



KEURIG GREEN	THE U.S. FDA	SNAP STOCKING
MOUNTAIN INC.	CONSIDERS A BAN	REQUIREMENTS
MERGES WITH DR	ON FLAVORED	
PEPPER SNAPPLE	E-CIGARETTES	
GROUP INC.		





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\*Directors attending NACS show held on october 7th, 2018



# STELLA ARTOIS



**Stella Artois**  
19.2oz Can

## Promotional Details

Case	\$44.80
Unit	\$1.87
Retail	2 for \$5.00
Margin	25%

## Promotional Details

Case	\$30.00
Unit	\$7.50
Retail	\$9.49-\$9.99
Margin	21%-25%



**Stella Artois 6pk Bottle**



**Stella Artois 12pk Can & Bottle**

## Promotional Details

Case	\$30.00
Unit	\$15.00
Retail	\$18.99-\$19.99
Margin	21%-25%

Pricing is for Ben E Keith only. Other distributors may have different pricing.





## The U.S. FDA considers a ban on flavored e-cigarettes

The U.S. Food and Drug Administration is considering a ban on flavored e-cigarettes in response to an “epidemic” of young people using e-cigarettes, the agency’s leader said on Wednesday.

In a speech at FDA headquarters, Commissioner Scott Gottlieb said the agency would also revisit its compliance policy that extended the dates for manufacturers of flavored e-cigarettes to submit applications for premarket authorization.

“We see clear signs that youth use of electronic cigarettes has reached an epidemic proportion,” Gottlieb said.

Gottlieb announced a number of steps the agency planned to take as part of a broader crackdown on the sale and marketing of e-cigarettes to kids. The agency issued 12 warning letters to companies that it says have deceptive marketing labels on e-liquids. “We cannot allow a whole new generation to

become addicted to nicotine,” he said.

Shares of British American Tobacco were up nearly 6 percent and shares of cigarette-maker Imperial Brands PLC were up more than 3 percent. Shares of cigarette and e-cigarette maker Altria Group also rose more than 6 percent, while Philip Morris International shares were up 4 percent.

Traders said proposed FDA action was less harsh than feared.

Manufacturers offer and market e-cigarette flavors that appeal to minors, including candy, bubble gum and fruit flavors. The FDA said more than 2 million middle school and high school students used e-cigarettes in 2017.

The FDA is giving the five top-selling e-cigarette brands - Juul Labs Inc., Vuse, MarkTen XL, Blu and Logic - 60 days to provide plans for how they will mitigate sales to minors.

Juul Labs said it would work with the FDA on its request and is committed to preventing underage use of its product. But it added that “appropriate flavors play an important role in helping adult smokers switch,” spokeswoman Victoria Davis said.

“While we remain committed to advancing policies that promote the potential of e-cigarettes to help adult smokers move away from combustible cigarettes, that work can’t come at the expense of kids,” Gottlieb said.

As part of its broader enforcement efforts, the FDA said it issued more than 1,300 warning letters and fines to retailers who illegally sold e-cigarette products to minors.



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# BUY NEW PASSPORT PX60

## \$11,495

INSTALLATION INCLUDED!

## FIXED PRICING\* UNTIL 2019!

ORDERS MUST BE PLACED BY 11.30.2018

\*Cannot be combined with outside program pricing.



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## Keurig Green Mountain Inc. Merges with Dr Pepper Snapple Group Inc.

- Dr Pepper Snapple Group Inc. and Keurig Green Mountain Inc. announced Jan. 29 that the companies have entered into a definitive merger agreement to create Keurig Dr Pepper (KDP), a new beverage company of scale with a portfolio of iconic consumer brands and distribution capability to reach virtually every point-of-sale in North America. KDP will have pro forma combined 2017 annual revenues of approximately \$11 billion.

