



# SPOTLIGHT

# F.A.B.ulous FOCUS

## BRANDS CHAMPION TOP 25: QUARTERLY UPDATE

MEMBER NAME	FIRST NAME	LAST NAME	DIFFERENCE VS. BASE
HPC FOODSERVICE	STEVE	SMITH	6,799
IWC FOOD SERVICE	PHIL	HACKETT	5,361
IWC FOOD SERVICE	CHRIS	CHASE	5,299
IWC FOOD SERVICE	CHRIS	DAILEY	5,197
AFFILIATED FOODS	MICHAEL	LOPEZ	4,486
STANZ FOODSERVICE CO	ROGER	TAYLOR	4,062
C.D. HARTNETT CO	JOE	FLORES	3,661
IWC FOOD SERVICE	SCOTT	FORGIE	3,415
KAST DISTRIBUTORS	CINDY	CARROLL	3,372
IWC FOOD SERVICE	DAVID W.	ANDERSON	3,298
IWC FOOD SERVICE	JOHNNY	BROWN	3,040
C.D. HARTNETT CO	CORY	WALKER	2,856
IWC FOOD SERVICE	KIPP	JULIUS	2,846
GOFRESH PRODUCE	CUCO	ALMANZA	2,837
AFFILIATED FOODS	JOE	MOONEY	2,833
STANZ FOODSERVICE CO	MICHELE	LITTERAL	2,785
KAST DISTRIBUTORS	DAVID	LANCIAULT	2,676
AFFILIATED FOODS	ENRIQUE	AGUIRRE	2,575
IWC FOOD SERVICE	ROY	BARTLETT	2,573
AFFILIATED FOODS	LAYO	ABALOS	2,556
AFFILIATED FOODS	TRENT	LAUBHAN	2,403
KAST DISTRIBUTORS	GAVRAS	GAVARAS	2,401
STANZ FOODSERVICE CO	KENDRA	ENTERINE	2,386
KAST DISTRIBUTORS	VOLKAN	ALEV	2,341
KAST DISTRIBUTORS	APOSTOLOS	KYRIAZIS	2,333

*\*Update through February 2019*

# 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.

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.*