

BIG GAME DISPLAYS

SPIFF WINNERS

The sixth annual *E and C News* Big Game Display Contest, inspired by the NFL's Super Bowl XLIV, recognized merchandising creativity in commissaries and exchanges. Spanning display periods in January and early February 2010, the spiff contest was open to all military supplier/broker sales force display builders and managers showcasing in-store NFL championship game-themed merchandising displays.



Ellsworth AFB, S.D., Commissary



Ramstein AB, Germany, Northside Shoppette



NAS Lemoore, Calif., Commissary



Kaiserslautern Military Community Center (KMCC), Germany, Main Store



Smokey Point, Wash., Commissary

First Prize

GOING FOR THE GOAL LINE

Vance Giardino, major market sales for Pepsi-Cola of The Black Hills, Rapid City, S.D., once again built a championship display for the Ellsworth AFB, S.D., Commissary. He earned first prize for his colorful merchandising of 1,600 cases of Pepsi-Cola branded and licensed beverages, including Pepsi, Diet Pepsi, Pepsi Max, Sunkist, Mountain Dew, A&W Root Beer, Lipton Sparkling Green Tea, Aquafina, and 7UP.

Nancy J. Mitchell is the store director at this commissary.

Second Prize

Two displays at exchanges tied for second place. Coincidentally, both are located at Ramstein AB, Germany — one at the Kaiserslautern Military Community Center (KMCC) Main Store and the other at the Northside Shoppette.

The Shoppette display teamed up cases of Budweiser and Bud Light. It was created by Malou Banks, the Kaiserslautern area manager for Dunham & Smith Agencies (D&S), working along with Bettina Gaines, the D&S Ramstein sales rep. The store manager is William Maxwell.

The eye-catching Ramstein KMCC BX/PX display was also created by Banks and Gaines, working jointly with Jutta George, Ramstein district manager for Webco General Partnership. It featured "everything you need to get ready for the Big Game," including cases of Coors Light, Pepsi, Diet Pepsi and Mountain Dew, along with bags of Doritos and Lay's chips.

The store manager at that time was Stephanie Burns.

Third Prize

Competition was also tough for third prize, which witnessed another tie, between two commissaries located in DeCA West.

At the NAS Lemoore, Calif., store, several colorful vignettes of Hunt's products inspired patrons to plan their Big Game menus. Hunt's canned tomato products, bottles of ketchup, and canisters of Slim Jim were among the items that framed a cardboard stand-up figure of a football player in action. The entry was submitted by Linda Lehr, Western district manager for Webco General Partnership; Lehr is based in Antelope, Calif.

The NAS Lemoore store director is Cynthia Parker.

At the Smokey Point, Wash., Commissary, Rob Regan, district manager for Columbia Distributing, Everett, Wash. built an appealing display that tempted commissary patrons to "sit a spell" and quench their thirst with a bottle of iced tea. Martinez arranged six-packs of Snapple iced tea, in both regular and diet varieties, such as Peach, Kiwi Strawberry and Lemon, in a colorful semi-circle.

The store director is Jeanne Halterman, and the general manager is Darlene Robertson. Sales associate Michelle Martinez assisted in the project.