates is not taken away from providing customer service. This procedure applies to the Vendors mentioned above. I have not heard any one complaint about this system. Yes, there will be occasions when the vendor is out of some product. This happens with Mc Lane and CDC also.

The new method being proposed by SEI will have us ordering up to SIX days a week, the delivery will be at night and you will get beer, soda, and water on the same truck. Depending on the volume of your store, you might have to order any of the above products more than once a week, and finally we will have to put it up. For most of the stores it will add another employee at night which will increase labor costs for the franchisee.

The big question is just because it works in other countries, will it work here? I do not have an answer, but am willing to try. At the same time I expect SEI to stand by their word. That is if this not a money maker for ALL of us, they will not pursue it.

Karam Dhaliwal  
President  
kmd1948@yahoo.com

A large, condensation-covered Aquafina water bottle is the central focus of the advertisement. The bottle is tilted, and its surface is covered in numerous water droplets, giving it a fresh and refreshing appearance. The Aquafina logo, featuring a mountain peak above the brand name, is prominently displayed on the bottle's label.

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*Pure Water • Perfect Taste*

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# Overlooked Medical Deductions

By Howard J. Levine C.P.A.

While it is common knowledge that you may deduct medical expenses for yourself and your dependent children, there are many other opportunities to deduct medical expenses that are not so well known. Here are some commonly overlooked medical deductions to keep in mind as you compile the data for your 2008 tax returns:

**Long-Term Care Costs** – The treatment of a chronic illness or a disability can be extremely costly. Certain services that would otherwise not be deductible can be deducted as long term care costs:

- ° Long-term care insurance premiums, subject to age-related limits.
- ° Maintenance and personal care services, including meal preparation and housekeeping, if the services are rendered to assist with daily activities that chronically ill individuals are unable to perform on their own.
- ° Meals and lodging for an in-home caregiver if the caregiver is unrelated or is licensed.
- ° Nursing homes and assisted-living facilities. All reasonable costs, including those for meals, lodging and personal care, are deductible if the patient is admitted for medical reasons.

**Non-elective cosmetic surgery** – If the surgery is necessary to promote proper function of the body or prevent or treat an illness or disease it is deductible.

**Dental work**, if it is not purely cosmetic.

**Hearing aids and prescription eyeglasses** – Not only are these deductible, but so is the cost of examinations.

**Psychotherapy and psychiatric counseling**

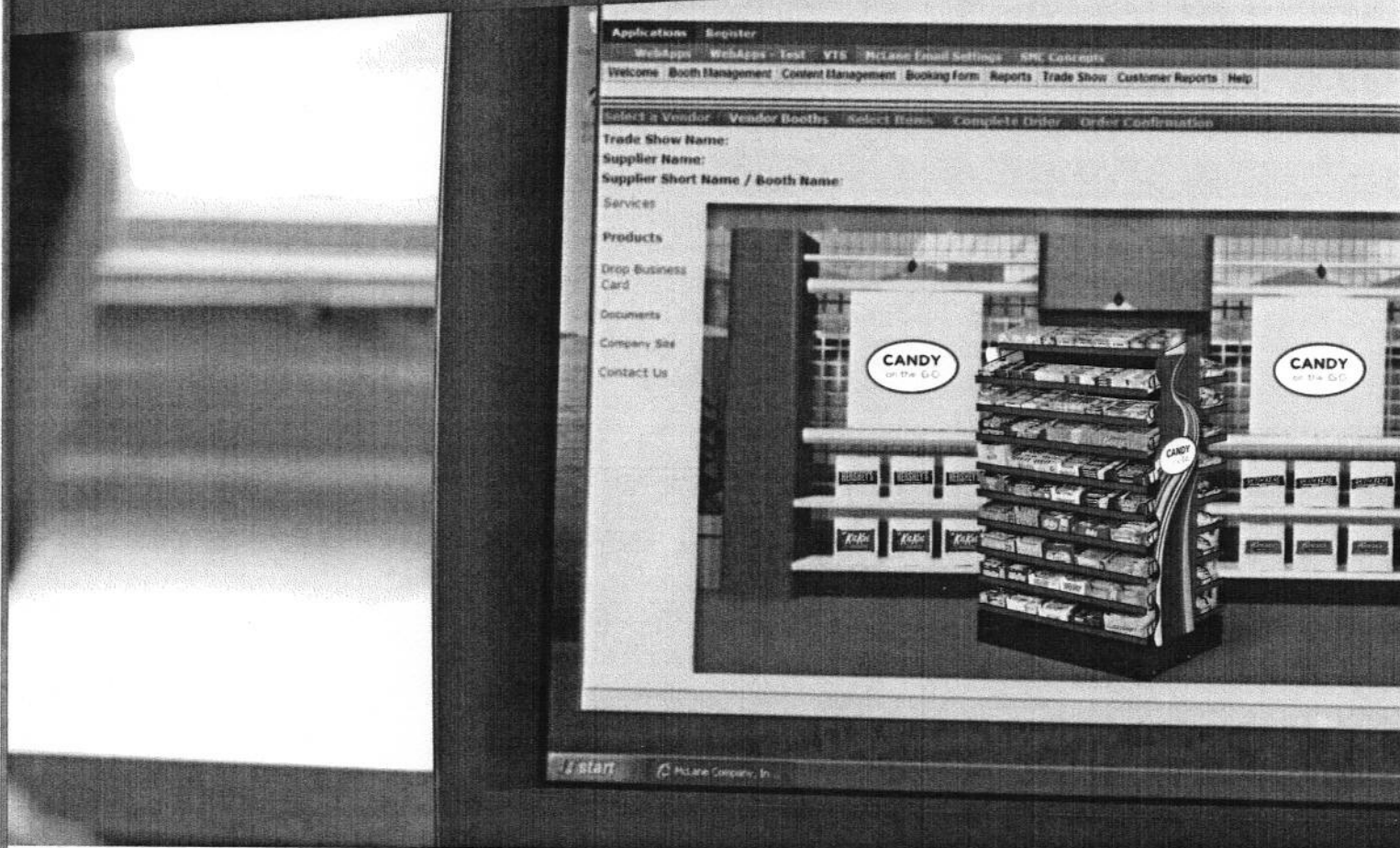
**Smoke and alcoholic cessation programs**, including prescription drugs to alleviate the withdrawal.

**Transportation** – You can deduct the cost of transportation to and from medical treatment, including tolls and parking.

**Weight-loss programs** for the treatment of physician-diagnosed disease.

Keep in mind that all of your medical costs are added together. The total of these costs must exceed 7.5% of your adjusted gross income (10% for alternative minimum tax purposes) to potentially be deductible.

**This article is for general information only. You should speak with your tax advisor for details that would apply to your personal, unique situation.**



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# Store Recruiting Tools

By, Tom Lesser, H.R. Manager

With today's economic downturn, smart businesses are shifting their recruiting strategy. The rising unemployment has created a surplus of labor, which provides a great opportunity for the employer. Businesses are using the downturn to improve their talent through both development activities and strategic recruiting.

Here at 7-Eleven, there is no denying that our business requires employees to perform at a high level. Surrounding each store, there are high quality people actively looking for work. Now is a great time to reach out to these talented individuals seeking employment opportunities.

To give you as much support as possible, 7-Eleven has developed an entire line of hiring tools. Each of these items are provided at no cost to the Franchise Community. The goal is for Franchisees to use these items on a consistent basis to attract potential applicants, screen those who apply, and provide a dynamic on-boarding experience for those who join the 7-Eleven Team.

Technology has transformed the recruiting function from a face-to-face model into an almost exclusively Internet model. Computer proficient applicants frequently use the internet for their job search efforts. To capitalize on this trend, 7-Eleven is proud to announce the "7-Eleven Store Recruitment Center". The Store Recruitment Center allows job seekers to utilize 7-Eleven.com to attract candidates for your stores. Franchisees have the ability to post job openings through 7-Connect, and the Store Recruitment system will automatically distribute candidates to their candidate inbox. Field Consultants are prepared to guide you through this process.



