

# COME ONE, COME ALL



## FIRST-TIME EVER UNITED CHICAGO PICNIC!

### Date:

Saturday,  
July 19, 2025

### Location:

Busse Woods Grove 27  
Elk Grove Village, 60007

### Time:

All day fun!

*Take time to relax with your friends and family*



**DJ Entertainment • Musical Chairs • Inflatables • Raffle Prizes  
Bingo • Cotton Candy • Snow Cones**



If a franchisee store is part of multiple FOAs, please register that store with only one FOA of your choice to maintain accurate registration records. Additionally, please note that registration is mandatory for all attendees who plan to participate in the event. The registration deadline is Tuesday, July 15th.

Each store is allowed 4 adults over the age of 18 to attend the United Chicago Picnic. There is no limit for kids under the age of 18. We hope to see you!





# SCORE HOME-FIELD ADVANTAGE



OFFICIAL BEER SPONSOR OF  
THE FIFA WORLD CUP 26™



Michelob ULTRA® is the **fastest-growing brand** in the category.  
Talk to your Anheuser-Busch wholesaler representative to  
find out more!

ENJOY RESPONSIBLY

© 2025 Anheuser-Busch, Michelob ULTRA® Light Beer, St. Louis, MO  
(95 calories, 2.6g carbs, 0.6g protein and 0.0g fat, per 12 oz.)

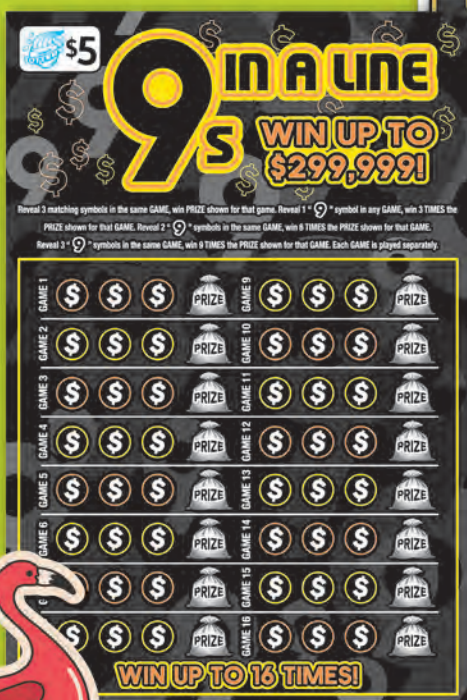
Source: C-Shopper: Total Beer Category: All Stores Year to Date Ending 04-27-2025



# CHASE SOME SUN & INSTANT FUN



**ON SALE NOW**





# C4's Next BIG Flavor Coming for a Limited Time in Summer 2025! In-Market: July 7, 2025



**Limited Time Only!**  
July 7 – Oct 1, 2025



- #1 C4 Portfolio Velocities**  
New C4 Flavors – Jolly rancher and Hawaiian Punch – During Launch Period
- 30% Household Incrementality<sup>2</sup>**  
on Jolly Rancher Green Apple Launch, Retailer A
- 84% Lemonade Flavor Growth<sup>3</sup>**  
In Performance Energy

Pre-Book FOA Participants Expect Classic Lemonade Delivery ETA Week of July 7<sup>th</sup>, 2025



**C4**  
ENERGY

**THE OFFICIAL ENERGY DRINK OF SUMMER**



Teaser & Launch of Summer LTO – Lemonade!



Targeted social content, focusing on day-parts and interests to drive trial of the C4 Official Energy Drink of Summer flavors

## CHANNELS



Programmatic videos & banners, featuring the Summer suite of C4 Energy drinks, driving trial & conversion



