



Dulik

• RICHMOND

Cindy Dulik has been promoted to Senior Manager, Military and Distributor Sales, *PepsiCo Warehouse Sales*. PepsiCo Warehouse Sales brands include: *Gatorade*,

Dulik Promoted to Senior Manager, Military and Distributor Sales

Tropicana, Naked Juice and Quaker Oats.

In this new assignment, Dulik will have direct responsibility for leading the business and people agenda across worldwide military and distributor sales channels, which represent more than \$220 million of direct-shipped business for the Central Division of PepsiCo Warehouse Sales.

In addition, Dulik, who also sits on the board of the American Logistics Association (ALA), will be responsible for working hand in hand with the PepsiCo Chicago business units to develop strategic plans and growth platforms for both these important channels.

Dulik was most recently the Senior Account Manager for the military team, responsible for managing

the *Defense Commissary Agency (DeCA)* business (large-format commissaries). Over her four-year tenure in this role, she delivered sustained growth, achieving a compound annual growth rate (CAGR) of 12 percent, ultimately resulting in increasing the overall business to \$125 million, all while building superior business relationships with her customers.

Honoring Troops with New Donation Program

• FORT HOOD

With the help of nearly 3,000 soldiers stationed here, Budweiser announced a partnership with the *United Service Organizations (USO)* to honor servicemembers through the “*Proud to Serve Those Who Serve*” program.

As part of the program, Budweiser and its wholesalers donated \$250,000 during May and June to the USO’s *Operation Enduring Care* program, which was created in 2006 to meet the recovery needs of wounded servicemembers and their families. The donation will help fund the development of two wounded warrior centers, at Walter Reed AMC, Washington, D.C., and Fort Belvoir, Va., Community Hospital. The centers will integrate programs, community services and recreation space, alongside government-provided non-medical services, creating a centralized location for state-of-the-art warrior care.

“The Great American Lager’ has supported America’s armed forces for more than a century,” said **Dave Peacock**, president, *Anheuser-Busch*. “With the help of our wholesalers and the No. 9 Budweiser Ford team, we’re proud to contribute to the USO’s invaluable services for troops and their families.”

“Budweiser is a valued partner of the USO and we are grateful to wholesalers across the country for their contributions,” said **Sloan Gibson**, president and chief executive officer (CEO) of the USO.

RACING THEME

Driver **Kasey Kahne** joined representatives from the USO and Fort Hood to announce the donation program and unveil a special Armed Forces paint scheme on the No. 9 Budweiser Ford (pictured) that ran at Charlotte Motor Speedway on May 30 and at Daytona International Speedway on July 3.



PHOTO: ANHEUSER-BUSCH

AAFES Awards ‘Slam Dunk’ of a Trip

AAFES PHOTOS



• DALLAS

The *Army & Air Force Exchange Service (AAFES)* and *Coca-Cola* teamed up to offer exchange shoppers a shot at a free collegiate weekend of a lifetime.

Two grand prize winners — **Jeannie M. Starr** and **William White**, who entered the contest at the *McGuire Exchange, JB McGuire, Dix, Lakehurst, N.J.*, and at *Patrick AFB, Fla.*, respectively — received a trip for two to their favorite college town, deluxe hotel accommodations for two nights, airfare and transportation as well as \$500 in spending cash as part of the “*Coke NCAA Sweepstakes*.” Additionally, one winner per store won an indoor basketball goal as part of the military exclusive giveaway.

“Exchange shoppers will definitely want to make a ‘fast break’ to their BX/PX to register for this sweepstakes and get one of the basketball goals being given away or the college getaway,” said AAFES Chief of Staff **Col. Virgil Williams, USA**, right before the contest began. “With an approximate value of \$3,000, you don’t want to be caught ‘out of the game’ and ‘pass’ on this exciting opportunity.”

Tip off for the “*Coke NCAA Sweepstakes*” was March 19 and the shot clock ran out on April 1. BXs and PXs across the globe, including facilities



in Europe, the Pacific and Operation Enduring Freedom (OEF) and Operation Iraqi Freedom (OIF), had entry forms.

In the first photo above, contest winner Starr (center), shows off her winners’ certificate with her husband, **Arnold W. Starr Jr.** (left) and Coca-Cola Sales Representative **Jared Berkey** (right).

In the second photo, contest winner White (second from left) proudly shows off his winner’s certificate with AAFES Class Six Store Manager **Lenor McNally** (far left), Coca-Cola Territory Account Manager **Angie Wathen** (second from right), and Coca-Cola District Sales Manager **Carlos Kreamer** (far right).

In the third photo, White savors his good fortune with a can of Coke Zero at hand.





