

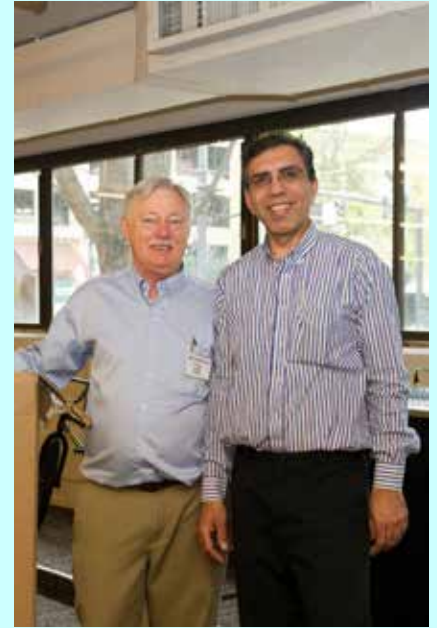


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2nd Qtr, 2013



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Trade Show April 19, 2013 Portland, OR



Photo's by Susie Ho

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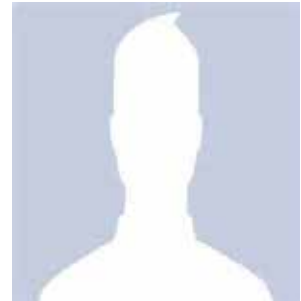


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Message From The President



Presidents Report Spring 2013

Right on schedule, spring is here, leading us into warmer weather and our most profitable season of the year....the 100 days of summer. With more sales comes the opportunity to make those higher customer counts pay off all year long. If you are one of the nearly 100 stores that attended the Columbia Pacific FOA Trade show in April, you probably have a great start in meeting your customers' needs this summer. When we couple great products with great customer service and very clean stores, we have a winning combination for a very profitable summer selling season!

Our Trade Show in April was very successful, with more Vendors and Franchisee's than last year. We also added 8 new stores to our membership. Many thanks go out to Vice President and Trade Show chair Ravinder Warish, Treasurer Jerry Crippen, and the rest of the Board for the hard work they put in on this successful show.

At our Board meeting in April, we discussed some of the many challenges that we face: Promotions not working, new products introduced before they are set up in the ISP, new products being introduced into sections that are currently being re-set, Factoring, Product Returns, Maintenance issues and charges, encroachment, underperforming stores, and gasoline removal. We have a task force that is working on communicating these issues to SEI to try to resolve these issues.

I want to welcome new Board Member Stan Sing, from Vancouver. Stan is going to be a great board member, and a passionate advocate for franchisees.

Our next Board Meeting is Thursday, August 1, in Salem. All members are welcome at our board meetings, if you are interested, please let us know so we have enough room. Our annual John Wilkerson Memorial Golf Tournament is the next day (Friday, August 2nd). This tournament is open to all members, at no cost.

One more date to remember is the National Coalition Convention and Trade show held July 14 to 18 at the Venetian in Las Vegas. This year's theme is "In it to Win it", and I hope to see you there!

Respectfully,

Bill Huffman

The Columbia Pacific FOA is proud to recognize the Affiliated Members. THANK YOU for your support of our Franchisees Members and our community interests!



For more information on Affiliate Membership with Columbia Pacific FOA, please contact Jerry Crippen at jcrip5734@clearwire.net.

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Friday, August 2, 2013
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McNary Golf Club

155 McNary Estates Dr. North
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Is your Store Legal?

From The Rocky Mountain Review



I want you to do something. Right now. I want you to go to the license board in your store and note all of the expiration dates of all your various licenses. Go ahead. I'll wait for you. Back? Ok. Any of them close to expiring, or actually expired?

Would...not...surprise...me.

Now, in all of the years I have been a corporate store manager and a franchisee, whenever a license was mailed to me or brought by a FC, I usually threw it in my in-box, where it generally stayed for a least a couple of days. Sometimes a week. But, I've always been good about cleaning my in-box, so the license got posted, and, I thought, "what the heck, it's at least in the store if not posted on the board". However, one thing I've always noticed is that, license in hand, the one it's replacing is out of date. A week, two weeks, longer...whatever. I have never gotten a new license before the old one expired. Never.