*This combination of the two beverage companies brings together brands Dr Pepper, 7UP, Snapple, A&W, Mott's and Sunkist with coffee brand Green Mountain Coffee Roasters and the Keurig single-serve coffee system, as well as more than 75 owned, licensed and partner brands in the Keurig system*

New company Keurig Dr Pepper on July 9 completed the previously announced merger between beverage companies Keurig Green Mountain and Dr Pepper Snapple Group. "The combination of these two great companies creates the scale, portfolio and selling and distribution capabilities to compete differently in the beverage industry," Keurig Dr Pepper CEO Bob Gamgort. *With a large sta-*

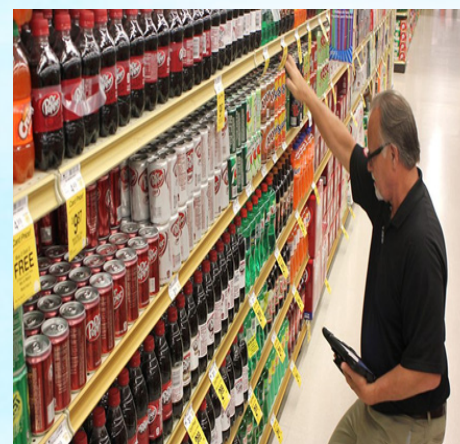
*ble of iconic brands and the leading single-serve coffee brewing system on the market, KDP has the ability to satisfy any beverage need or consumption occasion—hot or cold, at work or at play, at home or on the go*—and the capability to get our brands to consumers virtually anytime and anywhere they purchase beverages.

### Keurig Dr Pepper (KDP) to acquire Core Nutrition LLC

*Keurig Dr Pepper (KDP) has now entered into a definitive agreement to acquire Core Nutrition LLC for \$525 million.*

Founded in 2015, the Core Nutrition portfolio includes Core Hydration, a premium, nutrient-enhanced bottled water, and Core Organic, an organic fruit-infused beverage. Both products are currently distributed by Plano, Texas-based KDP. "Core has been a valued and successful allied brand partner, and we are pleased that this on-trend beverage will become part of our owned KDP family of brands," KDP CEO Bob Gamgort said. "Through this transaction, we intend to realize the full growth potential for the business."

The transaction is subject to customary closing conditions, and the companies expect it to close by the end of 2018. Following the closing, both Core Hydration and Core Organic will continue to be distributed primarily through KDP's company-owned direct-store-delivery network and independent distributor network, while KDP expects certain existing Core Nutrition distribution partners to maintain their channel coverage.





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## Topo Chico Price List – Small Store



**Small Store Promotion  
November 1 –  
December 31, 2018**

		Trade Letter EDV	SS Retail Price		
Package	Packed		Retail Units	Margin	Proposed
12 ounce glass	24 units	\$20.30	24	43.2%	\$1.49
20 ounce PET	24 units	\$22.70	24	36.5%	\$1.49
1 liter PET	12 units	\$14.51	12	38.9%	\$1.98
1.5 liter PET	8 units	\$13.74	8	25.0%	\$2.29



# SNAP Stocking Requirements



Members,

SNAP Stocking Requirements have changed. The first major change is the amount of product required to be stocked in your store to maintain authorization.

All foods are broken down into four (4) staple food categories:

- **Meat/Poultry/Fish**
- **Vegetables or Fruits**
- **Breads and Cereals**
- **Dairy**

All the stores have received a Reauthorization letter from the USDA. When you receive these letters, it means that your food stamp inspection is due any day. Inspections will happen without any prior notification. This means you always have to be Ready. Remember, the inspection only happens once after submitting the reauthorization letter. It is not an ongoing monthly inspection like your health inspections.

If you fail the inspection, your food stamp license will be suspended for 6 months. And to reapply, you will have to start the process from scratch.

The reauthorization form includes submission of your category sales, like sales of gasoline, staplefood, lottery etc. Make sure these amounts match your tax returns submitted to IRS because the USDA randomly selects stores and matches these numbers with your tax returns. If they do not match, it is considered as fraud. It is, hence, suggested that your CPA fills the sales amounts for you.

## SNAP Stocking Requirements to Pass Food Stamp Inspection

Note: the following numbers are double the minimum requirement to help you avoid stock shortage during inspection





# Snap Minimum Requirements

\* Note: All numbers are doubled so that the store is stocked full when the inspections happen.

