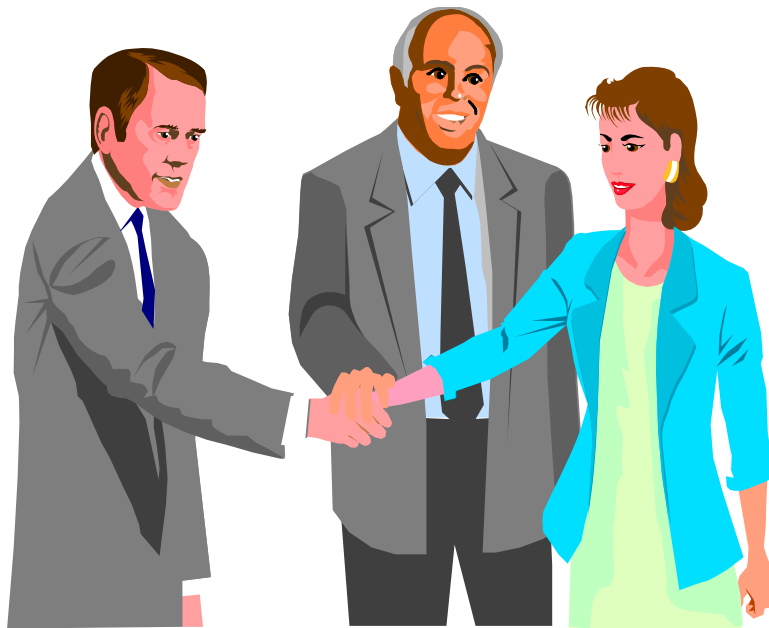


# ***B.L.V. Marketing, Inc.***

***Your Profits & Solutions***

***Partner***



**HEADQUARTERS**  
3695-M N. 126<sup>th</sup> Street  
Brookfield, WI 53005

262-790-0900 / FAX 262-790-1900  
E-MAIL: [booth@blvmarketing.com](mailto:booth@blvmarketing.com)  
[www.blvmarketing.com](http://www.blvmarketing.com)

# ***B.L.V. MARKETING, INC.***

**B.L.V. Marketing, Inc.** was established in November of 1985 as a young, aggressive, knowledgeable Confectionery Food Broker dedicated to the sales, marketing, and advancement of the principals represented in our marketing area. This area covers all headquarter calls in the State of Wisconsin including La Crosse and the Upper Peninsula of Michigan.

**History:**           **On January 7, 1986, B.L.V. Marketing, Inc.** opened offices in the new Brookfield Lakes Corporate Center.

**In January of 1991, B.L.V. Marketing** moved to larger spaces.

**In December of 1997 we moved to our current location.** Our office has 5,200 SqFt with a separate loading and receiving area plus in house storage space for display materials, samples, and premiums.

**Mergers:**           **In February of 1987, B&B Brokerage Company** merged into **B.L.V. Marketing, Inc.**

**In February 1990, Cream City Brokerage** merged into **B.L.V. Marketing, Inc.**

**In August 1994, Herb Gronik and Associates** merged into **B.L.V. Marketing, Inc.**

**In June of 1998, MFR Sales & Marketing** joined **B.L.V. Marketing, Inc.**

**In May 2003, McNulty Co** merged into **B.L.V. Marketing, Inc.**

**Technology:**       **B.L.V. Marketing** is a technology leader in our industry. We were one of the first brokers to become AWMA Market Plus member to increase our service level to our customers and manufactures. **B.L.V. Marketing** attends and is a member of ECRM.

**B.L.V. Marketing** is completely computerized, using Pentium and notebooks with the "State of the Art" Kenray system. We have scanning capabilities, along with laser and color printing to provide our sales staff and principals with sales tools and current sales trends needed.

**B.L.V. Marketing, Inc.** has the in-house capabilities for generating color sales bulletins and surveys, sorted and collated, for use with our customers, plus a toll-free Wisconsin wats line for their convenience. Major customers new item and promotional forms are on our computer for professional presentations.

**B.L.V. Marketing, Inc.** continues to invest in quality people and services. Their expertise and dedication have provided our customers and principals with the sales, service, and marketing assistance they expect and deserve. **B.L.V. Marketing, Inc.** celebrates our **25th Anniversary** in 2010.