That fact never really bothered me. I mean, 7-Eleven's been in business for 85 years, right? It knows what it's doing. There's probably a 30 day grace period for posting. And to be honest, I've been complacent about that aspect of my business. I mean, given my experience and years with 7-Eleven, I've never been prompted to look at my license board except to replace a license.

But recently I was served a summons for selling alcohol (beer) on an expired license. The license expired on November 20th and I was served on December 14th. Merry Christmas to me. Now, this was not a random "let's check this 7-Elevens license board" issue: this was prompted by 7-Eleven failing to pay my liquor license fee in a timely manner (or, in this case, at all). 7-Eleven said they never received the renewal notice. But shouldn't someone who has been doing business this long have checks in place? Since they've been paying for other license this year for my store with no problem+, I know that at the beginning of the year I filled out the change of address (from Denver to Dallas) correctly. Hhmm. Once notified, 7-Eleven paid the bill electronically, and a temporary license was issued and posted: I was able to sell beer again 3 days later (as this occurred on a Friday... and try to get anyone in Dallas to respond on a Friday afternoon!). Also, the temporary license (really a paid receipt) notes that a fine of \$500 has been levied.

Now the following issues are up in the air, as I have a court appearance and an appearance before the liquor board to attend: 1) my status/ability to sell/continue to sell alcohol, 2) whether or not additional fines (or other penalties) are assessed, and 3) who is going to pay said fine/penalties...me or 7-Eleven.

Beyond those immediate issues are two more concerns. When checking my

license board on December 14th I discovered that my lottery license was expired and that my retail food service license would expire on December 31st. The lottery license has since been bought, along with a song and dance, by my lottery rep. As of January 1, I am illegally selling fresh foods. So...my concerns are 1) what am I going to do to prevent this from happening to me in the future, and 2) what is 7-Eleven, the business partner we all pay to do our accounting and handle our licensing issues, going to do?

I have already taken steps in my store to prevent this occurrence in the future (a simple calendar check system), but I don't know what, if anything, 7-Eleven will do. But they should, shouldn't they? As good business partners, they should never allow simple clerking errors/oversights to affect their partners' business standing in the community they operate in (though licensing has never before been an issue for me, I have, and continue to have, tax payment issues).

Agreed, 7-Eleven needs to improve their accounting procedures done on franchisees' behalf, but ultimately. In the eyes of the law, it's our business and our responsibility: though, apparently, we need to keep an eye on our good left hand.

It starts with checking your license board, and if you haven't already done it, what are you waiting for?



TRADE

April 19

Photo's by





SHOW 2013

Susie Ho



'Bringing Hostess Products Back to the Shelves'

New owner of Twinkies & HoHos to reopen Kansas bakery this summer

CSP Daily News | April 26, 2013

EMPORIA, Kan. -- Hostess Brands LLC, a new company and employer under new ownership, plans to expand and re-launch its bakery in Emporia, Kan. The baking facility will resume operations this summer and will produce a full assortment of Hostess' iconic snack products, including Twinkies, Cup Cakes, HoHos and Ding Dongs. The company will initially add 250 jobs to the local economy and plans to create a total of more than 300 jobs in the community within the next several years.

Last week, it announced the re-launch of a bakery in Columbus, Ga.



The investment in the Emporia baking facility is being funded by affiliates of Apollo Global Management LLC and Metropoulos & Co., which purchased selected Hostess assets out of bankruptcy in April 2013.

"I am delighted with the progress we have made upgrading the Emporia facility since we acquired Hostess," said Dean Metropoulos, the chairman and chief executive officer of the new Hostess. "We have expanded the bakery's capacity significantly, which will result in meaningful job growth in the Emporia community

and ultimately help us achieve our goal of bringing Hostess products back to the shelves for our customers as quickly as possible.