## Dairy

- \_\_\_ 10 Milk
- \_\_\_ 10 Yogurt
- \_\_\_ 6 Sour Cream

- \_\_\_ 8 Cheese
  - \_\_\_ 6 Butter/Margarine \*
- \*All 6 must be same item



\*Milk can be any size and can include Nesquik.

## Fruits & Vegetables

- \_\_\_ 6 Apples
- \_\_\_ 6 Bananas
- \_\_\_ 6 Oranges

- \_\_\_ 6 Canned Corn
- \_\_\_ 6 Pasta/Tomato Sauce
- \_\_\_ 6 Fruit Cocktail
- \_\_\_ 20 **100% Fruit Juice**



\*Any 3 fresh vegetables or fruits can substitute above examples. Tomato sauce cannot be substituted by Ketchup. Ketchup is an accessory food not staple.

## Breads & Cereals:

- \_\_\_ 10 Loaves of Bread
- \_\_\_ 6 Bags of rice
- \_\_\_ 6 Pasta

- \_\_\_ 6 Bags of Flour
- \_\_\_ 6 Oatmeal
- \_\_\_ 10 Boxes of Cereal



\*Bread can be substituted with tortillas, hamburger buns. Pasta can include ramen noodles. Flour cannot be replaced by Cake mixes. Cake mixes is again accessory food and not staple.



## Meat

\_\_\_\_\_ 6 Cartons Eggs  
 \_\_\_\_\_ 10 Cans of Tuna  
 \_\_\_\_\_ 10 Vienna Sausages

\_\_\_\_\_ 6 Packs of Hotdogs  
 \_\_\_\_\_ 6 Turkey Deli Meat



\*For meat items, the first ingredient of the canned meat is the category it will go in. For ex. In Vienna Sausage, the first ingredient is chicken, hence it goes in chicken category. Sandwiches or lunchables are not considered staple food. Delifresh meat cannot be replaced by sandwich with delifresh turkey in it. When in form of sandwich, it becomes accessory food.



By providing the lowest cost electronic processing solutions and outstanding live local support, APS EBT/PCI Division has become one of the fastest growing merchant services companies in the United States today. APS EBT/PCI Division currently serves more than 2000 Texas Gas Stations and convenience stores and is proud to be a preferred vendor to the STMA.

### As a member of the STMA you will enjoy:

- ▶ Free Equipment
- ▶ Free Installation & Training
- ▶ Free USDA SNAP Management
- ▶ Local Agent Support
- ▶ \$3.00 Monthly Service Fee
- ▶ \$0.03 Per Transaction (Credit, Debit, EBT)
- ▶ \$49 Annual PCI Management
- ▶ No Contract



**Call or eMail Today**  
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**737-300-7292 - [jared@agentps.com](mailto:jared@agentps.com)**



## NOT COUNTED IN STAPLE FOOD CATEGORIES

FOOD ITEM	Why not counted:
Baking Mixes for cakes, muffins, cookies	Dessert - not considered staple food
Bread Crumbs	Snacks - not considered staple food
Broth	No staple food ingredients
Bulk Prepared Salads sold by the pound (potato salad,	Cold Prepared Food
Cake Mix	Dessert - not considered staple food
Cookie Dough	Dessert - not considered staple food
Cookie Mix, box	Dessert - not considered staple food
Canned Spray Cheese	No staple food ingredients
Capri Sun Pouches	Not 100% juice
Clamato Juice Cocktail	Not 100% juice
Coconut "Juice" / Coconut Water	Not 100% juice
Condiments (Jelly with sugar for 1st ingr, ketchup, relish)	Accessory Food
Cool Whip	Accessory Food
Cranberry "Juice" Cocktail	Not 100% juice
Croutons	Snacks - not considered staple food
Donuts	Snack / Dessert - not considered staple food
Ensure, nutritional drinks	Not dairy
Fresh Baked Cookies	Dessert - not considered staple food
Granola Bars	Snacks - not considered staple food
Fruit "Nectars"	Not 100% juice
Hot Dogs, on grill	Hot Prepared Food
Ice Cream	Dessert - not considered staple food
Jams, if sugar is first ingredient	Accessory Food
Jello	Accessory Food
Jelly / Jam, if sugar is first ingredient	Accessory Food
Jiffy Corn Muffin Mix	"Muffin" mix
"Juice" drinks, beverages, cocktails	Not 100% juice
Lunchables	Crackers, not a staple food
Muscle Milk nutritional drink	Not dairy
Muffins	Dessert - not considered staple food
"Naked Juice" w/ Protein	Not 100% juice
Nectar	Not 100% juice
Pedialyte	Not 100% juice
Pie Crust	Dessert - not considered staple food
Popcorn	Snacks - not considered staple food
Pork Rinds	Snacks - not considered staple food
Potato Chips	Snacks - not considered staple food
Prepared Sandwiches	Cold Prepared Food
Preserves - if sugar is first ingredient	Accessory Food
Pudding	Dessert - not considered staple food
Soda	Accessory Food
Sport Shakes	Not dairy
Sunny Delight	Not 100% juice
Trail Mix	Snacks - not considered staple food
Whipping Cream	Accessory Food



