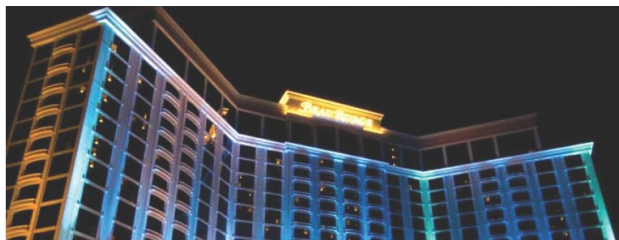
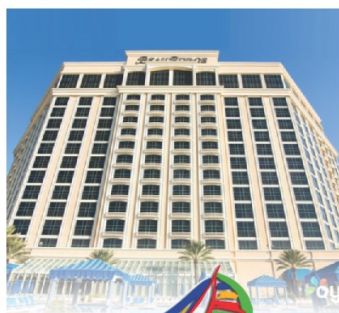


*Welcome to the AWDA 2016  
Convention in Biloxi, Mississippi*



**AWDA**  
ALABAMA WHOLESALE  
DISTRIBUTORS ASSOCIATION

**2016**  
**Convention**  
**September 19-20**



**Beau Rivage**  
RESORT & CASINO • BILOXI  
875 Beach Boulevard • Biloxi, MS 39530

*Thanks for all your support!*

# INNOVATION IS EVERY DAY.



## 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.

SUCCESS IS AN EVERYDAY THING.



# HERSHEY'S

[hersheys.com](http://hersheys.com)



Alabama Wholesale Distributors Association 2016 Annual Convention • Biloxi, Mississippi • September 19 & 20

# INVITED LEGISLATORS



**REPRESENTATIVE**

*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





# SMOKEY MOUNTAIN SNUFF

AMERICA'S #1 MOIST SNUFF ALTERNATIVE



THANK YOU AWDA  
FOR YOUR SUPPORT!



## 2016 Media Support

Sirius/XM Radio ((SiriusXM))

- NFL Radio
- ESPN Radio
- NASCAR Radio

Primary Sponsor NASCAR Sprint Series  
• Ron Hornaday - *The Motorsport Group*

Primary Sponsor NASCAR Truck Series  
• Johnny Sauter - *ThorSport Racing*

Celebrity Spokespersons

- Randy "Manster" White  
*Pro Football Hall of Fame*
- Chipper Jones, Matt Duff, Jeff Danker  
*Major League Bowhunter*
- Randy "Manster" White  
*Pro Football Hall of Fame*

Outdoor Channel

- Sportsman Shows

CBR National Sponsor



Represented by:

**ACOSTA**  
SALES & MARKETING





**Alabama Wholesale Distributors Association 2016 Annual Convention • Biloxi, Mississippi • September 19 & 20**

# 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.



**Alabama Wholesale Distributors Association 2016 Annual Convention • Biloxi, Mississippi • September 19 & 20**

# 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

All trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland or are used with permission.



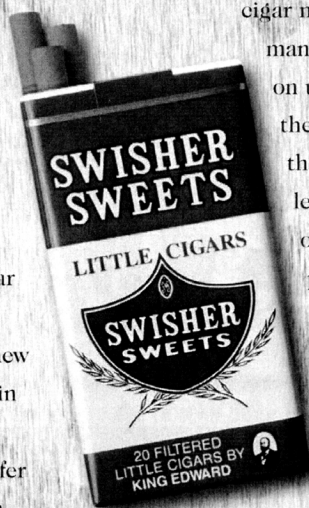
Alabama Wholesale Distributors Association 2016 Annual Convention • Biloxi, Mississippi • September 19 & 20

## 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.



\*AC Nielsen (December 20, 2013)





**Alabama Wholesale Distributors Association 2016 Annual Convention • Biloxi, Mississippi • September 19 & 20**

## 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.



Represented by: **ACOSTA**  
SALES & MARKETING

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



**Alabama Wholesale Distributors Association 2016 Annual Convention • Biloxi, Mississippi • September 19 & 20**

# 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.

FRESHNESS • QUALITY • INNOVATION • FLAVOR • VALUE



**Little  
-N-  
Wild.**

*Pipe Tobacco Cigars*

**#HD**

**Sweet  
WOODS**

**4 Kings**

**REMINGTON**





**Alabama Wholesale Distributors Association 2016 Annual Convention • Biloxi, Mississippi • September 19 & 20**

## OFFICERS

President	Frank D'Amico, III BTC Wholesale Distributors
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

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
Joel Palmer	Swedish Match
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

