

*Welcome to the AWDA 2016
Convention in Biloxi, Mississippi*



AWDA
ALABAMA WHOLESALE
DISTRIBUTORS ASSOCIATION

2016

Convention

September 19-20



Beau Rivage
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Consumer-led innovation delivering the **INCREMENTAL CATEGORY GROWTH**

you're looking for. Another way we're committed
to creating shared success every day.

The Hershey Company is proud to support the
Alabama Wholesale Distributors Association.

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Mike Jones

Alabama House of Representatives
District 92



REPRESENTATIVE

Chris Pringle

Alabama House of Representatives
District 101



SENATOR

Tom Whatley

Alabama State Senate
District 27





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- Randy "Manster" White
Pro Football Hall of Fame



Chipper Jones Matt Duff Jeff Danker



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TUESDAY BUSINESS SESSION



Commissioner Julie P. Magee Alabama Department of Revenue

Julie Prendergast Magee was appointed Alabama Revenue Commissioner by Gov. Robert Bentley in January 2011. During her tenure as Commissioner, Magee has had the distinction of serving in leadership roles in the Federation of Tax Administrators, the Multistate Tax Commission, and the Southeastern Association of Tax Administrators. Magee's service to taxpayers and the business community also includes her work with several significant commissions, task forces, and advisory councils, and she provided expert testimony to the U.S. House Judiciary Committee's Subcommittee on Regulatory Reform, Commercial and Antitrust Law in June 2015. Prior to her appointment, Magee was vice president of the Mobile-based InsTrust Insurance Group. Her 20-year career in the business community focused largely on competitive sales and market expansion in the insurance industry. Magee received her Bachelor of Arts from the University of South Alabama.



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TUESDAY BUSINESS SESSION



Mr. Larry Wilson **Vice President of Industry Affairs** **National Confectioners Association**

Larry joined NCA in 2010 as a seasoned consumer packaged goods executive. Larry brings his passion to leading NCA efforts supporting industry initiatives and strengthening the confectionery industry through information sharing, communication of leading edge industry insights, and development of key consumer, retail, and category research. He also drives customer engagement at key NCA events, managing both important customer alliances and the content and programming developed for that audience. As a member of the industry's strategic cross-functional wellness leadership team, Larry develops resources directed at communicating positive news to members and retail community regarding candy's unique role in a happy, balanced lifestyle.

Prior to his position with NCA, Larry served in a variety of leadership roles in sales, marketing, and human resources including overseeing Campbell Soup Company's corporate category management initiatives as director of category management/insights for U.S. retail where he was also an inductee of its Sales Company Hall of Fame.

Larry received a B.S. in Marketing Management from Virginia Tech and has served as a guest lecturer for St. Joseph Food Marketing Academy executive MBA program.

SweetARTS®

Leverage the success of the fastest growing brand in the sugar category!



- SweetARTS Ropes grew 61% in \$Vol vs. YA for 2015, driving 131% of total licorice category growth.*
- SweetARTS Ropes awarded 2016 Product of the Year, chosen by 40,000+ consumers.



*Nielsen Nitro, xAOC+C, YTD as of 1/3/16

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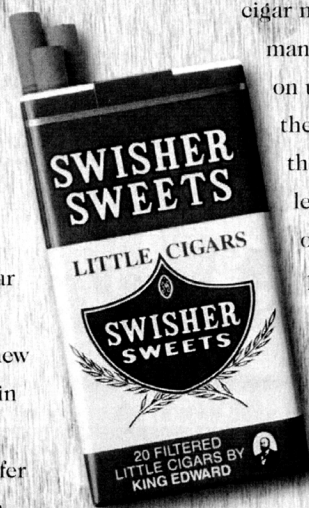


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WE BECAME THE CATEGORY LEADER BY LISTENING TO WHAT YOUR CUSTOMERS WANT.

We started by providing the best-selling cigar brand—Swisher Sweets. When consumers wanted more options, we added popular new shapes and sizes. We were there with innovative packaging and single-cigar impulse displays to meet changes in buying habits. And when cigar smokers were ready for bold new flavors, they found the new tastes they were looking for in their old favorite.

Today, cigar smokers prefer Swisher brands by more than two-to-one over the second-place cigar*.



Swisher International responds to the customer better than any other cigar manufacturer. That's why many of the largest retailers rely on us to help them maximize their profits and why we remain the "other tobacco" category leader. Let us show you how our wide line of customer-preferred products can increase your store's margins and profits. Talk to your Swisher International Representative or call 800-874-9720 today.