In 2006 Jim's son Daniel joined **B.L.V. Marketing, Inc.**

# ***B.L.V. MARKETING, INC.***

**B.L.V. Marketing, Inc.** covers all classes of trade in our marketing area on a regular call pattern. Many of our customers depend on our salespeople to check for rotation, take physical inventories, give suggested orders, and handle any problems that might arise. We attend their sales meetings, and suggest innovative contests and motivational tools for our customers and their salespeople to help increase sales.

Some of these customers include:

Grocery Wholesalers	Grocery Chains
Mass Merchandisers/Dept. Stores	Candy & Tobacco Distributors
Specialty Distributors	Convenience Headquarters
Food Distributors	Drug Wholesalers/Promotional Sales
Catalog Sales/Gift	Discount Outlets
Variety Groups	Vendors

**B.L.V. Marketing, Inc.** is a member of the following organizations:

National Association of Convenience Stores  
National Confectioners Association  
American Wholesalers Marketers Association  
National Association of Specialty Foods & Candy Brokers  
Wisconsin Food Brokers Association  
Badger Candy and Snack Association

Our personnel are committed to our industry and its continued growth and are personally involved as follows:

- \* Jim Booth is a past AWMA Candy Ambassador for Wisconsin
- \* June Lamers is a past AWMA Candy Ambassador for Wisconsin
- \* June Lamers is a past President & Board Member/Madison G.M.R.

# ***B.L.V. MARKETING, INC.***

## **TOP CUSTOMERS IN OUR MARKETING AREA (BY CUSTOMER TYPE)**

### **GROCERY WHOLESALERS & CHAINS LOCATION**

Roundy's (Pick 'n Save)(Copps)(Rainbow)	Milwaukee, WI
Super Valu (Cub Foods)(Sentry)	Pleasant Prairie, WI
Fresh Brands (Schultz) (Topco)	Sheboygan, WI
Certco Inc (Surefine) (Woodman's)	Madison, WI
Affiliated Foods Midwest	Kenosha, WI
Great Lakes Foods	Menominee, MI
Sendik's	Milwaukee, WI
* Aldi	
* Walmart & Super Walmart	
* Super Target	
* <b>Headquarter Grocery Buying outside Wisconsin</b>	

### **MASS MERCHANDISERS & DEPARTMENT STORES**

Shopko	Green Bay, WI
Mills Fleet Farm	Appleton, WI
Menard's	Eau Claire, WI
Blain's Farm & Fleet	Janesville, WI
Kohls Department Stores	Menomonee Falls, WI

### **DRUG OUTLET SUPPLIERS**

Promotions Unlimited	Racine, WI
IPC	Sun Prairie, WI
Retail Marketplace	West Bend, WI

### **GENERAL MERCHANDISE & DISTRIBUTORS**

Rainbow Sales	Milwaukee, WI
Douglas Stewart Co.	Madison, WI
Hartford / Titledown Distributing	Green Bay, WI
Star Distributing	Horicon, WI

### **CANDY & TOBACCO DISTRIBUTORS**

Chambers & Owen	Janesville, WI
Holiday Wholesale	Wisconsin Dells, WI
N. T. C. (National Tobacco)	Slinger, WI
Tri-Mart Corporation	Menomonee, WI
L.A. Edlbeck	Green Bay, WI
Merrill Candy	Merrill, WI
R.A.S. Distributing	Iron Mountain, MI
Warner Wholesale	Sturgeon Bay, WI
Bloom Wholesale	Iron Mountain, MI

### **REBAGERS**

Eillien's Candies	Green Bay, WI
A.L. Schutzman	Milwaukee, WI
L.M. Becker	Appleton, WI

