



## BRANDS CHAMPION TOP 25: QUARTERLY UPDATE

MEMBER NAME	FIRST NAME	LAST NAME	DIFFERENCE
HPC FOODSERVICE	STEVE	SMITH	5,029
KAST DISTRIBUTORS	DAVID	LANCIAULT	3,548
AFFILIATED FOODS	MICHAEL	LOPEZ	3,543
IWC FOOD SERVICE	SCOTT	FORGIE	3,193
STANZ FOODSERVICE CO	ROGER	TAYLOR	3,044
IWC FOOD SERVICE	TOM	BRINSON	2,925
IWC FOOD SERVICE	CHRIS	CHASE	2,667
KAST DISTRIBUTORS	JUAN	VAZQUEZ	2,581
BREHAM WHSLE GROC	BRAD	DOSS	2,274
KAST DISTRIBUTORS	GAVRAS	GAVARAS	2,227
GOFRESH PRODUCE	CUCO	ALMANZA	1,994
BENJAMIN FOODS	BEN	KULP	1,987
STANZ FOODSERVICE CO	MICHELE	LITTERAL	1,954
KAST DISTRIBUTORS	CINDY	CARROLL	1,952
AFFILIATED FOODS	TRENT	LAUBHAN	1,897
AFFILIATED FOODS	JOE	MOONEY	1,805
IWC FOOD SERVICE	BILL	POWELL	1,795
AFFILIATED FOODS	ENRIQUE	AGUIRRE	1,754
BREHAM WHSLE GROC	KRIS	EHLERT	1,684
IWC FOOD SERVICE	JAMON	SMITH	1,656
HPC FOODSERVICE	ROGER	SIERING	1,476
IWC FOOD SERVICE	DAVID W.	ANDERSON	1,468
IWC FOOD SERVICE	GREG	JACKSON	1,439
BREHAM WHSLE GROC	MATTHEW	EHLERT	1,425
KAST DISTRIBUTORS	APOSTOLOS	KYRIAZIS	1,391

*\*Update through December 2018*

# BRANDS



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.*