"The state of Kansas and city of Emporia have been extremely helpful throughout the redevelopment process, and we want to thank them for their assistance with this project in particular and for their long-standing support of Hostess."

"I am thrilled that the re-launch of the Emporia factory will result in the creation of hundreds of jobs," said Kansas Commerce Secretary Pat George. "Kansas has created an attractive business environment that helps companies invest in the state and hire a significant number of Kansas workers."

"The city is delighted that the new owners of Hostess Brands are resuming production at the Emporia plant," said Mayor Bobbi Mlynar, who helped lead the cooperative effort to keep the local plant open. "Making the best snack cakes in the world is something that Emporia-area workers know how to do well and are eager to resume doing. The plant has been a major employer here for almost 50 years, providing significant support to our economy, as well as being a good corporate citizen in our community. We look forward to the same type of relationship with the new owners."

"The Emporia community is excited to officially welcome back Hostess Brands," said chairman Jon Geitz of the Regional Development Association of East Central Kansas (RDA) and vice-mayor of the city

of Emporia. "The RDA in collaboration with community leaders worked diligently over the past 15 months to ensure a positive outcome after the bankruptcy was announced. Once again, Emporia has earned its reputation as a community that speaks with one voice."

Hostess is a leading fresh-baked sweet-goods company in the United States with iconic brands that include Twinkies, Cup Cakes, HoHos, Ding Dongs, Mini Muffins, Donettes, Zingers and Suzy Q's. Through its 80-plus year history, Hostess has established unparalleled consumer brand awareness, strong customer relationships and partnerships with local communities throughout the U.S. The company is headquartered in Dallas and Kansas City, Mo.



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7-Eleven 'Building Convenience on Convenience' With New App

Turns to Idea Hub, Hackathon ... and consumers for new smartphone application capabilities

CSP Daily News | March 27, 2013

DALLAS -- 7-Eleven Inc. is seeking public feedback as it expands features and capabilities of its recently released smartphone application. Available for Apple and Android operating systems, the free 7-Eleven app can be downloaded at the iPhone App Store and Google Play for Android.

Since launching the original app, 7-Eleven has added the Idea Hub, where people can share ideas about how to build onto the app's basic platform and add services that would enhance its usefulness. Found in the app's Control Panel (located by clicking on the gear icon), the Idea Hub is divided into four categories for suggestions: General, Stores, Events and Coupons.

Users can submit ideas and vote on previously submitted ideas, as well as sort the list by popularity or most recent suggestions.

Ideas that have risen to the top of the list include adding mobile payment capabilities, more coupons, individual store reviews, a membership loyalty program, nutritional information and local gas prices.

"We looked at how people shop our stores and patterned the app to improve their 7-Eleven experience," said Jesus Delgado-Jenkins, 7-Eleven executive vice president of merchandising, marketing, logistics and innovation. "It's all about building convenience on convenience, and we continue to want to hear what capabilities customers would like to see in the future. We will add enhancements and refinements based on our customers' suggestions."

In addition to asking app users for ideas, the company's digital team traveled to Austin in March for the 2013 South by Southwest (SXSW) festivals and conferences. At the SXSW Interactive event, which focuses on emerging technology, the 7-Eleven team challenged tech-savvy attendees to come up with ways to improve 7-Eleven's mobile experience.

7-Eleven was the featured project of SXSW's HackATX hackathon, a 12-hour competition pitting top technology minds to create a new mobile tool for 7-Eleven. Winner Sean Devlin of Austin, Texas-based digital advertising agency T3 focused on the 70% of the world's population still using feature phones to create a text-message program that enabled non-smartphone-using 7-Eleven fans to access the app's most popular features.

The original rendition of the 7-Eleven app launched in February with a store-location finder, mobile coupons, selected products and news on store events and specials. It selected the initial capabilities based on comments received from 7-Eleven Facebook fans. Mobile couponing was the top request. The recent update also added the ability to check in to stores with the Foursquare social media app. Frequent 7-Eleven visitors could earn a Foursquare "mayorship" of their favorite store by using the 7-Eleven app to check in most often.

