

iowa grocer

Iowa Grocery Industry Association

Hall of Fame Issue, 2011
www.iowagrocers.com



2011
Retailer of the Year
Rick Beckwith



2011 Lifetime Achievement Award
Ross Nixon
Dahl's Foods



2011 Supplier of the Year
Johnson Brothers of Iowa



2011 Volunteer of the Year
Dana Sump
Casey's General Stores



Let Your Retailer Profits Soar with AFM



Record Cash Rebates.

42 Consecutive Years of Growth.

Soaring Sales & Profits.

Six reasons why we can help your business soar in 2011:

All Cash Rebate

AFM pays our year-end profits back to our retailers in **cash**. No certificates. We don't hold our retailers' money. Last year we paid our retailers \$46.6 million — an increase of 8.4%.

Allowances

AFM passes on **all** available vendor dollars as allowances to our retailers. We do not hold back allowance dollars to offset operational expenses. Our business model does not rely on scanner applications.

Easy-to-Use Technology

AFM's technology tools let you maximize profitability. Our tools are retailer-focused and user friendly.

No Corporate Owned Stores

AFM is in business to service independent retailers. We do **not** have any conflict of interest with our retailers. Since we do **not** own any corporate stores, you are not subsidizing your corporate competition.

The Service Culture

AFM's customer service is not a department with us — it's a culture. You can always reach a human being on the other side of the phone.

Aggressive in the Marketplace

AFM successfully outperforms the competition, giving you the upperhand in your market. With AFM, you are an owner-partner, not just a revenue stream.

Interested in being part of our
Independent Retailer Member-Owned Cooperative?

Contact: Wayne Hall, Vice President of Business Development
P: 608-347-7318 / E: whall@afmidwest.com



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Some box stores say their prices are **Unbeatable**

WE DON'T THINK SO!



Associated Wholesale Grocers
Providing Retailers the Tools to Succeed!



CONTACT STEVE DILLARD • VP CORPORATE SALES • 913-288-1510

Iowa Grocery Industry Association

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Contact Jim Tarpey 515.822.4146, for more information.