# ***B.L.V. MARKETING, INC.***

## **TOP CUSTOMERS IN OUR MARKETING AREA Con't.** (BY CUSTOMER TYPE)

### CONVENIENCE HEADQUARTERS

### L O CATION

Kwik Trip (380 stores)	La Crosse, WI
Oasis Convenience Stores (67 stores)	Eagan, MN
Krist Oil (67 stores)	Iron River, MI
PDQ (34 Stores)	Madison, WI
Condon Oil (33 Stores)	Ripon, WI
Stop-N-Go (47 stores)	Madison, WI
Auto Stop (20 stores)	Hudson, WI
Etna Oil Co. (16 stores)	Ottawa, IL
Open Pantry (16Corp / 54 Total)	Racine, WI
Schierl Oil (21 Stores)	Stevens Point, WI
Riiser Oil (25 Stores)	Wausau, WI
Q Mart (18 stores)	Sheboygan, WI
Schmidt Oil Express (16 stores)	Appleton, WI
Kelley Williamson (65 stores)	Rockford, IL
Uni-Mart (10 stores)	Two Rivers, WI
Express Marts (17 Stores)	Chippewa Falls, WI

### FOOD & SNACK DISTRIBUTORS

L & L Foods	Madison, WI
Pack Distributing & Solutions	Green Bay, WI
TriFor Distributing	McFarland, WI
Barrel O' Fun of Milwaukee	Milwaukee, WI
Webb & Gerritsen	Waukesha, WI
Vern's Cheese	Chilton, WI
Fries Distributing	Keil, WI
Central City	Milwaukee, WI
Commercial Wholesale	Big Bend, WI

### SPECIALTY & HEALTH FOODS

Gourmet Awards Great Lakes	Milwaukee, WI
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### CATALOG SALES/GIFT

CB Distributors	Beloit, WI
Buy Seasons	New Berlin, WI
Swiss Colony	Monroe, WI
Wisconsin Cheeseman	Sun Prairie, WI
Figi's	Marshfield, WI
Maple Ridge Farms	Mosinee, WI
Quality Candy / Buddy Squirrel	Milwaukee, WI

### VENDORS

Master Wholesale-Distributor	Cedarburg, WI
Zaugs Vending	Appleton, WI
Owen Vending	Janesville, WI
Vacationland Vending	Wisconsin Dells, WI
Konop Vending	Green Bay, WI

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FAX: 262/790-1900  
WI WATS: 800/236-2582  
[booth@blvmarketing.com](mailto:booth@blvmarketing.com)

**James F. Booth**, President  
**Robert D. Lane**, Key Account Manager  
**Daniel A. Booth**, Account Development /Sales /Group

**June Lamers**, Vice President of Sales  
**Herb Gronik**, Account Executive

November 2009  
Territory Covered: Wisconsin and the Upper Peninsula of Michigan

## **LINES REPRESENTED**

### **CONFECTIONERY / SNACK FOODS**

<b>Au'some Candies</b>	Florida Naturals and au'some Licensed Candies	2008
<b>Bee International</b>	Confectionary Novelties	2000
<b>Candy Dynamics</b>	Toxic Waste Sour Candies	2007
<b>Carl Buddig</b>	Old Wisconsin & Carl Buddig Meat Snacks	2003
<b>De-Lish-Us / Primo Specialty</b>	Chips/Popcorn & Door County Snacks	2004
<b>Elmer Candy Corporation</b>	Elmer Seasonal Chocolate Products	1986
<b>Flava Puff</b>	Snack Tubs / Bags and Cotton Candy	2006
<b>Guylian</b>	Belgium Chocolates	1997
<b>Haribo USA</b>	Haribo Imported Gummies	1998
<b>Hilco Corp</b>	Hilco Seasonal Tubes & Novelty	2006
<b>I.M Good / Hickory Harvest</b>	Tube Nuts and other Nuts	2007
<b>J.P. Morgan</b>	J.P. Morgan Caramels & Fudge	2005
<b>Klement's</b>	Klement's Meat Snack and Bulk Sticks	2000
<b>Mc Craws Candies</b>	Mc Craw's Taffy	2009
<b>Merlin's Candies</b>	Merlin Seasonal Candy	2004
<b>Mount Franklin Foods</b>	Sunrise Jells, Jelly Beans, & Hard Candy	2001
<b>Morris National</b>	Gummy Zone, Chocolate Specialties	2007
<b>NECCO</b>	Necco Wafers, Mary Jane, & Seasonal Candy	1986
<b>Prime Snax</b>	Arizona Jacks	2008
<b>Primrose Candy Company</b>	Bulk Candy & Hunkey Dorey Snacks	1986
<b>Rosa's Co.</b>	Rosa's Fudge	2001
<b>Sherwood Brands</b>	Easter Baskets, Gift Food, Cows	1989
<b>Spangler Candy Co.</b>	Dum Dums Pops Seasonal Candy. & Canes	1998
<b>Superior Nut and Candy</b>	Superior Bagged Candies and Nuts	2008
<b>World Confections, Inc</b>	Dextrose and Gummy items	2008