To assist with marketing your "Now Hiring" message, 7-Eleven has created an attractive, reusable Help Wanted sign. This double sided static cling is a great way to grab attention from your store front window. This sign is available to order through your Field Consultant (#REC228). Also available are Recruiting Business Cards (#REC2000) meant to be handed out in your store to remind customers of employment possibilities.



Other tools available to Franchisees include Applications (#REC600), New Hire Kit (#REC602) with all essential forms, and a handy Sales Associate Interview Guide (#REC601) with step-by-step directions. By combining talent development and strategic recruiting, you can help your business navigate towards success. We hope to see each store emerge to greatness and become better equipped to succeed in the marketplace.

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## Accounting Notes

*From Ser-Vis-Etc. LLC's Newsletter*

### **Problem Vendors**

The company continues to set up new vendors for special programs. For the most part all of them present challenges to Franchisees. The first two are FES and Mt. View Marketing. Both vendors have merchandise delivered by either CDC or United Parcel and are not consistent as to which one. The deliveries can be over looked or at least delaying the acknowledgement of the order and recording on Receiving Logs. Another point is that charges for the merchandise are frequently before the actual delivery to the store.

A recent addition is Sportsline who provides a variety of sports branded products. Why they push Oakland Raiders products in Southern California does not make sense. The Raiders were in L.A. for a short period and left a questionable reputation in the area. The major problem with this vendor is returns. After obtaining a UPS approval, the credit is delayed. In addition, to date the amount they have credited does not match the amount that was indicated by the store. You need to be sure to record the authorization number since it appears that is the number that will be used.

Stores that show retail extensions for credits from this vendor frequently find they do not get full credit. The vendor will not give credit for merchandise that is not sellable in their opinion. Apparently, they do not feel the need to advise the store of what items they will not accept. Please protect yourself. Log cost and retail for this vendor. An RIA can be submitted for any difference to eliminate shrinkage.

### **Phone Card Changes**

This change is like the proverbial half filled glass of water. It is just as accurate to say the glass is half empty. Many stores lost significant sales volume and could affect the goodwill price. Outside buyers coming new to the 7-Eleven system frequently place too much importance upon sales values, not realizing the retail accounting system. These buyers will place a great importance upon what the current Franchisee makes, not understanding the contract changes and the impact of completely following the corporate leadership.

The change offers several positives:

It groups phone cards with money orders and lottery. Cards belong here. They offer a profit that is half what is needed for the Franchisee to break even. The real profit in these lines is in the "float" that 7-Eleven does not share.

Just like money orders and lottery, the phone cards are a positive for the Franchisee only if they generate traffic.

Phone card gross profit is now clearly stated for the Franchisee and Field consultant. It should be compared to merchandise gross profit and reasonable space and place allocations can be based upon facts. This is true "retailer initiative".

Phone cards and store value cards should not be rung on credit cards, just like all the other commission lines they are grouped with.

CONTINUED ON PAGE 11

# WHAT THE FRUIT?



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Stores need to be very careful when reviewing PPD screens. If possible, problems should be resolved before you close the day. Just like money orders, the store will be charged for errors. They will be entered on the Cash Report Corrections report as cash shortage. We are in the process of getting clarification on this one.

### ***Credit Card Expenses***

Stores are getting a double dose of credit card charge backs. The economy is increasing the number of problems and 7-Eleven is pushing more off to the Franchisee. Holiday charge backs will not show up until spring. Protect your profits.

1. No plastic for plastic. What is the difference between a VISA gift card and a money order?
2. Set a limit your employees understand.
3. Check ID on all sales from \$25 to your limit.
4. Charge gas only at the pump. If the card does work at the pump, it should not work in the store. If a person does not know the ZIP code it might not be their card.

Remember that SEI gets their share of the profit from the sale but you get the entire loss from a charge back.

### ***Printer Trays***

I estimate that 2 of 3 stores that I visit have broken printer paper trays. They are supported by everything from a stack of magazines to blocks of wood. One client called the Help Desk in October. A technician was dispatched to the store who installed a new tray. No work order or receipt was left, but the store was charged \$250.

Most stores have HP1300n printers. I ordered a paper tray (part #RM1-0553-000cn) from "HP" on line for \$12.35 and \$11.25 shipping plus California stores pay for sales tax. It arrived four days later by UPS. You can also order by phone at (800) 227-8164. Multiple orders would probably pay less shipping per unit.

This is almost as bad as the government paying \$500 for a toilet seat. This kind of nonsense gets big companies in trouble. Why does SEI not care enough to prevent these things from happening?

### ***Franchisee Agreement***

Most stores are still on the 2004 Agreement. Know your agreement and do not let the Market Manager or Field Consultant waste your money. If they ask you to do or buy something that you do not believe is in your best interest, have them show you the requirement in your contract. Replacing equipment that the maintenance company can no longer repair is SEI obligation. Buying equipment such as coffee burners is their obligation. A budget does not change their obligation. The corporation still gets more of each profit dollar than you do. Video games were not part of a promotion and not a required purchase. Several Clients practiced true Retailer Initiative and did not buy the high priced, 15% gross profit products. That decision looks very good a week before Christmas.

Likewise, you are responsible for training your employees. This is the cornerstone of being independent. The newest contracts do have requirements about "Come of Age" training. If you were a Franchisee years before your FC was born, your training is probably better than theirs.

**Contact: Norm Winslow (559) 251-0717**

**Richard Schwarz (562) 438-6832, [richard@servisetc.com](mailto:richard@servisetc.com)**

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\*Source: Cannondale Associates Shopper Genetics 2006



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# 7-Eleven Raises Bet on Store Brands

*The world's largest convenience store chain is rolling out a new line of food and nonfood packaged goods under its 7-Select brand.*

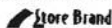
**W**ith the roll out of 32 snack foods under its new 7-Select store brand, 7-Eleven, Inc.,

Dallas, TX, is strengthening its presence in store brand packaged foods, a business that has increased dramatically over the year and promises strong future growth, especially in light of consumer budget-tightening during the decelerating U.S. economy, as the company points out in its November 25, 2008, press announcement.

## Huge Growth Potential

According to research released by The Nielsen Co. last October at the NACS Show in Chicago, store brand sales are growing faster in convenience stores compared to other stores and represent a tremendous growth opportunity for the convenience channel.

Nielsen's research shows that sales of store brand products rose nearly 20 percent last year to \$826 million in convenience stores, compared to a 15 percent increase in drug stores and just under 10 percent in supermarkets. However, store brand share of product sales is significantly lower in convenience stores—only 1.5 percent—compared to 13 percent share of drug store sales and a nearly 18 percent share of supermarket dol-

 Store Brand

lar sales. Indeed, the 7-Eleven executives in charge of the rollout of the 7-Select line believe its store brand sales of packaged goods in the next few years can reach the same share level of supermarket sales.

Nationwide, convenience store sales rose 4.1 percent, according to Nielsen.

Kevin Elliott, 7-Eleven's senior vice president for merchandising, marketing, and logistics, points out that there are two consumer-driven forces fueling his company's development of a comprehensive private label program.

- The growing consumer need for fill-in grocery products;
- The growing consumer interest in saving money during the current economic downturn.

"Triggered by last year's increase in gasoline prices, we saw consumers increase their destination shopping at supercenters and warehouse clubs," says Elliott. This growth in one-stop shopping has increased the interval between shopping visits. This in turn has led to a growing need for fill-in grocery products between major shopping trips, according to Elliott. "We really try to differentiate ourselves from the other c-store operators. We don't want to be just the tobacco-and-soft-drinks store. We want to be the place where you buy fresh foods, fill-in groceries, nonfood products, and where you buy prepaid services. If you look at our assortment, it is typically broader and deeper than the average c-store business."

To appeal to today's value-minded consumers, 7-Eleven notes that the suggested retail prices for the new 7-Select products offer a significant savings from 10 to 20 percent for customers versus the national brand equivalent. According to Elliott, added value might mean a lower price versus the comparable branded item or, in some cases, more product for the same price.