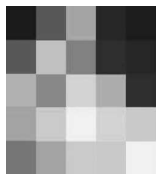
TUESDAY, SEPTEMBER 20TH

7am - 12noon	<b>Registration (Magnolia B Ballroom)</b> Sponsored by: Republic Tobacco Trend Sales
7am - 9am	<b>Breakfast (The Buffet)</b> Sponsored by: Nestle USA
8am - 11am	<b>Business Session (Magnolia B Ballroom)</b> Sponsored by: ITG Brands Swisher International
9:15am	<b>Coffee Break (Magnolia B Ballroom)</b>
10:30am	<b>Annual Business Meeting (Magnolia B Ballroom)</b>
12:30pm	<b>Golf Tournament (Fallen Oaks Golf Course)</b> Sponsored by: Altria Group Distribution Company
7pm - 7:45pm	<b>Board of Directors Reception (Magnolia B Ballroom)</b> Sponsored by: Bevco Beverages Mars Chocolate North America
7:45pm - 9:15pm	<b>President's Banquet (Magnolia B Ballroom)</b> 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	



Alabama Wholesale Distributors Association 2016 Annual Convention • Biloxi, Mississippi • September 19 & 20

## DIAMOND SPONSORS



Altria



Governmental Affairs



**SWEDISH MATCH®**

## PLATINUM SPONSOR



THE HERSHEY COMPANY

## GOLD SPONSORS



Nestlé



PROCAT

**MARS**  
chocolate  
north america

SWISHER INTERNATIONAL, INC.



**itg** BRANDS™

## SILVER SPONSORS

**ACOSTA**  
SALES & MARKETING

**Mondelēz**  
International

**REDSTAMP**  
RELIABLE EFFICIENT DURABLE SPECIALTY MACHINES

**CDR**



**GOOD TIMES.**  
FINE TOBACCO PRODUCTS

trend  
sales

**Tantus Tobacco**  
Creating Relationships. Serving Interests.





PO Box 98 · Cynthiana, KY 41031 · 866.832.7637 · [www.farmerstobacco.com](http://www.farmerstobacco.com)

## ➤➤ MSA BRANDS



### **KENTUCKY'S BEST**

16 styles (box & soft)



### **CHISUM**

#### **FILTERED CIGARS**

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



### **VB**

8 box styles · 1 non-filter soft

- ALL PRODUCTS GUARANTEED FOR FRESHNESS & DAMAGE
- FREE POINT OF SALE



Alabama Wholesale Distributors Association 2016 Annual Convention • Biloxi, Mississippi • September 19 & 20

## ADVERTISERS

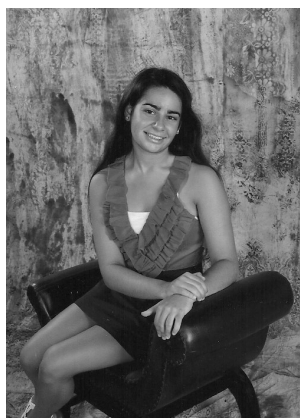
Atkinson Candy  
 Bevco Beverages  
 Creative Data Research  
 Farmers Tobacco Company  
 Good Times USA  
 National Tobacco  
 Nestlé USA  
 Republic Tobacco Company  
 Ronson  
 Smokey Mountain Tobacco  
 Swedish Match  
 Swisher International  
 The Hershey Company  
 Wrigley

## 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 -

**WRIGLEY'S**

THE WRIGLEY RIGAMAROLE



**Good -  
and Good for you.**



Wrigley's gives lasting  
enjoyment and benefit.





has the ultimate solution  
for convenience distribution!

## Order Management

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

## Warehouse Management

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

## Purchasing

Automated ordering and replenishment system that reduces inventory, increases turns and improves buyer productivity.

## Financial Management

Flexible, fully integrated financial suite that adapts to a distributor's specific rules and helps achieve optimal financial management.

## Business Management

Comprehensive operational reports with easy-to-read graphs and charts that deliver vital business information to all levels of management.

With a company philosophy that revolves around **customer satisfaction**, CDR provides a wide range of services that will maximize your return on software investment.

Schedule an online demo of DAC today!

