



# SPOTLIGHT

# F.A.B.ulous FOCUS

## BRANDS CHAMPION TOP 25: QUARTERLY UPDATE

MEMBER NAME	NAME	BASE JUN-AUG	SALES JUNE-AUG 2018	DIFFERENCE
HPC FOODSERVICE	Steve Smith	3,655	6,298	2,643
AFFILIATED FOODS	Michael Lopez	922	3,215	2,294
STANZ FOODSERVICE CO	Roger Taylor	7,923	9,848	1,925
IWC FOOD SERVICE	Chris Dailey	3,574	5,464	1,890
IWC FOOD SERVICE	Chris Chase	3,741	5,447	1,706
IWC FOOD SERVICE	David W. Anderson	5,436	7,067	1,631
IWC FOOD SERVICE	Scott Forgie	2,524	4,082	1,558
IWC FOOD SERVICE	Greg Jackson	5,385	6,881	1,495
C.D. HARTNETT CO	Joe Flores	304	1,611	1,306
AFFILIATED FOODS	Trent Laubhan	1,553	2,859	1,305
HPC FOODSERVICE	Mike Litin	1,834	2,942	1,107
IWC FOOD SERVICE	Phil Hackett	3,137	4,208	1,071
GOFRESH PRODUCE	Cuco Almanza	359	1,412	1,053
IWC FOOD SERVICE	Jamon Smith	2,932	3,980	1,048
SCAVUZZO'S, INC.	Steve Scavuzzo	664	1,693	1,028
IWC FOOD SERVICE	Tom Brinson	2,705	3,698	993
KAST DISTRIBUTORS	Volkan Alev	1,471	2,427	956
STANZ FOODSERVICE CO	Kendra Enterine	798	1,747	949
AFFILIATED FOODS	Joe Mooney	668	1,608	940
IWC FOOD SERVICE	Keith Moore	3,108	4,015	907
HPC FOODSERVICE	Jim Leonard	10,397	11,274	876
AFFILIATED FOODS	Enrique Aguirre	1,118	1,940	822
KAST DISTRIBUTORS	Juan Vazquez	277	1,084	807
C.D. HARTNETT CO	David Blaze	250	1,049	799
STANZ FOODSERVICE CO	Heminger Mike	1,677	2,470	793

# BRANDS

Champion 

Every DSR is provided a baseline for Frosty Acres Branded cases determined by prior year's sales, and new DSRs are assigned an initial baseline. DSRs will be tracked for incremental cases for each month compared to the baseline, with each month's increase in cases counted toward a cumulative count for the entire year.

Members will be given baselines for two time periods: June 1 – November 30 & December 1 – May 31. The next set of baselines will be coming soon.

At the end of May 2019, the DSR with the highest overall increase for the entire promotion period will be named the Brands Champion for the year, and receive the Grand Prizes listed below.

- 2 Million F.A.B.ulous Focus Points
- A trip to the 2019 Frosty Acres Stockholders' Meeting at the Ritz Carlton in Washington, D.C.!

*\*Restrictions apply. Further details to be provided to the winner.*

The Frosty Acres Spotlight Promotion begins in June 2018 and runs through May 2019.

Login to [FabulousFocus.com](http://FabulousFocus.com) for more information on Spotlight qualifying items and promotion materials.