## 7-Select Product Mix

Following a pilot program in May 2008 in 1,500 stores in Florida and the Mid-Atlantic area, the company initiated a systemwide rollout of 32 new 7-Select products at the end of last year. Initial offerings in the line include cookies, candy, nuts, potato chips, beef jerky, trail mix, plus chocolate-covered pretzels, coffee espresso beans, raisins and peanuts.

"We have selected only top suppliers to develop and produce 7-Select snacks, and many also manufacture similar products for the recognized national brands and other top private-label retailers," says Elliott. "New 7-Select items are already in the pipeline and we plan to widen our assortment in early 2009."

By the end of the first quarter 2009, 7-Eleven expects to have more than 180 store brand items available for its stores to offer their customers.

The company actually introduced an earlier version of the 7-Select brand in 2004 that included private label paper goods, batteries, and stationery supplies. 7-Eleven is now in the process of relaunching these products under its new 7-Select label graphics and packaging treatment. At the same time, it is reformulating them to meet its new high-quality standards for the 7-Select brand.

In addition, its private label bottled water line sold under the name of Quality Classic Selection will soon convert to the 7-Select brand.

"The 7-Select name builds on the strength of the 7-Eleven brand and will help define who we are as a retailer much as our Slurpee and Big Gulp beverages have over the past 40 years," says Elliott. "7-Eleven is known for its unique brands and assortment of quality products. 7-Select snacks will certainly strengthen our position as the preferred convenience store for value, quality and

convenience."

Elliott notes that because of 7-Eleven stores' volume of snack sales and store traffic (the company serves some 6 million customers each day), the company can work with manufacturers and packaging companies that already provide product for name-brand labels to offer consumers an attractive price for popular snacks.

"Just as important, 7-Eleven can control and maintain the product quality and the amount of product in each package," says Elliott. "For example, in our 7-Select Swiss Trail Mix, we use whole cashews and real M&Ms, not cashew pieces or generic chocolate bits. Plus it's at an attractive, suggested retail price of \$2.29 for 2.5 ounces compared to a well known brand that offers a similar mix in a 2-ounce-size bag for a suggested retail price of \$2.69."

"Convenience stores' 'bread-and-butter' items—snacks and beverages—remain a relatively untouched category for private label and present tremendous opportunities for growth, especially in a lean economy when consumers have a heightened awareness of the cost of goods and are actively seeking out ways to stretch their dollars," says Elliott.

"I think the great prices and 7-Select name will entice customers to try these new snacks," he added, "but the quality is what will keep them coming back."

Elliott says 7-Eleven plans to expand its 7-Select brand product to its Canadian stores in the first quarter of 2009.

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Customer Support: Sooners Consulting, Inc (Tel: 310-792-7427)

## Consumer Tested

In May 2008, 7-Eleven began a pilot program to offer the new private-label products, like snacks, candy, nuts and cookies, in 1,500 stores in Florida and the Mid-Atlantic area. With in-store displays and point-of-purchase signs to communicate the benefits of the new snack line, 7-Eleven customers showed immediate interest in the new value-priced items, according to Elliott.

"When we began to develop products under the 7-Select name, our first and foremost requirement was to create high-quality products that were equal to or better than the national brands," he says. "Focus groups verified that we exceeded that goal by scoring taste, texture and flavor profiles higher than the name brand equivalent in every case."

## Franchisee Supported

At the end of 2008, about 75 percent of 7-Eleven's stores in the USA were operated by franchisees, many of whom are single-store owners. 7-Eleven is in the process of converting its company-owned stores in Florida to franchise stores as well in order to become a 100 percent franchise store system.

"Under our franchise system, our store owners get to manage their own product assortment," notes Elliott. "We recommend assortments and we provide planograms to them for their guidance. But under our system, store owners have the freedom to buy new products or not to accept new products."

The new 7-Select snack food line has been adopted by more than 98 percent of 7-Eleven franchisees which is among the highest acceptance rates for a new product launch in the company's history. "This acceptance rate has led us to believe that not only do our customers want our new store brand line, but our franchisees really believe in it as well," says Elliott.

He believes that one of the main reasons 7-Eleven has had so much success in the launch of the 7-Select line in terms of product penetration and pull is due to their franchisee

involvement and feedback through collaboration with the company's franchisee advisory group that is part of the Presidents Leadership Council.

In addition, before the launch of 7-Select, the company sent representatives from its merchandising group into local trading areas across the country to meet with store owners and explain the strategy behind the new line and to provide product samples to them.

## More to Come

As noted above, 7-Eleven has many additional 7-Select items under development and set to launch in the first quarter of this year. New categories will include packaged baked sweets such as cupcakes, snowballs, and cookies; juices and drinks including enriched waters and flavored

teas; frozen food such as appetizers, snacks, and single-serve meals; and convenience grocery items such as soup, pasta, and RTE cereal. Nonfood categories will include personal care items, kids toys, and automotive supplies.

## Design Strategy

7-Eleven has opted for a family look in the label design for its 7-Select brand line rather than a category specific approach that tries to emulate the national brands.

"From the start of our product development process, we really wanted to provide a family look in terms of label design for the 7-Select line," says Rita Bargerhuff, vice president of marketing. "A consistent image throughout the store creates customer trust and better promotes your private brand. This task is a bit challenging in terms of creating that singular look when you are dealing with a diverse group of product categories including beef jerky, premium candy and kids cookies."

While 7-Eleven is promoting the fact that its 7-Select brand represents a product line that is national brand equivalent or better in terms of product quality, the company has consciously avoided emulating them in terms of label design. "Our first

and foremost objective in terms of label design is to ensure that our new private label line is associated with brand 7-Eleven," points out Bargerhuff. "We really don't want to put a package in the stores that looks like a national brand equivalent with a 7-Eleven logo on it."

Planograms encourage store owners to merchandise the 7-Select line in two areas of the store:

1. Block set on special end-cap display units in front of the store, and
2. Set in-line next to the competitor

(continued on page 69)

(continued from page 26)

ing brand in the grocery aisle.

To help 7-Select compete more effectively with the national brands, 7-Eleven is employing pre-price stickers on selected products. "For instance with beef jerky, the national brand is \$5.99 and ours is priced at \$4.99," notes Bargerhuff. "With the bright red stickers, the \$4.99 price really jumps out and catches the customer's attention."

Above the eye-catching price call-out, the stickers also say "best value."

All 7-Select products carry an on-pack "Satisfaction Guaranteed" statement that is supported with a toll-free telephone number for consumers. Product packaging also bear a "Best By" open-date code.

According to Bargerhuff, the

packaging design treatment for the 7-Select brand is the result of the collaborative work of the 7-Eleven marketing staff, the company's in-house broker Daymon Worldwide, and the company's advertising agency of record FreshWorks.

In addition to testing the consumer appeal and acceptance of the 7-Select label design and logo among focus groups in the USA, 7-Eleven also tested it in six countries overseas. "From a design and marketing standpoint, there was another label with the word 'Select' in a script font that we preferred over the current design," says Bargerhuff. "However, when we did consumer research in the U.S. and abroad and showed various treatments of the logo, we learned customers preferred the word 'Select' set in block lettering. So we listened to our customers and modified our label design."

Consumer acceptance in other countries is an important consideration for 7-Eleven because the company has 35,000 stores in 17 countries.

"We wanted to be sure that the new 7-Select brand was something that our international associates could apply to their private label initiatives overseas," says Bargerhuff.