» [www.cdrsoftware.com/demo](http://www.cdrsoftware.com/demo)  
» or call 800-841-0202

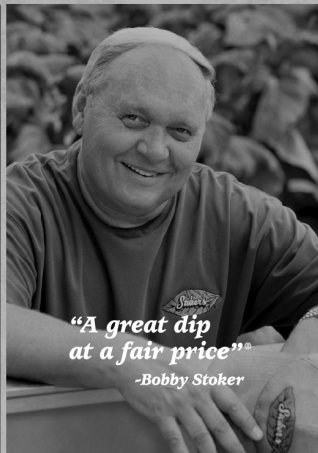


Ann Arbor, MI | Covington, LA  
734-222-9930 | 1-800-841-0202



# THIS DIP MEANS BUSINESS!

Stoker's doubled in volume over the past 5 years and continues to accelerate with 12.7% growth in 2015, nearly **5X** the category and going strong.\*



*"A great dip  
at a fair price"*  
-Bobby Stoker

**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

NATIONAL TOBACCO®

Our products are 100% guaranteed.

Contact us today! 1.800.331.5962

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



Alabama Wholesale Distributors Association 2016 Annual Convention • Biloxi, Mississippi • September 19 & 20

# ALABAMA WHOLESALE DISTRIBUTORS ASSOCIATION MEMBER COMPANIES

## REGULAR MEMBERS

Allison Wholesale, Inc.  
Andalusia Distributing Co.  
BTC Wholesale Distributors  
City Wholesale Grocery Co.  
Corr-Williams Company  
Eby Brown

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

Conveniently  
**Dee·licious™**  
for over  
100 years!



FAYGO'S single serve  
20 oz. PET is available  
in 12 Dee·licious Flavors  
at a great consumer value!  
[www.faygo.com](http://www.faygo.com)

# ***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**

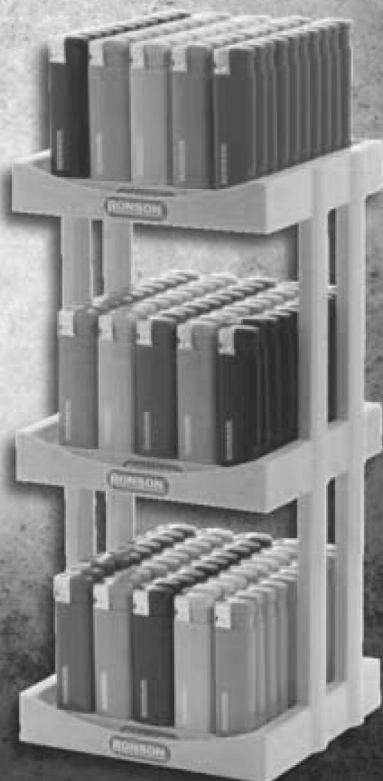
SAVE  
**10%** OFF  
OF OUR DISCOUNTED  
WHOLESALE PRICE.

**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



**Alabama Wholesale Distributors Association 2016 Annual Convention • Biloxi, Mississippi • September 19 &**

# *2016 LEGISLATIVE DAY*



*We distributed over 450 boxes to Legislators and staff members at the Alabama State House on March 16th. Thanks to everyone for their support and a special thank you to those that contributed and were on hand to help deliver the boxes!*



Alabama Wholesale Distributors Association 2016 Annual Convention • Biloxi, Mississippi • September 19 & 20

# 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 Geyser

Edlinco, Inc.

freal foods

General Mills

Good Times Tobacco

Hawks Nuts, Inc.

ITG Brands, LLC

Joshen Paper & Packaging  
Kellogg's

Mars Chocolate North America

Mondelez International

National Tobacco Company

Nestlé USA

ProCat Management

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



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](mailto:etaylor@alabamawholesale.org).

**Lost  
in the  
WOODS?**

**Turn Over  
a New Leaf**

**game<sup>®</sup>  
LEAF**



NATURAL ROLLED LEAF

2 CIGARS  
FOR 99¢

**game<sup>®</sup>  
LEAF**

NATURAL

2 CIGARS  
FOR 99¢

**game<sup>®</sup>  
LEAF**

SWEET  
AROMATIC

2 CIGARS  
FOR 99¢

**game<sup>®</sup>  
LEAF**

WILD  
BERRY

2 CIGARS  
FOR 99¢

**game<sup>®</sup>  
LEAF**

COGNAC

FOR MORE INFORMATION, CONTACT YOUR SWEDISH MATCH REPRESENTATIVE. 800-367-3677 customer.service@sma.com  
©2015 SWEDISH MATCH NORTH AMERICA, INC.



**TOP® is the #1 Cigarette Paper in the USA.**

**SELL  
YELLOW  
SEE  
GREEN**

**TOP®**



FINE GUMMED  
CIGARETTE PAPERS  
*Made in France*  
FOR  
©TOP TOBACCO L.P.



© TOP Tobacco L.P.