A store locator is the foundation on which most retailers build their apps, and 7-Eleven is no different. But while other retail and restaurant apps help find the nearest store, 7-Eleven has tailored its location app to identify stores that meet specified convenience needs. Filters for key products and services work in con-

junction with the 7-Eleven app's store locator. Users can tailor store results by selecting filters, like hot foods--chicken, pizza and egg rolls, for example; beer, wine, Redbox, lottery, ATM, fuel, diesel, propane, and whether the store accepts SNAP (food stamps) payments.

Users may click on multiple filters or select the search option to pinpoint a product or service not included in the filters. Users can "star" stores meeting specific requirements as favorites.

Relevant by design, the app customizes products geographically, and by time of day and local weather.

"Right now, the app helps people find a store, solve a problem, get a deal and talk to us," said Steve Holland, 7-Eleven chief technology and digital officer. "Future development of this app will be completely customer-driven, so this is their opportunity to tell us what they want, from mobile payments to rewards programs and let us know about their experience in our stores."

7-Eleven has partnered with product suppliers to get the word out about its new app, featuring free or value prices on popular products.

Coupons can be redeemed at the register by scanning an on-screen UPC code from a smartphone. Users also can share a coupon link on Facebook and Twitter as well as opt in to receive text offers and email updates from 7-Eleven.

-Continued page 21-



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To start your annual membership, please contact AAA Oregon/Idaho @ 800-425-8630. To receive your reimbursement check for AAA Basic Membership, please complete the form below, attach a copy of your AAA Oregon/Idaho receipt and submit to the Columbia Pacific Treasurer.



We Need Your Help!

We are asking all stores to please contribute the donation of their counter canisters to the Columbia Pacific 7-Eleven Scholarship Fund. This will enable us to replenish the fund and continue to help college students with the cost of their education. Please make your check payable to the Columbia Pacific 7-Eleven Scholarship Fund and mail to the Columbia Pacific Treasurer.

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5734 Table Rock Rd
Central Point, OR 97502

Name _____

Store Number _____

Address _____

City, State, Zip _____

NJOY CEO Discusses Future of Electronic Cigarettes

By Melissa Kress



NEW YORK -- When it comes to growth in electronic cigarettes, some in the industry believe it is not a matter of if, but when.

Bonnie Herzog, senior managing director of tobacco, beverage and consumer research at Wells Fargo Securities LLC, has predicted that consumption of e-cigarettes will surpass that of traditional cigarettes within a decade. However, NJOY President and CEO Craig Weiss thinks she is being conservative.

"I don't think it is going to take 10 years," he said, speaking with Herzog during Wells Fargo's Tobacco Talk Conference Call Series this morning.

Weiss pointed out that getting smokers to transition to new products has already happened twice in history. In the 1800s, loose tobacco was generally smoked in a pipe, but then manufactured cigarettes made their debut in the early 1900s. This was followed by the introduction of filtered cigarettes in the 1950s.

Weiss, a former patent attorney, helped form Scottsdale, Ariz.-based NJOY in 2006. Since then, the e-cigarette compa-

ny has grown to have its products in more than 60,000 U.S. stores, including 22 of the top 25 convenience store chains. 7-Eleven Inc., Circle K Stores Inc. and Casey's General Stores Inc. are just a few. Over the past six-plus years, the NJOY brand has also evolved from a rechargeable product, to a disposable (OneJoy), to now NJOY Kings, which made its way to store shelves this past fall.

NJOY is not stopping there. Without tipping his hand, Weiss said there is still "tremendous opportunity" in the electronic cigarette arena with respect to innovation.

"If you step back and take a look, it is remarkable what has occurred over the past few years," he said. For example, four years ago, an electronic cigarette would cost a consumer between \$100 and \$200. Today, NJOY retails for \$7.99.