## 7-Eleven Japan

The Japanese retail chain operator Seven & I Holdings Co., based in Tokyo, is parent company of 7-Eleven, Inc. It operates 11,735 7-Eleven convenience stores in its home country. However, don't look for the new 7-Select brand to appear in the Japanese market. 7-Eleven Japan already has its own private brand line of food products called Seven Premium. In an interview in *Kyodo News* last December, Seven & I president Noritoshi Murata said his company plans to boost sales of its Seven premium food line to 20 percent of overall food sales in fiscal 2009. To achieve this share target, the company plans to increase the number of food products under the Seven Premium brand from the current 800 items to include 1,300 items. ■

# Be One Of Ten Stores To Win \$4,000 First Half 2009 Franchisee Incentive

**Starts: January 1, 2009 Ends: June 30, 2009**

*Eligible Contest Items: Everything Listed Below!*  
*How It Works: It's simple! Based on 7-Exchange Data,*  
*the 10 stores with the highest percentage change*  
*in revenue for eligible contest items (vs.)*  
*First Half 2008 will win \$4,000 each!*

**Grow your  
Kraft product  
portfolio and possibly  
win \$4,000!**



**Deli Meats**

**JELL-O**



**Nabisco**

| UPC 14 Digits                | Product Description                 | Pack | SLIN   | UIN    |  |  |  |  |  |  |  |  |
|------------------------------|-------------------------------------|------|--------|--------|--|--|--|--|--|--|--|--|
| <b>TUBE NUTS</b>             |                                     |      |        |        |  |  |  |  |  |  |  |  |
| 00029000075382               | Salted Cashews                      | 18   | 302127 | 70854  |  |  |  |  |  |  |  |  |
| 00029000075399               | Honey Roasted Cashews               | 18   | 301996 | 896225 |  |  |  |  |  |  |  |  |
| <b>PLANTERS BIG BAG</b>      |                                     |      |        |        |  |  |  |  |  |  |  |  |
| 00029000012585               | Salted Peanuts 6oz                  | 1    | 301889 | 497321 |  |  |  |  |  |  |  |  |
| 00029000012578               | Honey Roasted Peanuts 6oz           | 1    | 301891 | 497131 |  |  |  |  |  |  |  |  |
| 00029000012639               | Chipotle Peanuts 6oz                | 1    | 301902 | 497198 |  |  |  |  |  |  |  |  |
| <b>PLANTERS BIG NUT BARS</b> |                                     |      |        |        |  |  |  |  |  |  |  |  |
| 00043000027261               | Triple Nut Bar 8.1z                 | TBD  | TBD    |        |  |  |  |  |  |  |  |  |
| 00043000027285               | Double Peanut Butter Bar 8.1z       | TBD  | TBD    |        |  |  |  |  |  |  |  |  |
| <b>NEWTON FRUIT CRISPS</b>   |                                     |      |        |        |  |  |  |  |  |  |  |  |
| 00044000018747               | Apple Cinnamon 8z                   | TBD  | TBD    |        |  |  |  |  |  |  |  |  |
| 00044000018761               | Mixed Berry 8z                      | TBD  | TBD    |        |  |  |  |  |  |  |  |  |
| <b>TRAIL MIX</b>             |                                     |      |        |        |  |  |  |  |  |  |  |  |
| 00029000078628               | Nut & Chocolate Mix                 | 1    | 301864 | 45013  |  |  |  |  |  |  |  |  |
| 00029000078802               | Fruit & Nut Mix                     | 1    | 301863 | 37747  |  |  |  |  |  |  |  |  |
| 00029000012172               | Berry Almond Day Break 5z           | 1    | TBD    |        |  |  |  |  |  |  |  |  |
| 00029000012189               | Apple Cinnamon Day Break 5z         | 1    | TBD    |        |  |  |  |  |  |  |  |  |
| <b>CORN NUTS 4Z</b>          |                                     |      |        |        |  |  |  |  |  |  |  |  |
| 00071159076550               | Chili Picante                       | 1    | 301014 | 428110 |  |  |  |  |  |  |  |  |
| 00071159078240               | BBQ                                 | 1    | 300252 | 428300 |  |  |  |  |  |  |  |  |
| 00071159000029               | Limon                               | 1    | 301176 | 188375 |  |  |  |  |  |  |  |  |
| <b>SINGLE SERVE COOKIES</b>  |                                     |      |        |        |  |  |  |  |  |  |  |  |
| 00044000001452               | FF Fig Newtons                      | 12   | 300055 | 937607 |  |  |  |  |  |  |  |  |
| 00044000001766               | Snackwells Crème Sand               | 12   | 300069 | 468454 |  |  |  |  |  |  |  |  |
| <b>BIG BAGS \$.99</b>        |                                     |      |        |        |  |  |  |  |  |  |  |  |
| 00044000003067               | Nutter Butter Bites                 | 12   | 300410 | 53207  |  |  |  |  |  |  |  |  |
| 00044000006778               | Ritz Bits Cheese                    | 1    | 300412 | 229708 |  |  |  |  |  |  |  |  |
| 00044000006792               | Chips Ahoy                          | 12   | 302047 | 230102 |  |  |  |  |  |  |  |  |
| 00044000006808               | Mini OREO                           | 12   | 300405 | 230169 |  |  |  |  |  |  |  |  |
| 000440000017644              | Mini Nilla Wafers                   | 8    | 302336 | 592287 |  |  |  |  |  |  |  |  |
| 000440000021191              | Mac & Cheese Crackers 2.25oz        | 1    | 301334 | 193672 |  |  |  |  |  |  |  |  |
| <b>CAKESTERS</b>             |                                     |      |        |        |  |  |  |  |  |  |  |  |
| 00044000017729               | Nilla Cakester SS 3oz               | 12   | 301086 | 617621 |  |  |  |  |  |  |  |  |
| <b>CONVENIENCE PACKS</b>     |                                     |      |        |        |  |  |  |  |  |  |  |  |
| 00044000017040               | Double Stuf Oreo                    | 1    | 300189 | 424218 |  |  |  |  |  |  |  |  |
| 00044000007584               | Lorna Doone                         | 1    | 300060 | 261966 |  |  |  |  |  |  |  |  |
| 00044000048372               | Nilla Wafers                        | 1    | 301177 | 446609 |  |  |  |  |  |  |  |  |
| <b>GROCERY PACKS</b>         |                                     |      |        |        |  |  |  |  |  |  |  |  |
| 00044000010607               | Chewy Chips Ahoy 15oz               | 1    | 302838 |        |  |  |  |  |  |  |  |  |
| 00044000001049               | Wheat Thin Crackers                 | 1    | 300156 | 327114 |  |  |  |  |  |  |  |  |
| 00044000002206               | OREO Double Stuff                   | 1    | 302062 | 553677 |  |  |  |  |  |  |  |  |
| <b>MEALS</b>                 |                                     |      |        |        |  |  |  |  |  |  |  |  |
| 00021000658930               | Kraft Velveeta Shells & Ch          | 1    | 210285 | 496224 |  |  |  |  |  |  |  |  |
| 00021000010882               | Kraft EZ Mac Cup Triple Cheese      | 1    | 210182 | 852459 |  |  |  |  |  |  |  |  |
| 00021000010875               | Kraft EZ Mac Cup Original           | 1    | 210882 | 843433 |  |  |  |  |  |  |  |  |
| <b>COFFEE</b>                |                                     |      |        |        |  |  |  |  |  |  |  |  |
| 00043000701300               | Maxwell House AMC Coffee 13z        | 1    | 210254 | 426148 |  |  |  |  |  |  |  |  |
| 00043000794500               | Maxwell House Instant 4z            | 1    | 210593 | 570705 |  |  |  |  |  |  |  |  |
| <b>CHEESE CHUNK</b>          |                                     |      |        |        |  |  |  |  |  |  |  |  |
| 00021000004102               | Sharp Cheddar Cuts                  | 1    | 290017 | 845800 |  |  |  |  |  |  |  |  |
| <b>CREAM CHEESE</b>          |                                     |      |        |        |  |  |  |  |  |  |  |  |
| 00021000612239               | Philly 8z Brick                     | 1    | 290032 | 072231 |  |  |  |  |  |  |  |  |
| <b>SHREDDED CHEESE</b>       |                                     |      |        |        |  |  |  |  |  |  |  |  |
| 00021000638666               | Kraft SHRED MILD CHEDDAR SS - 8 OZ  | 1    | 290172 | 117010 |  |  |  |  |  |  |  |  |
| 00021000638994               | Kraft SHRED MEXICAN 4 CHS SS - 8 OZ | 1    | 290171 | 116715 |  |  |  |  |  |  |  |  |

# Each In Kraft's Contest!



The TEN STORES  
with the highest  
percentage change in  
revenue for eligible contest  
items (vs.) First Half 2008  
WILL WIN \$4,000 EACH!  
Start ordering NOW!