Customized POS is available for each licensed product and Summer LTO

## C4 Energy THE Official Energy Drink of Chicago Fire FC



CHICAGO FIRE FC



**BUY 10**

**GET 2**



**C4**  
PERFORMANCE ENERGY



Contact your Local C4 Representative

Rhalperin@nutrabolt.com | Mlindskog@nutrabolt.com

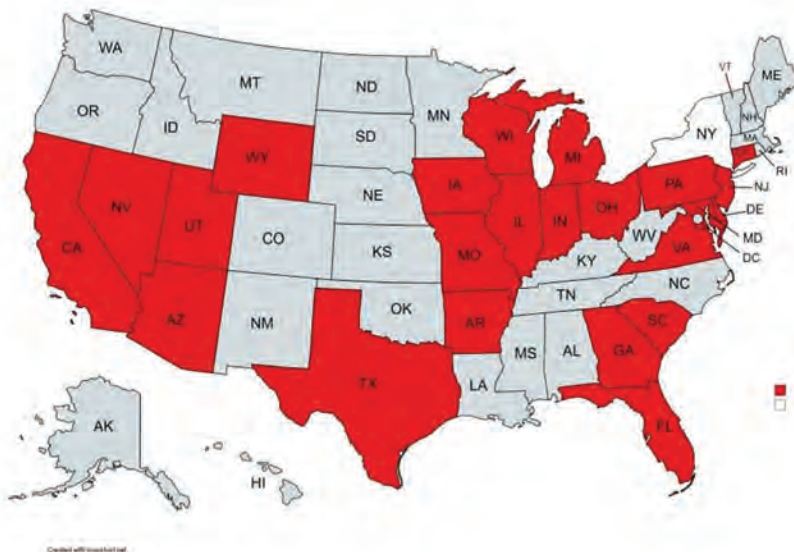




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The image is a vibrant collage celebrating the FOAC Summer Expo. At the top left, a bright orange banner with the words "SUMMER EXPO" in bold yellow letters introduces the theme. Beside it, a white text box contains a congratulatory message about the event's success, mentioning 300 franchisees, 112 vendors, and Miss Illinois, Breana Bagley. The rest of the image is composed of many smaller photographs showing a bustling trade show floor. Attendees are seen interacting at various booths, some featuring prominent logos like BIC, Coca-Cola, and Poppi. A central photo shows a group of men shaking hands, while another depicts a woman in a black dress and sash posing for a photo. In the bottom right, two women are smiling for the camera. The background of the collage shows a large hall filled with people, tables set up for food and drinks, and a stage area where a speaker is addressing the crowd.

The FOAC Summer Expo was a tremendous success, drawing nearly 300 franchisees and their ent. With 112 vendors participating, deals of the year, making this expo a Miss Illinois, Breana Bagley, who e toured the trade show floor and ndors alike. We're incredibly grateful e from SEI and our national leaders, po a truly memorable experience!







# CHARITY GOLF OUTING

This year's Charity Golf Outing was a wonderful success, bringing together

170 participants for a day of friendly competition and community spirit while raising a record-breaking \$19,648 - our highest total ever! Funds will benefit Ann & Robert H. Lurie Children's Hospital and Chicago Hope for Kids, two incredible organizations supporting children and families in need. We're deeply grateful to our generous attendees, sponsors, and hardworking organizing team. Special thanks to our loyal vendor partners for their continued support, and to AON for sponsoring the ever-popular Hole-in-One contest - even without a car winner, it remains a highlight of the event. Thank you all!





OFFER YOUR CUSTOMERS

# BOGO

ON

# pop. tarts®

THE BRAND THAT **OWNS** THE TOASTER PASTRY CATEGORY WITH 88% MARKET SHARE!!

FROM JUNE 25 - AUGUST 26, 2025 POP-TARTS® SKUS WILL BE FEATURED IN A  
**BUY ONE GET ONE FREE IN-STORE PROMO**

STOCK UP  
NOW AND BE  
SURE TO HANG  
SIGNAGE!



#### Product Description

Pop-Tarts® Frosted Strawberry, 3.3oz.

Pop-Tarts® Frosted Brown Sugar Cinnamon, 3.3oz.

Pop-Tarts® Frosted S'mores, 3.3oz.

Pop-Tarts® Frosted Blueberry, 3.3oz.

Pop-Tarts® Frosted Strawberry Milkshake, 3.3oz.