With all the growth in the industry, possible regulation still looms. While it is widely believed that the Food and Drug Administration (FDA) will take up the issue of electronic cigarettes soon -- possibly this month -- it is not known what

form the FDA regulations will take.

"We don't anticipate that the FDA will make it more difficult to buy an electronic cigarette than it is to buy a cigarette," Weiss explained, adding that the agency cannot be perceived as driving people back to traditional cigarettes.

Weiss admits that it is tough to say what the FDA will do, but he suspects any rules will look similar to cigarette regulations: restrictions on age and advertising, as well as bans on flavors (other than traditional and menthol) and self-service displays.

And that would be fine for NJOY. It does not make flavored e-cigarettes other than traditional and menthol; does not offer self-service displays; and the company is part of the We Card program, he stated. "We've been self-regulating in the absence of regulation."

Once regulations are handed down, it will shake out competitors who are unable to meet the new rules, he added.

Consumers Dish on C-store Foodservice

By Angela Hanson



BENTONVILLE, Ark. -- During the recent *Convenience Store News* 2013 Foodservice Summit, retailers got the dish from consumers on what they do and don't want from their ideal convenience store.

David Mills of the Mills Consulting Group led 10 consumers with experience purchasing prepared food from grocery and c-stores through a live focus group discussion, during which the retailer attendees watched and submitted questions from behind one-way glass.

Representatives from 7-Eleven Inc., Kum & Go LC, Rutter's Farm Stores, RaceTrac Petroleum Inc., Speedway LLC, Thorntons Inc. and Kwik Trip Inc., among other leading c-store chains, attended the Foodservice Summit, presented in partnership with Tyson Foods and held at the Tyson

Discovery Center in northwest Arkansas.

According to the consumers, a single glance at a store's cleanliness and lighting is enough to tell them whether it's a place they want to buy food. To be successful as a foodservice destination, c-stores should move away from the image of a fueling station, the group advised.

"There are c-stores where you know it's a gas station and c-stores [where] you can't tell it's a gas station," one consumer commented.

The group also valued customer service and in-store seating, while limited check-out options, visible tattoos or piercings on employees, and the presence of automotive items were cited as negatives.

As for the actual food offerings, fresh-

ness was a major attractor for the group. Grilled chicken and fish, rotisserie chicken, vegetables and not-from-concentrate soup were cited as the hot prepared items they most want to see. On the cold side, the group cited sub sandwiches and fresh chopped fruit, but only if they can see a date label on the latter.

"Make it feel like a market," said one member of the focus group.

While many c-stores have begun to be more active online, the consumers dismissed the idea of online ordering as an enticement, noting that the draw of c-stores is the convenience of not having to think ahead.

Keep SNAP in Convenience Stores



As Congress considers the 2013 Farm Bill, it is essential that lawmakers recognize the vital role the convenience store industry plays in the Supplemental Nutrition Assistance Program (SNAP), formerly known as “food stamps”. Last year’s Farm Bill passed by the Senate contained a provision that would prohibit any food retailer from participating in the program if 45% or more of the retailer’s revenue is derived from combined sales of hot food, tobacco, and alcohol. The “45% Rule” would

preclude virtually every convenience store in the United States from participating in the SNAP program. This year’s bill should not contain any similar provision.

The current language does not advance the goal of healthier foods. Rather, it penalizes convenience stores, like yours, simply because they sell alcohol and tobacco to people who pay with their own money. It would also make it significantly more difficult for less affluent Americans to purchase food, which contradicts the original goals of the program. Hot foods, alcohol, and tobacco are already ineligible under the SNAP program; stores that violate this restriction are severely penalized.

Sixty percent of the c-store industry

is single store mom and pop operations. These retailers sell legal products and try to do that responsibly. They shouldn’t be at a disadvantage with other stores simply because of sales that have nothing to do with the food stamp program. It just doesn’t make sense.

Urge your Senators to maintain the vital role convenience stores play in SNAP and oppose this legislation. We can’t let the 45 percent rule in this year’s Farm Bill. It’s not good for our industry and it’s not good for you.