SWISHER INTERNATIONAL, INC.



THE LINEUP YOUR CUSTOMERS ARE ASKING FOR.





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TUESDAY BUSINESS SESSION



Mr. Jeff Rossi **VP, Category Management and Trade Marketing** **Swisher International**

Jeff joined Swisher in 1995 in Dublin, OH and has worked as a field sales professional in the positions of Region Manager and National Account Manager for Eastern US. In 2011 Jeff was influential in the development of Category Management throughout Swisher's field sales organization, including professional certification. He is certified by the Category Management Association as a "Certified Professional Category Manager." For the past Three Years Swisher has been recognized by Convenience Store News as OTP Category Captains. In 2013 Jeff was promoted to Director, Category Management and in April of this year promoted to VP, Category Management and Trade Marketing.

In Jeff's new role, he will continue to work with the Business Analytics department's initiative to enhance Swisher's planogram processes. Jeff will be responsible for Swisher's ongoing efforts to develop, implement and communicate Trade Marketing concepts throughout Swisher International. He is a Graduate of Ohio Dominican University, with a degree in Business Management.



THE ATKINSON
FAMILY OF BRANDS
Thanks AWDA for your
many years of support!

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SALES & MARKETING





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TUESDAY BUSINESS SESSION



Mr. Fred Paternostro Vice President, Sales ITG Brands

Mr. Fred Paternostro is a native of West Orange, New Jersey. He began his career with Lorillard Tobacco Company as a Sales Representative in New Jersey in 1979. Fred worked in various Sales/Sales Management positions for Lorillard in three states, Ohio, Florida and Illinois.

In June of 2015 Fred was named the Vice President, National Sales for ITG Brands and then was named to his current position of Vice President, Sales ITG Brands in August of 2016.

GOOD TIMES®

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#HD

Sweet
WOODS™

4
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Immediate Past President	Ricky Jones Andalusia Distributing Company
Past President	Paul DiChiara City Wholesale Grocery Company
President Elect	Phil Norris W.L. Petrey Wholesale Company
Secretary	Johanna Bottoms Twin City Wholesale
Treasurer	Steve Jenkins H.T. Hackney

DIRECTORS

Tony Clanton	Swedish Match
Nick Coslett	R.J. Reynolds Tobacco Company
Butch DiChiara	City Wholesale Grocery Company
Jeff Fleming	Altria Group Distribution Company
Bill Jackson	Stacy Williams Company
Warren Jackson	W.L. Petrey Wholesale Company
Barry Krebs	Kellogg's
Kevin Miller	Acosta Sales & Marketing
Joe Naro	The Hershey Company
Nelson Parker	Allison Wholesale
Steve Winkle	TVC Wholesale

EXECUTIVE DIRECTOR

Ellie Smotherman Taylor

LEGISLATIVE CONSULTANTS

Dewayne Freeman & Taylor Harper

ALABAMA WHOLESALE 2016 CONVENTION

MONDAY, SEPTEMBER 19TH

12noon - 4:30pm **Registration & Exhibit Setup (Magnolia B Ballroom)**
Sponsored by: Acosta Sales & Marketing
Creative Data Research
Mondelez

5:00pm **Board of Directors Meeting (Magnolia E Ballroom)**

6:45pm - 7:30pm **Welcome Reception (Magnolia B Ballroom)**
Sponsored by: BIC Corporation
ProCat

7:30pm - 8:30pm **Welcome Seafood Dinner (Pavilion)**
Sponsored by: Altria Group Distribution Company

8:30pm - 10pm **Luau (Pavilion)**
Sponsored by: Swedish Match

2015 CONVENTION



DISTRIBUTORS ASSOCIATION SCHEDULE

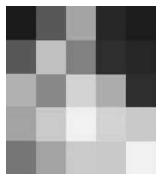
TUESDAY, SEPTEMBER 20TH

- 7am - 12noon** **Registration (Magnolia B Ballroom)**
Sponsored by: Republic Tobacco
Trend Sales
- 7am - 9am** **Breakfast (The Buffet)**
Sponsored by: Nestle USA
- 8am - 11am** **Business Session (Magnolia B Ballroom)**
Sponsored by: ITG Brands
Swisher International
- 9:15am** **Coffee Break (Magnolia B Ballroom)**
- 10:30am** **Annual Business Meeting (Magnolia B Ballroom)**
- 12:30pm** **Golf Tournament (Fallen Oaks Golf Course)**
Sponsored by: Altria Group Distribution Company
- 7pm - 7:45pm** **Board of Directors Reception (Magnolia B Ballroom)**
Sponsored by: Bevco Beverages
Mars Chocolate North America
- 7:45pm - 9:15pm** **President's Banquet (Magnolia B Ballroom)**
Sponsored by: R.J. Reynolds Governmental Affairs
R.J. Reynolds Tobacco Company
The Hershey Company
- Wholesaler Grand Prize Sponsored by: Jack Links Protein Snacks &
Good Times USA
- Golf Awards Sponsored by: Red Stamp & Tantus Tobacco