#### SLIN

210878

210874

201266

210876

211635

#### UPC

38000-31731

38000-31131

38000-58171

38000-31031

38000-30429



Pop-Tarts®  
Frosted Strawberry,  
3.3 oz



Pop-Tarts®  
Frosted Brown Sugar  
Cinnamon, 3.3 oz



Pop-Tarts®  
Frosted S'mores,  
3.3 oz



Pop-Tarts®  
Frosted Blueberry,  
3.3 oz



Pop-Tarts®  
Frosted Strawberry  
Milkshake, 3.3 oz



For more information, contact your Kellanova Sales Representative  
or visit [KellanovaAwayFromHome.com](https://www.KellanovaAwayFromHome.com)

1. Nielsen Discover, Total US Conv, Total US xAOC, Dollar Share, Latest 26 Weeks w/e 2/8/25. ©2025 Kellanova

**Kellanova**  
Away From Home





**Connecting people  
through food they love.**

THE  
*Campbell's*  
COMPANY



# FINLAND'S BEST KEPT SECRET.

## NOW IN 19.2 OUNCE CANS!







953 N. Plum Grove Road  
Suite B  
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**REMINDER!** If you plan to attend the family picnic, please RSVP on our website: [FOAChicago.com](http://FOAChicago.com).

Click on EVENTS then PICNIC RSVP. Complete the form and you'll be set!

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The opinions expressed in bylined articles within our newsletter don't reflect, in any way, the opinions or observations of the 7-Eleven FOAC.

### SEI RELEASES 2024 Impact Report



SEI has released its 2024 Impact Report, with a detailed look at how 7-Eleven, Inc., continues to advance sustainability, strengthen communities, and encourage responsible consumption. The report reflects the company's commitment to making a meaningful difference while reinforcing business resilience through its "Good Made Easy" approach.

"We care deeply about the communities we serve and where we live and work," said Marissa Jarratt, Executive Vice President, Chief Marketing & Sustainability Officer at SEI. "Our strategic approach to being a good neighbor to all, 'Good Made Easy,' defines how we make meaningful contributions to a more sustainable and socially responsible future while also strengthening our business resilience."

The report organizes the company's progress into three key areas: **People, Planet, and Products**. At the heart of its people-focused efforts is a deep commitment to community engagement and service. 7-Eleven's charitable giving, in-store fundraising, and employee volunteerism reflect a culture of compassion and care.

One notable example is the partnership with Children's Miracle Network Hospitals (CMN). In 2024, fundraising efforts across the 7-Eleven family generated over \$17 million to support 112 local children's hospitals. A highlight of this initiative was a special edition Slurpee Day drink cup designed by Nolan, an eight-year-old CMN champion, which was distributed nationwide.

On the environmental front, 7-Eleven has set an ambitious goal to reduce carbon dioxide equivalent emissions from stores by 50 percent by 2030, using 2013 as a baseline. This is part of the broader Green Challenge 2050, a four-part strategy launched by Seven and i Holdings Co., Ltd. To support this, the company is utilizing smart technology through its Energy Management System (EMS), helping reduce energy consumption across its brands.

In the area of products, 7-Eleven is taking significant steps to reduce waste and improve

packaging sustainability. The company has redesigned bottles for its 7-Select Replenish hydration beverages, leading to an estimated annual plastic waste reduction of 104 metric tons. Additionally, packaging improvements have allowed for more efficient transportation, cutting down on truck usage by nearly 25 percent.

"We are focused on driving positive change for the people we serve and the planet we share," Jarratt adds. "The collaboration between 7-Eleven, Inc. Franchise Owners, customers and business partners is essential to help us achieve a more sustainable and socially responsible future."

**SAVE  
THE  
DATE**



### JOIN US!

Our board meetings are informative and interactive, filled with news you can use to continue building and growing your business. Please place these dates in your calendar and plan to join us. We look forward to seeing you! You'll find more information on our website: [www.FOAChicago.com](http://www.FOAChicago.com) or give us a call at 847-595-1596.

**Thursday, July 17th • Thursday, August 21st**  
**Thursday, September 25th • Thursday, October 30th**  
**No Board Meeting in November**  
**Thursday, December 4th**

**Please Take Note:**

*There is no board meeting in November due to our Holiday Trade Show and Party.*