Photos do not show all eligible products.

## ENHANCERS

|                |                           |   |        |        |
|----------------|---------------------------|---|--------|--------|
| 00054400000092 | A1 Steak Sauce 5oz        | 1 | 210183 | 043976 |
| 00054400000054 | A1 Steak Sauce 10oz       | 1 | 210016 | 354910 |
| 00021000645077 | Kraft Squeeze Mayo 18z    | 1 | 210309 | 650747 |
| 00021000643592 | Kraft Ranch Drsg 8z       | 1 | 210317 | 136176 |
| 00021000644216 | Kraft Zesty Ital 8z       | 1 | 210318 | 292011 |
| 00021000645091 | Kraft Squeeze Mwhip 18z   | 1 | 210384 | 650812 |
| 00021000678464 | Kraft Plain BBQ Sauce 18z | 1 | 210514 | 602805 |

## REFRIG PACKAGED DESSERTS

|                 |                                     |    |        |        |
|-----------------|-------------------------------------|----|--------|--------|
| 000043000008775 | Jell-O Pudding Van/Choc 3.75z       | 12 | 290060 | 573402 |
| 000043000008805 | Jell-O Pudding Dulce de Leche 3.75z | 12 | 290138 | 573428 |

## CHEESE SLICES

|                |                                  |   |        |        |
|----------------|----------------------------------|---|--------|--------|
| 00021000604647 | Kraft AMER SLC IW YELLOW - 12 OZ | 1 | 290068 | 590980 |
| 00021000611447 | Kraft VELVEETA SLC - 12 OZ       | 1 | 290043 | 275230 |

## SLICED MEATS

|                |                                     |   |         |        |
|----------------|-------------------------------------|---|---------|--------|
| 00044700019108 | Smoked Cooked Ham 6z                | 1 | 290001  | 801621 |
| 00044700009864 | Cotto Salami 8z                     | 1 | 290005  | 820696 |
| 00044700008652 | OM BOLOGNA SS - 8 OZ                | 1 | 290004  | 801449 |
| 00044700064108 | OM DEL THN OVN RST TURKEY SS        | 1 | 290107  |        |
| 00044700100240 | OM Deli Fresh Honey Ham 2.5oz       | 6 | 290140  | 564732 |
| 00044700100233 | OM Deli Fresh Mesquite Turkey 2.5oz | 6 | 2900145 | 564815 |

## HOT DOGS

|                |                       |   |        |        |
|----------------|-----------------------|---|--------|--------|
| 00044700000632 | OM Weiners 16z        | 1 | 290007 | 289116 |
| 00044700002100 | OM Jumbo Hot Dogs 16z | 1 | 290089 | 007237 |

## BACON

|                |                              |   |        |        |
|----------------|------------------------------|---|--------|--------|
| 00044700019887 | OM 16z Bacon                 | 1 | 290008 | 074039 |
| 00044700020869 | OM Hickory Country Bacon 16z | 1 | 290015 | 037341 |

## CHEESE SNACKING

|                |                        |    |        |        |
|----------------|------------------------|----|--------|--------|
| 00021000003983 | Twist Ums .75z         | 48 | 290142 | 33258  |
| 00021000000227 | String Ums 1z          | 48 | 290034 | 226423 |
| 00021000005796 | Jalapeno Stick 1z      | 48 | 290139 | 536812 |
| 00021000766956 | CB Xtra Sharp 1z Stick | 12 | 290040 | 321422 |

## LUNCHABLES

|                |                             |   |        |        |
|----------------|-----------------------------|---|--------|--------|
| 00044700024454 | LNCHBL TUR/AMER - 10.55 OZ  | 1 | 170052 | 799635 |
| 00044700024485 | LNCHBL HAM FUN PK - 11.2 OZ | 1 | 170054 | 799692 |
| 00044700024546 | LNCHBL .HAM/SWS - 4.5 OZ    | 1 | 170051 | 837773 |
| 00044700024553 | LNCHBL TRKY/CHDR - 4.5 OZ   | 1 | 170050 | 634857 |
| 00044700360996 | DF Combos CHKN/TKY - 4.5 OZ | 1 | 170049 | 104240 |
| 00044700360989 | DF Combos HAM/TKY - 4.5 OZ  | 1 | 170048 | 103440 |

## NUTRITIONAL/ENERGY

|                |                                       |    |        |        |
|----------------|---------------------------------------|----|--------|--------|
| 00750049       | Yogurt Honey Peanut 6PK               | 6  |        |        |
| 00750049598586 | SthBch Meal Replcmnt Bar Choc Crisp   | 12 | 300737 | 391656 |
| 00750049598609 | SthBch Meal Replcmnt Bar Choc Pnt Btr | 12 | 302161 | 391730 |

## FROZEN PIZZA

|                |                            |   |        |        |
|----------------|----------------------------|---|--------|--------|
| 00071921003395 | DiGiorno Pepp - 12"        | 1 | 180196 | 246157 |
| 00071921003371 | DiGiorno Supreme - 12"     | 1 | 180197 | 246124 |
| 00071921008291 | DiGiorno For One Pepperoni | 1 | 180057 | 618348 |
| 00071921008277 | DiGiorno For One Supreme   | 1 | 180016 | 618363 |
| 00071921008284 | DiGiorno For One 4 Cheese  | 1 | 180080 | 619833 |
| 00071921005191 | Tombstone Pepp - 12"       | 1 | 180196 | 246199 |

## FOOD SERVICE

|             |                                        |    |        |      |
|-------------|----------------------------------------|----|--------|------|
| 04300000796 | Crystal Lgt OTG Lemonade - .17 OZ      | 12 | 210147 | 4366 |
| 04300000797 | Crystal Lgt OTG Peach Tea - .09 OZ     | 12 | 210115 | 4515 |
| 04300000798 | Crystal Lgt OTG Raspberry Ice - .08 OZ | 12 | 210197 | 4697 |

Questions? Call Doug Hendricks at 804 897-4920 for more information!

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★

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# NEWCASTLE BROWN ALE JOINS HEINEKEN USA.

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- ★ **HEINEKEN USA IS PROUD TO SUPPLY THE C-STORE CHANNEL WITH 5 OF THE TOP 13 SELLING PREMIUM IMPORT BEER BRANDS.**
- ★ **INTRODUCING NEWCASTLE BROWN ALE, THE #1 IMPORT ALE AND IRI POWER BRAND FOR THE LAST 3 YEARS.**
- ★ **NEWCASTLE BROWN ALE IS A PROVEN WINNER, GROWING 5 TIMES FASTER THAN THE IMPORT CATEGORY.**
- ★ **HEINEKEN USA'S BRANDS OFFER YOUR SHOPPERS REAL VARIETY WHILE DRIVING STORE TRAFFIC AND REVENUES.**