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5 100 mm styles (box & soft)



PIPE TOBACCO

4 styles : 16 ounce bags

4 styles : 6 ounce bags



BARON

8 box styles · 1 non-filter soft



R.Y.O. TOBACCO

4 styles : 16 ounce bags

4 styles : 6 ounce bags



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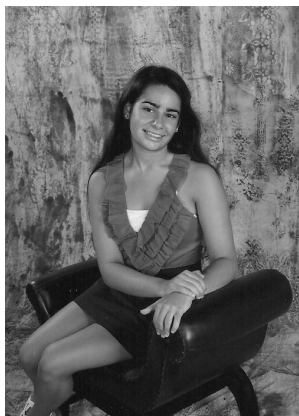
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National Tobacco
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Republic Tobacco Company
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Swedish Match
Swisher International
The Hershey Company
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DISPLAY TABLES

Acosta Sales & Marketing
Cheyenne International
Creative Data Research
General Mills
Kellogg's
Nestlé USA
Red Stamp, Inc.
Seneca - B2BUSALLC.COM
Swedish Match
Swisher International
The Hershey Company

JIMMY ALLISON MEMORIAL SCHOLARSHIP

Mary DiChiara



Mary DiChiara is from Gardendale, Alabama and her father Pete is employed by City Wholesale. She received a \$1,000 Scholarship to attend Auburn University where she is majoring in chemical engineering. We wish her all the best!

Thank you to all those who contribute to the scholarship fund. Without your support Mary would not have received this scholarship! |

One, two - Its good for you
Three, four - They all want more
Five, six - It comes in sticks
Seven, eight - The flavor's great
Nine, ten - Say it again -

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THE WRIGLEY RIGAMAROLE



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and Good for you.**



Wrigley's gives lasting
enjoyment and benefit.





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Full spectrum of ordering solutions, including mobile ordering with tablets, real-time access to customer information and interactive customer portal.



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Streamlined fulfillment process with integrated RF, dynamic replenishment, hands free picking, inventory control and returns management.



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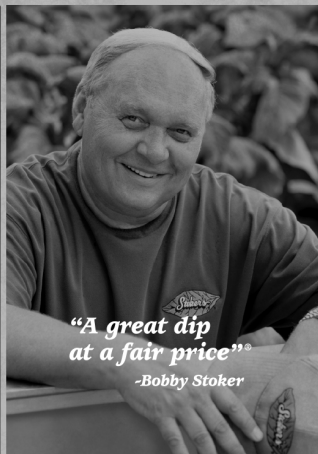


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Our success is your success. We use only the finest blends of 100% American grown tobacco in our proprietary aging, curing, and flavoring process. Our Long Cut is cut longer for more comfort and longer lasting flavor. Our Fine Cut is cut a little finer and softer for a truly satisfying dip. This, with our unique process delivers taste unlike any other moist snuff brand, certain to keep your customers coming back for more.

Stoker's

SINCE 1940



Our products are 100% guaranteed.

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*2011-2015 TTB Snuff Industry Volume / 2011-2015 Stoker's shipment volume in pounds.



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ALABAMA WHOLESALE DISTRIBUTORS ASSOCIATION MEMBER COMPANIES

REGULAR MEMBERS

Allison Wholesale, Inc.
Andalusia Distributing Co.
BTC Wholesale Distributors
City Wholesale Grocery Co.
Corr-Williams Company
H.T. Hackney Company

McLane Company
Stacy Williams Company
TVC Wholesale Company
Twin City Wholesale Co.
W.L. Petrey Wholesale Co.

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in 12 Dee·licious flavors
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ALABAMA WHOLESALE DISTRIBUTORS ASSOCIATION

APPLICATION FOR MEMBERSHIP

The undersigned hereby applies for membership in the Alabama Wholesale Distributors Association, a non-profit, voluntary membership association organized to work on behalf of the interests of wholesale product distribution in the State of Alabama, including tobacco, candy, HBC, frozen, grocery and general merchandise products.