Apr 22, 2013

7-Eleven Puts 139 C-store Properties on the Market

DALLAS -- 7-Eleven Inc. tapped NRC Realty & Capital Advisors to help sell 139 convenience stores and/or gas stations. Of the properties, 83 are in Texas, 31 in Florida, 11 in Ohio, eight in Pennsylvania, five in Utah and one in Wisconsin.

Forty-three of the Texas properties are located in the convenience store retailer’s backyard of Dallas/Fort Worth. In addition, 10 are in the San Antonio market, 10 are near Austin and the remainder are located throughout east Texas.

Of the locations in the Sunshine State, 12 are located in South Florida, 12 are located in the Orlando area, five are located in the Fort Myers area and two are located in Sarasota, according to Chicago-based NRC.

“There are some terrific properties in this package that simply don’t fit

7-Eleven’s business model,” explained Robbie Radant, 7-Eleven’s vice president of mergers and acquisitions. “All of these stores were part of the more than 1,000 sites we’ve acquired in the past three years and should provide great opportunities for the right buyers.”

The property lot sizes range from approximately 10,000 to 75,000 square feet, and the store sizes vary from kiosks to 6,700 square feet. Of the locations on the market, 118 are fee-owned properties and 21 are leaseholds.

All sites are being sold without 7-Eleven branding. Most sites are being offered for sale with fuel supply, which will be provided by SEI Fuels Inc., NRC added.

“These properties are located in major metropolitan areas in Texas and other prime markets,” said Dennis

Ruben, executive managing director of NRC. “This sale will provide great opportunities for others already operating in these markets as well as for those looking to enter them.”

The properties will be sold using NRC’s well-known “buy one, some or all” sealed-bid sale process. It is anticipated that the sale launch on April 24, when additional details about all properties will be available on the NRC website, and a brochure will be available for download. Property Specific Packages (PSP) are expected to be available in mid-to-late May, with a bid deadline of June 27.

Dallas-based 7-Eleven Inc. operates, franchises or licenses approximately 10,000 convenience stores in North America.



Dates to Remember:

**Columbia Pacific 3rd Qtr
2013 BOD Meeting**
Thursday, August 1, 2013
McNary Golf Club
155 McNary Estates Dr. N.
Keizer, OR 97303

**Columbia Pacific Golf
Tournament**
Friday, August 2, 2013
McNary Golf Club
155 McNary Estates Dr. N.
Keizer, OR 97303

**Columbia Pacific Christ-
mas Party**
Friday, December 6, 2013
Embassy Suite Hotel
Portland Airport
7900 N. E. 82nd Avenue
Portland, OR 97220

**Columbia Pacific 4th Qtr
2013 BOD Meeting**
Saturday, Dec 7, 2013
Embassy Suite Hotel
Portland Airport
7900 N. E. 82nd Avenue
Portland, OR 97220

7-Eleven 'Building Convenience on Conve- nience' With New App

-Continued from page 16-

The retailer partnered with T3, which also sponsored this year's hackathon, to develop the work-in-progress app framework. Billed as a "technology-fueled" creative agency, T3 has built its reputation around creative problem-solving in the so-lo-mo (social-local-mobile) digital advertising platforms.

"We've developed a guest-centric mobile experience that surfaces the most relevant products for the consumer based on factors like time, location and weather," said Ben Gaddis, T3 vice president of innovation and growth. "This technology further differentiates 7-Eleven from others in the industry and will continue to improve as we see how guest interactions grow."



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and SanPellegrino® Sparkling Fruit Beverages

Increase your single-serve sales of these and you could win!



You could win a trip for 2 to the 2013 NCASEF National Convention in Las Vegas
The top 7-Eleven store with the highest % increase** in dollar sales over the base months in the previous year for all Perrier and SanPellegrino Sparkling Fruit Beverages single-serve items* from October 2012–March 2013 wins.