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November 2009

Territory Covered: Wisconsin and the Upper Peninsula of Michigan

## **NON-FOODS**

<b>BDI Marketing</b>	Energy Products	2009
<b>Halpern Imports</b>	Lighters, Sunglasses and Gloves	2008
<b>Kolder</b>	Bottle Wraps	2000
<b>Lee Pharmaceuticals</b>	Lip-Ex, Chap Ex	1999
<b>Lil' Drug Store</b>	Lil' Drug Auto/Necessities/Carmex/Arizona/Office Depot	1998
<b>Lil' Drug Consumer Products</b>	Replens, RepHresh, Wellgate, Legatrin, CryoSTAT	1998
<b>Topsox</b>	Logo Socks	2009

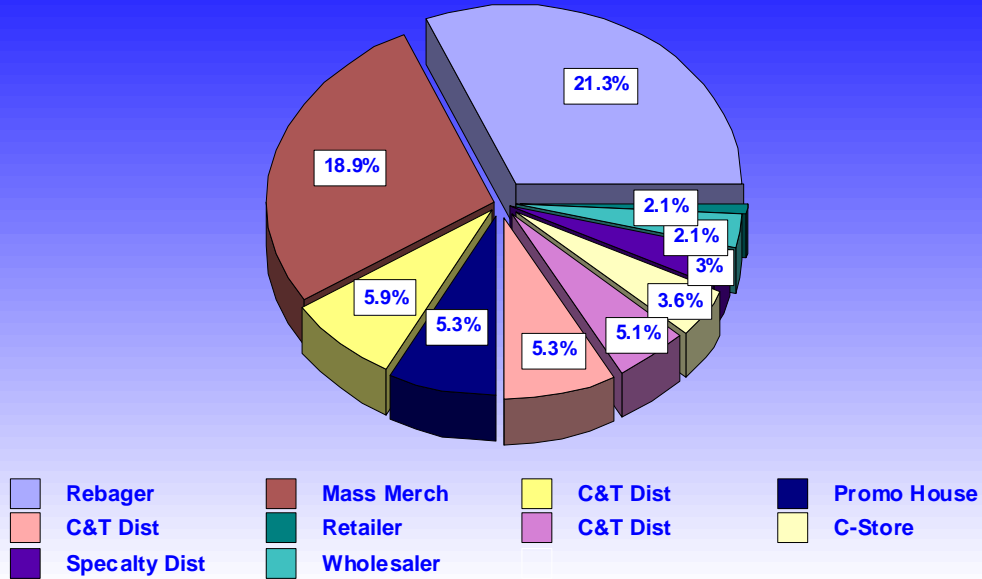
## **GROCERY / SPECIALTY FOODS:**

<b>Acme Imports</b>	Cadbury & Imported Cookies & Snacks	2001
<b>American Specialty</b>	Mrs Weiss Boxed Soups	1994
<b>Atalanta</b>	Canned fish and meat items	1988
<b>Au'some</b>	Florida Naturals Fruit Snacks	2008
<b>Concord Foods</b>	Concord Produce Items	1994
<b>Golden Beach</b>	Sunny Sea Brand Fish Items	1987
<b>Gray &amp; Co.</b>	Cherries	1998
<b>I.M.Good</b>	Tube Nuts and Hickory Harvest	2007
<b>Jasper Wyman &amp; Sons</b>	Wyman Fruits & Drinks	2003
<b>Lactalis USA</b>	Rondele Specialty & Shelf Stable Cheese & Spreads	2003
<b>MITSUI Foods</b>	Empress & Nice Brands	1996
<b>Setton Farms</b>	Setton Pistachios Nuts & Snacks	2000
<b>Terri Lynn</b>	Cranberry Confections	2008
<b>The Real Foods Group</b>	Fuji Batteries, Prairie Land Snacks	2007
<b>Tony Chachere's</b>	Seasonings, Rice, Marinade's	2007
<b>White Rock / Sioux City</b>	Sioux City Sarsaparilla & other Drinks	1999
<b>Winona Foods</b>	Winona Products	2009