Revised 1/18/2018



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## NOVEMBER - DECEMBER PROMOTIONS



Ask Your Yumi Representative For Details....

1-800-767-YUMI (9864)

# V8 +Energy®

## 2 for \$3

One @ Reg Price



Case Cost	\$15.84
Promo Discount	(\$3.00)
Promo Case Cost	\$12.84
Promo Unit Cost	\$1.07
BLENDED MARGIN	42%

12oz V8 Energy Flavors Only  
3 Case Minimum



GRANDITO BURRITOS

- \*RED CHILE
- \*SPICY HOT CHILE
- \*GREEN CHILE



BEEF & CHEESE STICKS



BEEF & COLBY JACK COMBO  
BEEF & PEPPER JACK COMBO

ORIGINAL BEEF SINGLE  
BBQ BEEF SINGLE  
JALAPENO CHEDDAR SINGLE



## 2/\$3

All Single Serve Packages

One @ Reg Price

Promo Unit Cost **\$ .96**  
(After \$.15 OI Discount)

BLENDED MARGIN

42%

Bagged Donettes Not Included



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The following is a paid advertisement

# KARBACH BREWING CO



Love Street 6pack can



Hopadillo 6pack can



**2 For \$6**



19.2 oz

## Promotional Details

Package	Case	Unit	Retail	Margin
6 Pack	\$26.95	\$6.73	\$8.49-\$8.99	21%-29%
19.2 oz	\$21.40	\$1.78	2 For \$6	29%

Pricing is for Silver Eagle only. Other distributors may have different pricing.