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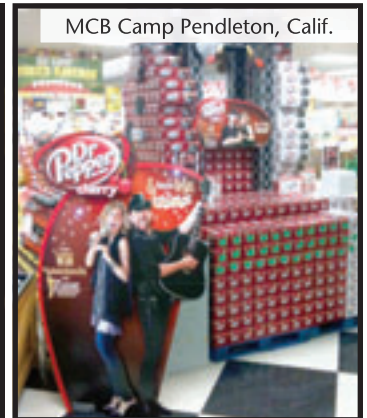
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Sweepstakes Is Music to the Ears of Winners AT COUNTRY MUSIC AWARDS



Wounded warriors and contest winners at the ACMA event.



MCB Camp Pendleton, Calif.

• LAS VEGAS

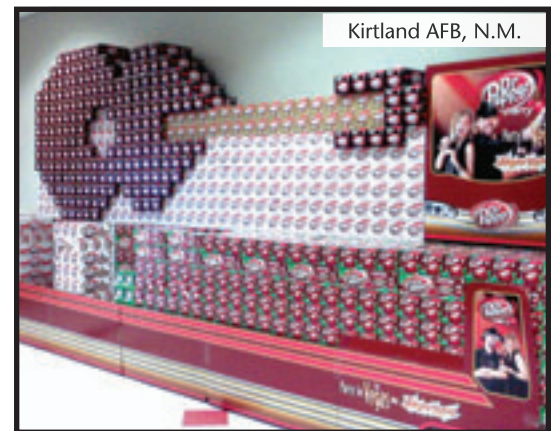
The 45th Annual Academy of Country Music Awards (ACMA) show, held during April, not only highlighted the top stars in the world of country music, but it was also the grand prize destination of the 2010 Dr Pepper ACMA Sweepstakes.

The contest, held in Defense Commissary Agency (DeCA) East and West region stores during Period 2 (Jan. 21-Feb. 10, including the Super Bowl)

and sponsored by the Dr Pepper Snapple Group Military Team, saw participating commissaries creating lobby displays that highlighted the ACMA using Dr Pepper products. Army and Air Force Exchange Service (AAFES) stores and customers also participated in the sweepstakes.

As part of this promotion, a total of 10 DeCA patrons from DeCA East and DeCA West were awarded a trip for two to the April 18 show. In the AAFES segment of the promotion, one winner went to the ACMA, and 10 custom vintage acoustic guitars were also awarded to winning entries.

The sweepstakes also hosted a group of wounded warriors at the country music event.



Kirtland AFB, N.M.

AAFES's Hall Recognized as Frozen Category Sales Heat Up

• DALLAS

H.J. Heinz Company recently saluted the Army & Air Force Exchange Service's (AAFES) Direct Store Delivery (DSD), Retail and Frozen Food, and Hybrid Stores buyer Joy Hall (below, center) with its "Heinz Sales Excellence" Award.

Presenting Hall with the award were David Waybright (below, left) Business Development Manager Heinz Military, and Jon Ball (below, right) National Account Manager Overseas Service Corp (OSC).

The buyer was recognized for her outstanding support and partnership

on this year's March National Frozen Food Month. During the promotion, Heinz T.G.I. Friday's & Ore-Ida brands achieved double-digit sales growth over last year. The company also supported the event with patron raffles featuring prizes of microwave ovens.

Frozen Food Month displays such as the one shown in the photo above, at Fort Carson, Colo., helped drive the brands' sales successes in the category.



DISPLAYS, WINNERS

Commissaries that posted impressive displays to support this promotion included NAS Whidbey Island, Wash.; Ord Military Community and MCB Camp Pendleton, Calif.; Kirtland AFB, N.M.; Nellis AFB, Nev.; MacDill AFB, Patrick AFB, and Hurlburt Field, Fla.; the Lewis Commissary, JB Lewis-McChord, Wash.; and the Hickam Commissary, JB Pearl Harbor-Hickam, Hawaii.

DeCA East patron winners included Elizabeth deBiase; Robert Atkin; John Mosley; Wayne Layman; and Debbie Butt. DeCA West patron winners included Robert Hoffman; Randy Arstein; Stacy Duyck; Maria Wesserlein; and Zack Jones. The AAFES winner of ACMA tickets was Virginia Rodgers.

WOUNDED WARRIORS

Wounded Warriors and their spouses attending the show were John Roberts and his wife, Kristy; and Dustin Hunter and his wife, Wendi; Nicholas Beberniss and his wife, Leslie; Daniel Langford and his wife, Hillary Langford; Elmer Ugarte; and Povas Miknaitis.

"My wife and I had an absolutely wonderful time [at the ACMA show] and wanted to thank you and everybody involved for making it happen," said Wounded Warrior Dustin Hunter. "It was such a pleasure to be around such wonderful people, in such a 'crazy' place. It was definitely a trip of a lifetime."

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