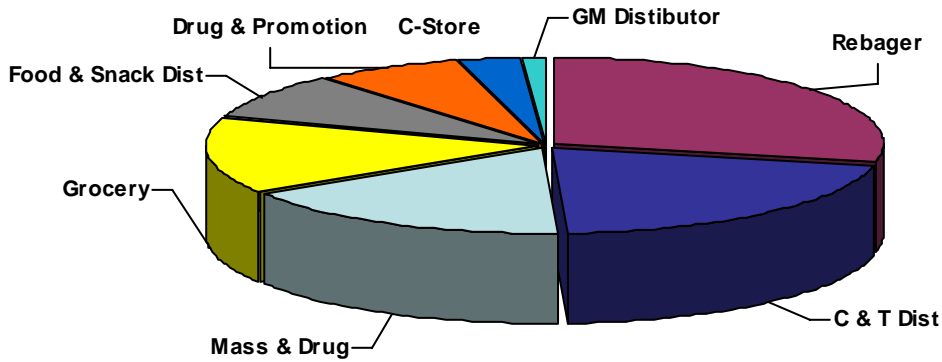
# B.L.V. MARKETING, INC.

## TOP TEN ACCOUNTS EQUAL 73% OF SALES

B.L.V. Marketing Accounts "2008 Sales"



## Sales By Customer Category



# ***B.L.V. MARKETING, INC.***

## **KEY PERSONNEL PROFILE**

**JAMES F. BOOTH**      [booth@blvmarketing.com](mailto:booth@blvmarketing.com)

President / Responsibilities: Operations, Finances, Brand Management, Key Account Sales.

Food and Confectionary Sales for more than 30 years. Own confectionery food brokerage since 1986. Highly experienced at all levels of management, marketing, and sales for all trade classes.

**JUNE M. LAMERS**      [lamers@blvmarketing.com](mailto:lamers@blvmarketing.com)

Vice President of Sales / Responsibilities: Sales Management, Brand Management and Key Account Sales.

Food and Confectionery sales for over 30 years with P&G and other Food Brokers. Extensive experience in management as well as food and confectionery sales with all trade classes

**ROBERT D. LANE**      [lane@blvmarketing.com](mailto:lane@blvmarketing.com)

Account Manager / Responsibilities: Key Account Sales, Territory Management

Over 30 years experience in food and confectionery sales covering C&T and C-Store Headquarters in our northern area.

**DANIEL A BOOTH**      [danb@blvmarketing.com](mailto:danb@blvmarketing.com)

Account Development, Retail and Group Sales

Joined BLV in 2006. Contacting Retail and Group Headquarters

**HERB GRONIK**      [gronik@blvmarketing.com](mailto:gronik@blvmarketing.com)

Manager Produce / Responsibilities: Produce Sales Manager, Key Account Sales, Brand and Territory Management.

Many years experience with grocery & produce products. Broker ownership experience.

**MARJEAN ROBB**      [marjean@blvmarketing.com](mailto:marjean@blvmarketing.com)

Office Manager Responsibilities: Computer Operations, Customer Service.

Joined BLV in 2005.

# ***B.L.V. MARKETING, INC.***

***Your Profits & Solutions  
Partner***



## ***Market Information***

Official Postal Mailing Address  
P.O. Box 205  
Butler, WI 53007-0205

Phone 262-790-0900  
WI Watts 800-236-2582

General Office and Shipping  
3695-M N. 126<sup>th</sup> Street  
Brookfield, WI 53005