# Frito Lay **November 2018** Promotions and Shippers

**Nov 1<sup>st</sup> – 30<sup>th</sup>**

**(Frito Lay 11W4 – P12W3) Period 11**

## Promotion

**\$1.89 Fritos All  
Flavors! 3/\$5  
Must buy 3**



## PPW/Shipper

**Nov Pre pack  
weekenders  
On AIO Rack or high  
destination area**

**TIMING:** Oct 29 – Nov 23,  
2018 (11x4-12x3)



**TIMING:** Nov 12 - Dec 8, 2018  
(P12W2-P13W1)

## Clips - Innovation

**1 Clip of  
each  
flavor Strip  
( per store  
Destination  
FEM or Shop Around and  
Shippers**



## Compliance

**All In One Rack,  
UTC, or Cardboard  
Weekender Display  
to support monthly  
promotion**







# November Promo Sheet 2018

\*Blended Margin% is based on 70% Promo and 30% Regular Sale

PROMO PRODUCTS	Promo Type	Case Qty	Promo invoice cost	STMA Incentives	Net cost after incentives	Net unit cost	Promo Pricing	Net promo Margin %	Regular SRP	Blended Margin%
 \$1.89 Fritos All Flavors 4.25oz Single Purchase <i>(Pre Pack Weekender of the Month)</i> <b>Nov - A Window - "New Item Weekender"</b> Doritos Gaming Thematic Shipper Single Unit XXVL  <b>AND</b> <b>Oct - B Window - "New Item Weekender"</b> Simply-Poppables-Smart Food Shipper Single Unit	POSTER	1	\$ 1.25		\$ 1.25	\$ 1.25	3/\$55.00	25%	\$2.29	31%
	In Store	1	\$ 1.25		\$ 1.25	\$ 1.25	\$1.89	34%	\$2.29	37%
	In Store	1	\$ 105.64		\$ 105.64	\$ 105.64	\$151.20	30%	\$151.20	30%
	In Store	1	\$ 1.32		\$ 1.32	\$ 1.32	\$1.89	30%	\$2.29	34%
	In Store									
	In Store									
	In Store	1	\$ 100.32		\$ 100.32	\$ 100.32	\$143.64	30%	\$143.64	30%
	In Store	1	\$ 1.32		\$ 1.32	\$ 1.32	\$1.89	30%	\$2.29	34%
 Coke 12pk Cans Monster 16oz	Promo Type	Case Qty	Promo invoice cost	STMA Incentives	Net cost after incentives	Net unit cost	Promo Pricing	Net promo Margin %	Regular SRP	Blended Margin%
	Spanner	2	\$ 8.32		\$ 8.32	\$ 4.16	2/\$8.88	6%	\$4.99	9%
	In Store	24	\$ 32.02		\$ 32.02	\$ 1.33	2/\$4.00	33%	\$2.49	37%
 Snapple 16 & 18.5 oz Mix & Match Big Red 20 oz CSD Bai 18 oz 2 ltr CSD 1 ltr Deja Blue (Promo end date Dec 31st 2018) 1/2 ltr Deja Blue 24 pk (Promo end date Dec 31st 2018) Core 23.9 oz	Promo Type	Case Qty	Promo invoice cost	STMA Incentives	Net cost after incentives	Net unit cost	Promo Pricing	Net promo Margin %	Regular SRP	Blended Margin%
	In Store	12	\$ 9.50		\$ 9.50	\$ 0.79	2/\$2.99	47%	\$1.79	50%
	In Store	24	\$ 21.06		\$ 21.06	\$ 0.88	2/3.33	47%	\$1.99	50%
	In Store	12	\$ 17.80		\$ 17.80	\$ 1.48	2/\$3.99	26%	\$2.49	30%
	In Store	8	\$ 10.60		\$ 10.60	\$ 1.33	2/\$3.99	34%	\$2.29	36%
	In Store	12	\$ 7.00		\$ 7.00	\$ 0.58	2/\$1.99	41%	\$1.49	47%
	In Store	1	\$ 4.15		\$ 4.15	\$ 4.15	2/9.99	17%	\$4.99	17%
	In Store	24	\$ 26.50		\$ 26.50	\$ 1.10	2/\$2.99	26%	\$1.99	32%
 Gatorade 20oz Pepsi 20oz Only Flavors  Redbull 12oz cans  Tea of a Kind 16oz	Promo Type	Case Qty	Promo invoice cost	STMA Incentives	Net cost after incentives	Net unit cost	Promo Pricing	Net promo Margin %	Regular SRP	Blended Margin%
	In Store	24	\$18.50		\$ 18.50	\$ 0.77	2/\$2.50	38%	\$1.99	45%
	In Store	24	\$17.90		\$ 17.90	\$ 0.75	2/\$2.50	40%	\$1.99	47%
	Promo Type	Case Qty	Promo invoice cost	STMA Incentives	Net cost after incentives	Net unit cost	Promo Pricing	Net promo Margin %	Regular SRP	Blended Margin%
	Poster 2	24	\$44.40		\$ 44.40	\$ 1.85	2/\$5.33	31%	\$3.29	35%
	Promo Type	Case Qty	Promo invoice cost	STMA Incentives	Net cost after incentives	Net unit cost	Promo Pricing	Net promo Margin %	Regular SRP	Blended Margin%
	Poster 3	12	\$ 14.00		\$ 14.00	\$ 1.17	2/\$4	42%	\$2.29	44%
Comment: All of the promos above are Mandatory for members.										

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