SOURCES: NIELSEN LATEST 52 WEEKS 9-06-08, HUSA INTERNAL DEPLETION TRACKING

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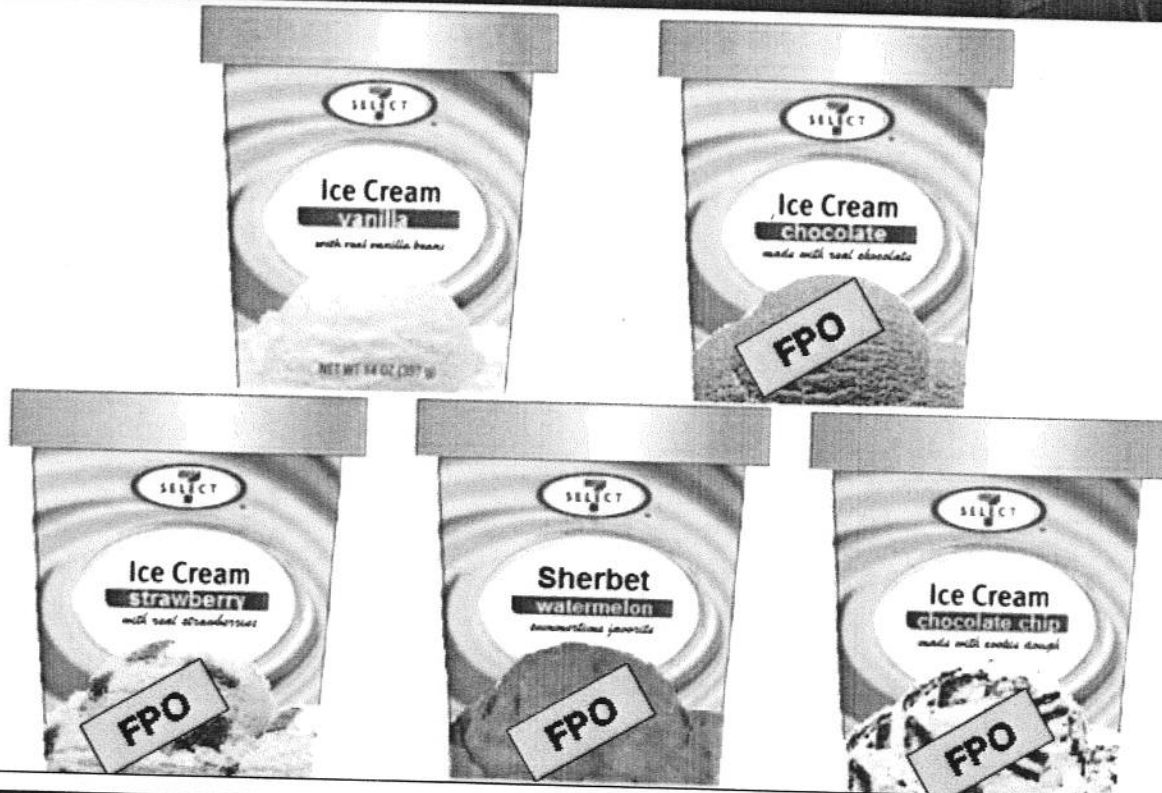
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## SMOOTH LIKE NO OTHER.

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## ICE CREAM & SHERBET



## FROZEN FOODS (concepts only)



# Smart Size

smaller 14oz servings=  
quick refreshment on-the-go



Smart  
Price

99¢

Customers will love a great new size beverage choice at an irresistible, affordable price. This exciting new 14oz bottle is designed to attract new users and built impulse purchase volume.

Ice-cold, refreshing servings of core Coca-Cola product can bring more customers in-store.

Call your Coca-Cola Bottler to ORDER TODAY!

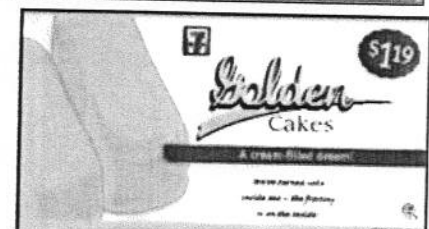
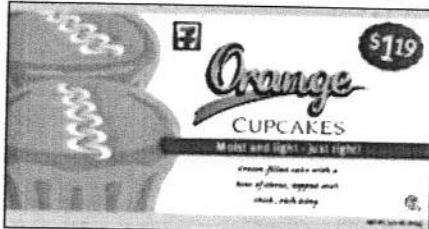
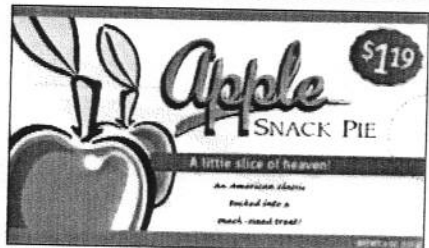
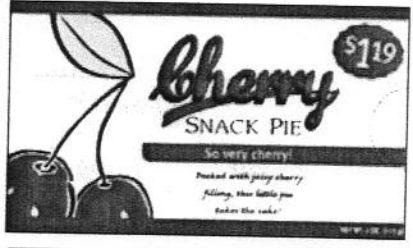
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# KETTLE CHIPS & POPCORN



# PACKAGED BAKERY



THE NEW ENERGY SHOT FROM THE "BIG GUN"  
OF THE ENERGY DRINK CATEGORY



MONSTER  
**HITMAN**  
ENERGY SHOOTER

FOR MORE INFORMATION CONTACT MIKE TRENTA (951) 707-8660  
[WWW.MONSTERENERGY.COM](http://WWW.MONSTERENERGY.COM)



# NON CHOCOLATE CANDY



# COOKIES & CRACKERS



**Kellogg's**

# It's Time To Stock Up!

These Exclusive 7-Eleven® Promotions  
will Move 'Em Fast!

**Special K®**  
Protein Meal Bars & Cereal Bars  
Part of a leading weight management brand!

Special K™ Protein Meal Bar  
Double Chocolate  
UPC Proof of Purchase



UIN 208983

Special K™ Protein Meal Bar  
Strawberry  
UPC Proof of Purchase



UIN 457044

Special K™ Protein Meal Bar  
Chocolate Peanut Butter  
UPC Proof of Purchase



UIN 208959

Special K® Cereal Bar  
Blueberry  
UPC Proof of Purchase



UIN 238022

Special K® Cereal Bar  
Chocolatey Drizzle  
UPC Proof of Purchase



Special K® Cereal Bar  
Strawberry  
UPC Proof of Purchase



UIN 673673

## 3 Promotions to Drive Your Sales!

### 7-Eleven Exclusive

April 2009  
May 2009

- Buy 2 Kellogg's® Special K™ Protein Meal Bars for \$2.49
- Get ONE FREE Kellogg's® Special K® Cereal Bar with the purchase of any size coffee

**HOW?**

Look for POS and redemption tear-pads in the mail drop

### McLane Exclusive

January–  
March 2009

- Buy 2 Kellogg's® Special K™ Protein Meal Bars and get ONE FREE

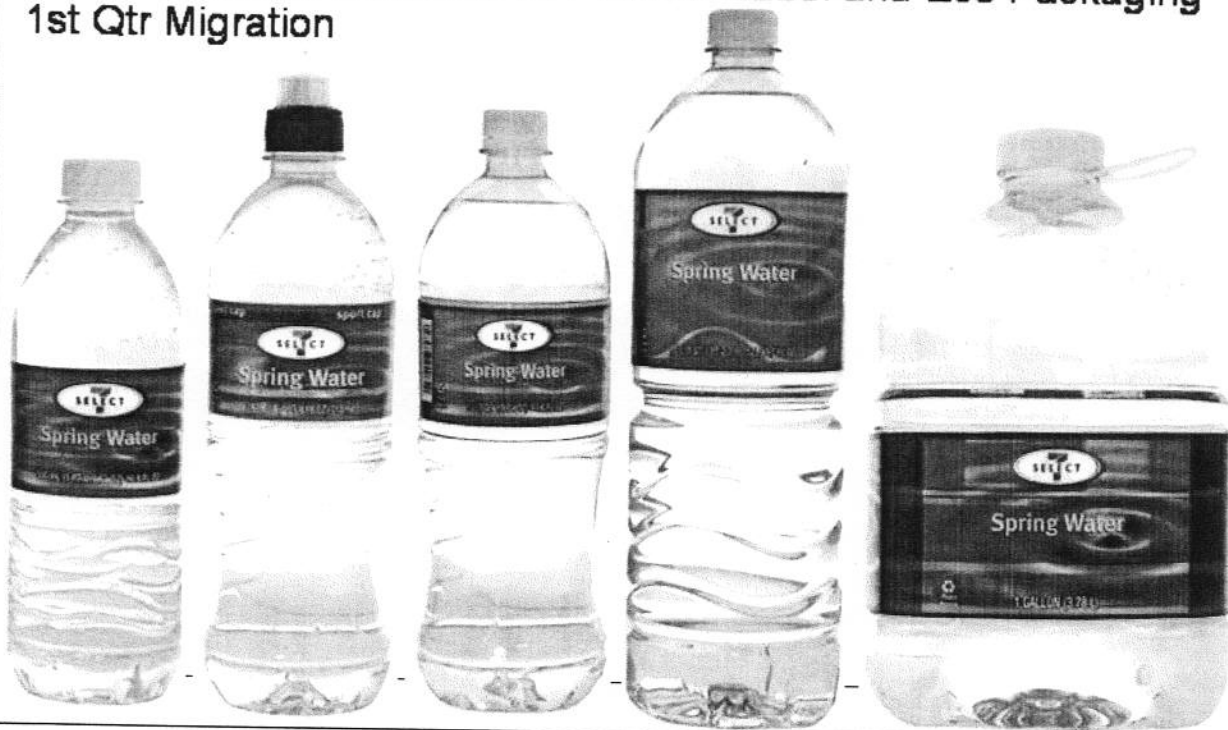
**HOW?**

Book online at [www.mclaneco.com](http://www.mclaneco.com)