Fax 262-790-1900  
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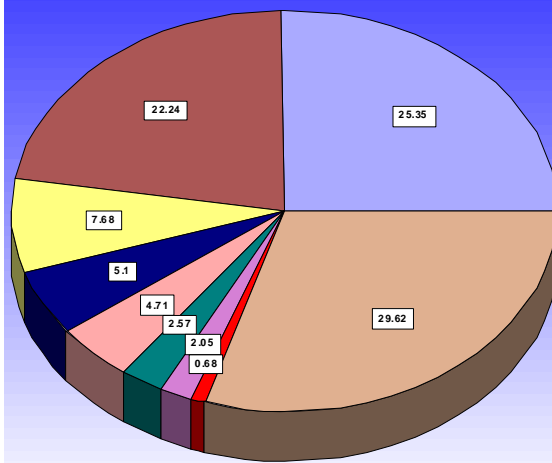
**[www.blvmarketing.com](http://www.blvmarketing.com)**

# B.L.V. MARKETING, INC.

*This is from the Shelby Report Based on 2009 Nielsen Data  
Does not include Target / K-Mart / Walgreens / Others*

## Shelby Report 2009 Midwest

### Retailer

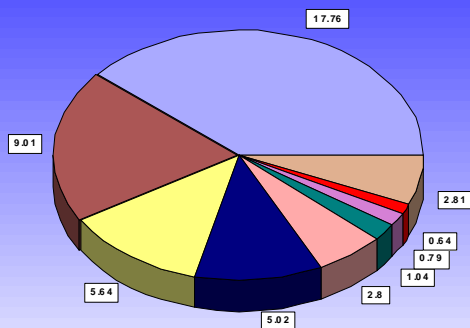


### Legend

- Walmart Super Center / 58 stores
- Roundy's / Pick N Save / 95 Stores
- Woodman's Food Mrkt / 9 stores
- Copp's Corp Stores / 25 stores
- Skogen's Foodliners / 13 stores
- Piggly Wiggly Midwest / 23
- Aldi / 57 stores
- Sendik's Food Marts / 10 stores
- All Others / 390 stores

## Shelby Report 2009 Midwest

### Wholesaler



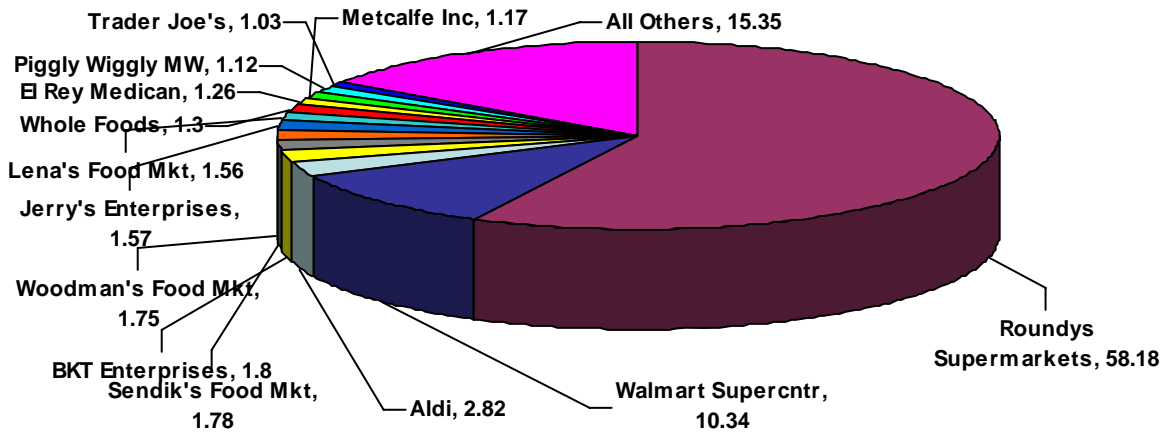
### Legend

- Super Valu / 148 stores
- Certco / 34 stores
- Roundy's / Pick N Save / 29 Stores
- Piggly Wiggly Midwest / 71 stores
- Nash Finch / 41 stores
- Affiliated Goofd / 19 stores
- Save A Lot / 13 stores
- Great Lakes Foods / 14 Stores
- All Others / 65 stores

*Over 55% of Sales Come From Outside Wisconsin Per Report  
We know that it is even a much larger % than this figure*

# B.L.V. MARKETING, INC.

## Neilsen 2008 Percent Sales Milwaukee Four County Area



## Milwaukee Convenience Market Share 2009

Trade Dimensions Internationa Spring "2008"