CLASSES OF MEMBERSHIP

\$ 600.00 REGULAR MEMBERS (Wholesalers)

\$ 500.00 ASSOCIATE MEMBERS (Brokers, Manufacturers & Other)

< > REGULAR MEMBER

< > ASSOCIATE MEMBER

Name _____ Phone (____) _____

Title _____ Fax (____) _____

Business Name _____

Address _____

City _____ State _____ Zip _____

E-mail Address _____

PAYMENT INFORMATION

< > Bill

< > Check

< > AMEX

< > Visa

< > M/C

Card Number _____

Expiration Date _____

Name As Appears On Card _____

Please return to:

Alabama Wholesale Distributors Association
300 Vestavia Parkway, Suite 3500
Birmingham, Alabama 35216
(205) 823-8544 Fax (205) 823-5146

**AWDA
SHOW SPECIAL**

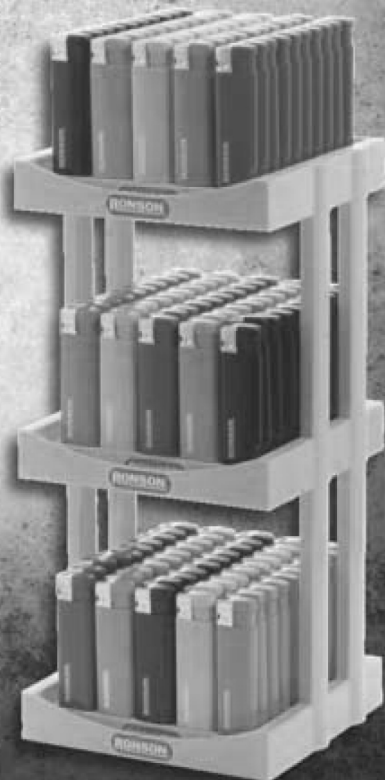
SAVE
10% OFF
OF OUR DISCOUNTED
WHOLESALE PRICE.

ONLY \$.35 PER LIGHTER

The new Ronson disposable lighter 150 single piece tower display is perfect for convenience store application. Each tier holds 50 Ronson disposable lighters in an assortment of colors. It comes assembled and filled with product, just unpack and display.

**RDL
DISPLAY**

RONSON



ACOSTA

SALES & MARKETING

2016 LEGISLATIVE DAY



We distributed over 450 boxes to Legislators and staff members at the Alabama State House on March 18th. Thanks to everyone for their support and a special thank you to those that contributed and were on hand to help deliver the boxes!



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ALABAMA WHOLESALE DISTRIBUTORS ASSOCIATION MEMBER COMPANIES

ASSOCIATE MEMBERS

Acosta Sales & Marketing
Altria Group Distribution Co.
Bevco Beverages
BIC Corporation
Bud's Best Cookies
Burdette Beckmann
Carpenter Sales Company
Cheyenne
Cline Associates
Cloverhill Bakery
ConAgra Foods
Creative Data Research
Crystal Geysler
Edlinco, Inc.
Florida Natural
freal foods
General Mills
Good Times Tobacco
Hawks Nuts, Inc.
Herb's Snack Foods

ITG Brands, LLC
Joshen Paper & Packaging
Kellogg's
Krettek International
Mars Chocolate North America
Mondelez International
National Tobacco Company
Nestlé USA
R.J. Reynolds Tobacco Co.
Red Stamp, Inc.
Republic Tobacco Company
Santa Fe Natural Tobacco Co.
Swedish Match
Swisher International
Tantus Tobacco
The Hershey Company
Total Convenience Marketing
Trend Sales Company
Turkey Creek Snacks
Wrigley

AWDA

For more information on how to join the
Alabama Wholesale Distributors Association,
Please call Ellie Taylor at 205.823.8544 or
email at etaylor@alabamawholesale.org.

**Lost
in the
WOODS?**

**Turn Over
a New Leaf**

**game
LEAF**



NATURAL ROLLED LEAF

**2 CIGARS
FOR
99¢**

**game
LEAF**

NATURAL

**2 CIGARS
FOR
99¢**

**game
LEAF**

SWEET
AROMATIC

**2 CIGARS
FOR
99¢**

**game
LEAF**

WILD
BERRY

**2 CIGARS
FOR
99¢**

**game
LEAF**

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CIGARETTE PAPERS

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