# VAULT

Convert Classic Selection to 7-Select Label and Eco Packaging  
1st Qtr Migration



# VAULT - JUICE



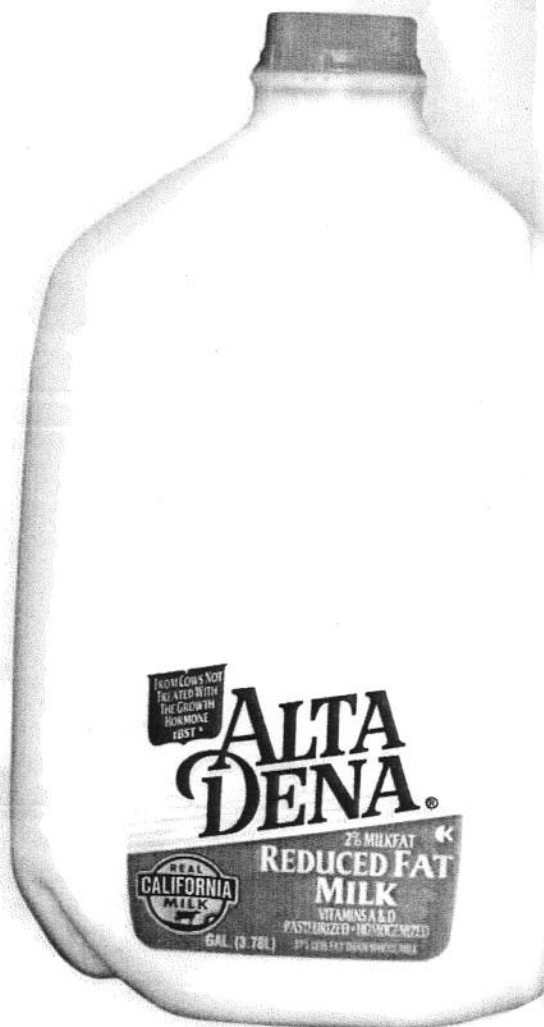
# ALTA DENA DAIRY

**NEW!**



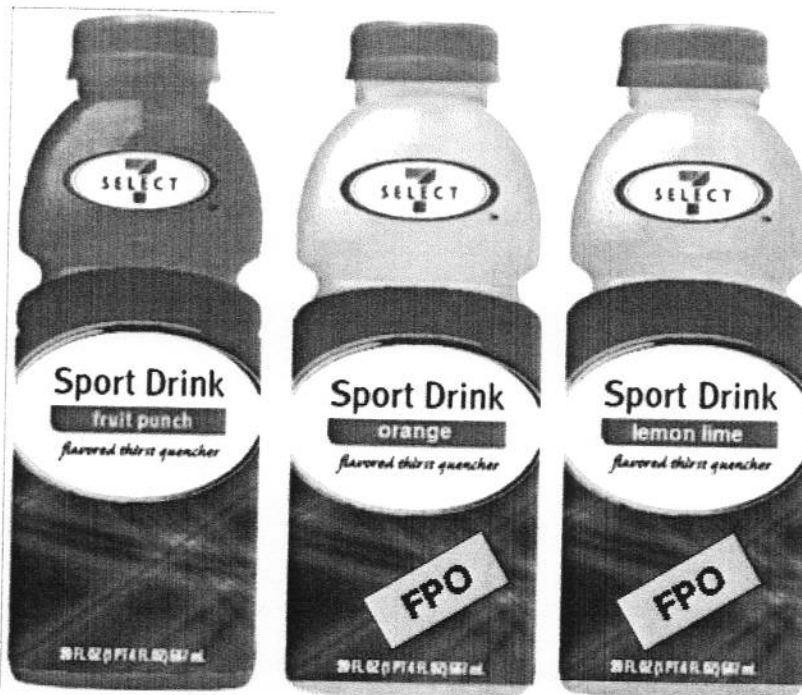
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Information  
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Stephen Cox  
626-854-4346

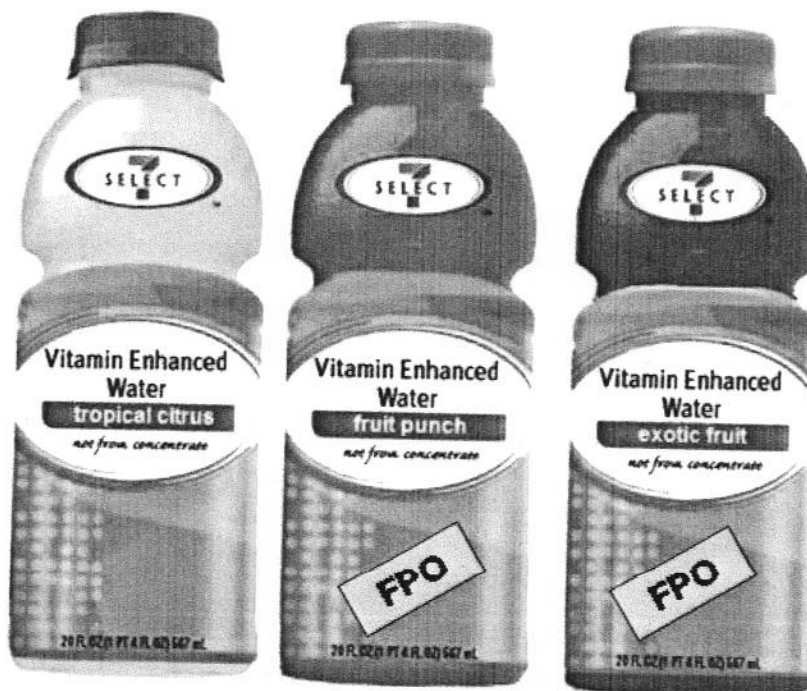




## VAULT - ISOTONICS



## VAULT - VITAMIN WATER



# Less is More

Nestlé Waters North America now offers *Less* plastic in even *More* popular sizes.

Introducing the new *Eco-Shape*®  
20 oz., 1-Liter and 1.5-Liter  
Arrowhead® Brand bottles —  
with up to 25% *less* plastic.\*

Consumers prefer the  
*Eco-Shape*® bottle because it's:

- Easy-to-hold
- Easy-to-carry
- Easier to crush for recycling
- Easier on the environment



\*Designed with at least 25% less plastic versus comparable size, leading beverage brands.

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Arrowhead® Brand Mountain Spring Water  
It's Better Up Here!®



# 7-Eleven F.O.A.S.C.- MEMBERSHIP APPLICATION

The undersigned hereby applies for membership in the 7-Eleven Franchise Owners Association of Southern California, with the understanding that I/we are entitled to receive a copy of the By-laws upon receipt of the initiation fee, and upon acceptance into the Association as a full member. I/we further understand that I/we have a seventy-two (72) hour recession period (from the date below) in which to change my mind about joining this Association and will receive my initiation fee in full, if I/we exercise this right. The initiation fee to join the association is \$100.00, with \$15.00 monthly dues.