You could win an Electronic Tablet
The top three 7-Eleven runner-up stores (2nd–4th), with the highest % increase** in dollar sales over the base months in the previous year for all Perrier and SanPellegrino Sparkling Fruit Beverages single-serve items* from October 2012–March 2013 wins.



You could win a \$300 Gift Card
The top 7-Eleven store within each of the 13 zones with the highest overall dollar sales of Perrier and SanPellegrino Sparkling Fruit Beverages single-serve items* from October 2012–March 2013 wins.

REMEMBER TO USE YOUR POS AND EXECUTE PROMOTIONS TO ENSURE SUCCESS!



Perrier 5-Liter PET Original
SLIN # 0041401



Perrier 5-Liter PET Citron
SLIN # 0043338



Perrier 5-Liter PET Pink Grapefruit
SLIN # 0043727



SanPellegrino 330 mL
Limonata SLIN # 0243497



SanPellegrino 330 mL
Amaretto SLIN # 0045183

7-ELEVEN PERRIER® SPARKLING NATURAL MINERAL WATER AND SANPELLEGRINO® SPARKLING FRUIT BEVERAGES SALES INCENTIVE PROGRAM ABBREVIATED TERMS AND CONDITIONS
THIS PROGRAM IS NOT OPEN TO THE GENERAL PUBLIC. Program only open to 7-Eleven Franchise-Owned Stores in the 50 United States and the District of Columbia that purchased a minimum of 3 cases per month of Perrier Sparkling Natural Mineral Water, 5-Liter PET bottles and SanPellegrino Sparkling Fruit Beverages 330 mL cans ("single-serve SKUs"), in any combination, during the time period of October 1, 2011 through March 31, 2012 ("Base Months"). Void where prohibited. Store eligibility and sales of single-serve SKUs will be determined by Sponsor in its sole discretion based on data pulled from 7-Exchanges. Prize will be awarded to the 7-Eleven franchise owner of each winning store who must be at least 21 years of age at the time of prize award. Odds of winning a prize depend on the number of stores eligible to receive a prize and the sales of Perrier and SanPellegrino single-serve SKUs during the period of October 1, 2012 through March 31, 2013. Look for full Terms and Conditions in your program materials or visit vegas-salesincentive.com. SPONSOR: Nestlé Waters North America Inc., 800 Long Ridge Road, Stamford, CT 06902.
*Single-serve items include any Perrier Sparkling Natural Mineral Water 5-Liter bottles and SanPellegrino Sparkling Fruit Beverages 330 mL cans
**Increase determined from 7-Exchange for Oct 2012–March 2013
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21 FORTIUS 2nd Quarter 2013

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



Please fax or e-mail Tonya Lefail 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.lefail@aon.com

Apr 04, 2013

7-Eleven Selling Exclusive Ben & Jerry's Flavor



DALLAS -- When it comes to new Ben & Jerry's ice cream flavors, 7-Eleven Inc. has an exclusive scoop.

The convenience store retail-

er announced recently on its Facebook page that Ben and Jerry's Nutter Butter Caramel Swirl is being sold exclusively in 7-Eleven's stores nationwide.

The flavor is billed "Nougat Ice Cream with Peanuts, Fudge Flakes and a Salty Caramel Swirl" and is reminiscent of a Snickers candy bar, according to one college student's review.

However, a blogger who runs the website *OnSecondScoop.com* found the price for a pint of Nutter Butter Caramel Swirl to be too high.

"Whatever the reason, I'd easily buy this again at \$3-\$3.50 when the mood hit," he wrote, "but at \$5.49, it's just going to be an occasional treat."

Ben & Jerry's is a division of Unilever plc. Its manufacturing company Ben & Jerry's Homemade Holdings Inc. is headquartered in Burlington, Vt., with its main factory in Waterbury, Vt.

7-Eleven Inc. currently operates, franchises and licenses more than 8,500 stores in the United States and Canada.



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ALUMINUM PINT.™***



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TO CELEBRATE.

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