My check/money order for \$100 payable to the Association as an initiation fee accompanies this application.

## HOME INFORMATION

Name: \_\_\_\_\_  
 Spouse's Name: \_\_\_\_\_  
 Home Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Home Phone #: (\_\_\_\_) \_\_\_\_\_ Cell Phone #: (\_\_\_\_) \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_

## STORE INFORMATION

Market Area: \_\_\_\_\_ Store Number: \_\_\_\_\_  
 Store Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Store Phone #: (\_\_\_\_) \_\_\_\_\_ Fax #: (\_\_\_\_) \_\_\_\_\_  
 Date franchisee acquired store: \_\_\_\_\_  
 Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
 Franchisee(s) signature(s): \_\_\_\_\_

## First Store - Accounting Authorization

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
 Market Area: \_\_\_\_\_  
 Store Number: \_\_\_\_\_  
 I/We \_\_\_\_\_ franchisee(s) of the 7-Eleven Store located  
 at \_\_\_\_\_

have joined the 7-Eleven Franchise Owners Association of Southern California and do hereby authorize 7-Eleven, Inc., DBA 7-Eleven Stores, to charge \$100.00 initiation fee and \$15.00 monthly dues to my open account #97. This authorization is to be effective until written notification by me/us to terminate this deduction. The check is to be made payable to:

7-Eleven Franchise Owners Association of Southern California  
 11145 Tampa Avenue, Suite 12B  
 Northridge, CA 91326

Franchisee(s) signature: \_\_\_\_\_

Store Stamp

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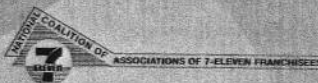
**Trade Show:**

*Wednesday, July 22  
Thursday, July 23*

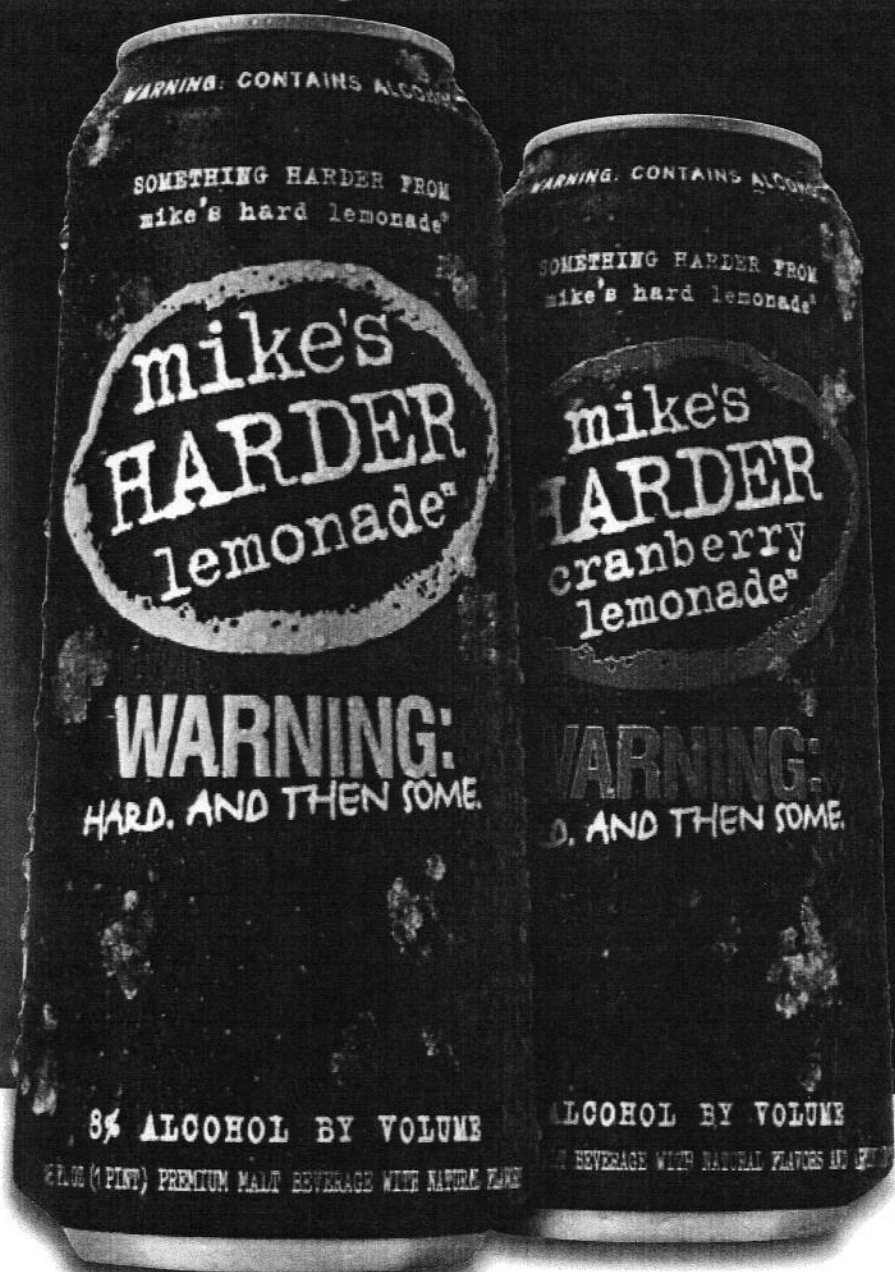


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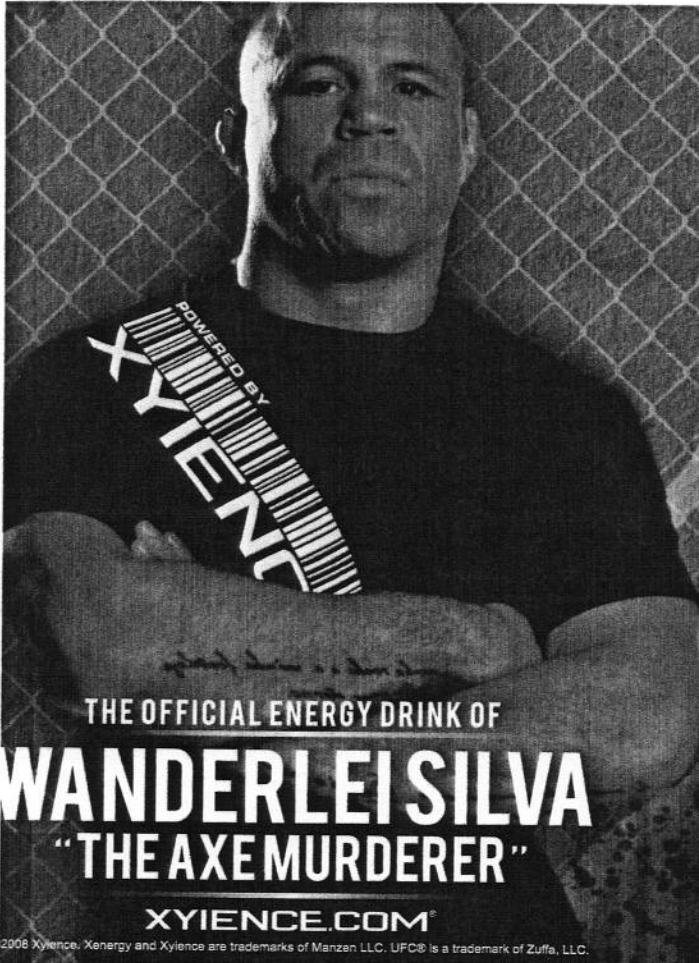
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**Newsline**  
Dow rally fades late, stocks fall  
Index: Dow Jones Industrial Average 10,664.71 ▲ 7.26  
S&P 500 1,265.36 ▲ 3.51  
Nasdaq Composite 2,897.47 ▲ 0.01  
T-bond 30-year 120.20 ▲ 0.01  
VIX (Volatility Index) 17.73 ▲ 1.50

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Bush administration removes 'barriers' to helping low-income patients ■ 1B

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