

Affiliated Family News

All the news from Affiliated Foods, our subsidiaries,
and our people.



1st Issue

1st Quarter 2025



AFI Management Changes *Food Service*

- Trent Laubhan - Promoted to Director of Food Service
- Megg Mathis - Promoted to Assistant Director of Food Service
- Michael Lopez - Promoted to Sales Director
- Juanita Hernandez - Promoted to Marketing Director



The following AFI employees
will be moving on to
retired life in 2025.

- Doug Street - Retired 11/15/24
- Mike Giles - January 2025
- Dennis Toole - January 2025 (after 35+ years)
- Kevin Fortenberry - June 2025 (after 35+ years)

Enjoy the next chapter of your
lives everyone!



October - Ashley Fulkerson

Ashley has been a dedicated member of our HBC Department since joining Affiliated Foods in April 2016. Her supervisor commends her for consistently going the extra mile, often stepping onto the floor to assist whenever it's needed. Her dedication and unwavering commitment to getting the job done make her an invaluable asset to the company.



November - Ximena Coronel

Ximena has been a dedicated member of our Food Service department since joining Affiliated in August 2021. Ximena's supervisor, Yolanda Davis, commends her for her exemplary work ethic and self-motivation. She consistently exceeds expectations and handles every task with the company's best interests at heart. Yolanda adds that Ximena's positive attitude and unwavering dedication make her a highly valued and cherished member of the team.



December - Marcos Ramos Del Real

Marcos has been a dedicated member of our IT Department since joining Affiliated Foods in September 2019. Marcos's supervisor, Geoffrey Crisp, commends him for his outstanding contributions to the IT Department. He highlights Marcos's exceptional growth, extensive knowledge, and eagerness to continually expand his skill set. Geoffrey Crisp also emphasizes that Marcos is a valuable asset to the team.



New Products & Product Lines

Crav'n Flavor Frozen Treats



651



786



622



788

New Frozen Treats line from Crav'n Flavor

Ice Creams, Sherbets, and More!

Elevate Every Scoop!

FullCircle Market Organic Milk



383



384

Available in Half and Whole Gallons in Whole, 2%, Skim, and 1%

Quality Ingredients and delicious flavors!

Plains Dairy Lactose Free Milk



300



299

Available in Whole and 2% Half Gallons

Udderly Delicious!

Plains Dairy Happy Orange



12784

Available in Half Gallon
25% Real Orange Juice

100% Vitamin C

Back in Stock!

Deli Express is back in the Warehouse! Deli Express is a well know manufacturer in the cold sandwich industry. AFI is excited to have these great products back in our warehouse.



25165



25157



25149



25142



25146



Didya know that AFI had Digital Coupons?

Digital Coupons are a Shopper Marketing sales tool which helps Manufacturers and Retailers reach new or price-conscious shoppers to drive bottom line sales & profit. Though it is a stand-alone program, it is best utilized as part of a comprehensive merchandising program to provide competitive deals and support Ads.

A Digital Coupon based ad allows you to make more margin or provide deeper deals for your customers!

Didya know that Affiliated Finance, Inc. is our Members' own lending company?

Members can finance everything from New Equipment to Store Renovations and Much More!

- Competitive Rates
- Personalized Terms
- Quick Application Process

Invest in your Business using the Warehouse you Own!

Paula Butler, your Affiliated Finance Administrator, can get you started - 806-345-7708 or pbutler@afiama.com.



- AFI has over 205 independent stores participating in our Digital Coupon program!
- AFI worked with Manufacturers to create 770 Digital Coupons in 2024!
- AFI stores redeemed over 850,000 Digital Coupons in 2024!
- AFI supports a Digital Coupon based ad that features special pricing!
- Stores are able to pull in National Coupon content or create their own!

We have 3 different providers we work with on content: RSA, AppCard, and GiveX. Please note: Due to the complexity of hosting coupons these companies do have weekly charges & set-up fees

Didya know that you can now find TopCo social media graphics on the AFI Portal?

If you need graphics to promote TopCo products and product lines, stop at the AFI Portal first!



Not participating? Want to know more? Of course you do!

Please reach out to Shane Doucette (sdoucette@afiama.com) to discuss the current introductory offer.

Did ya know about our newest promotional program?

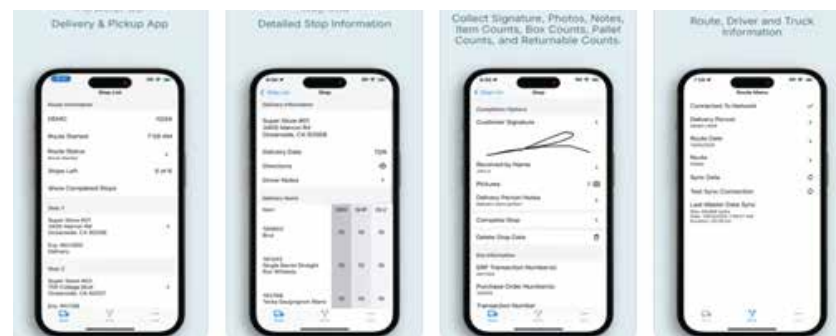


A new program from AFI, Big Buy deals are hot promotional offerings for products AFI has bought by the truckload. We pass on our savings via exceptional prices. The deals are so great they're criminal! Watch your emails for these great offers.

New Apps

Affiliated Foods has partnered with FWDMBL (Forward Mobile) to offer our retailers the ability to track AFI deliveries.

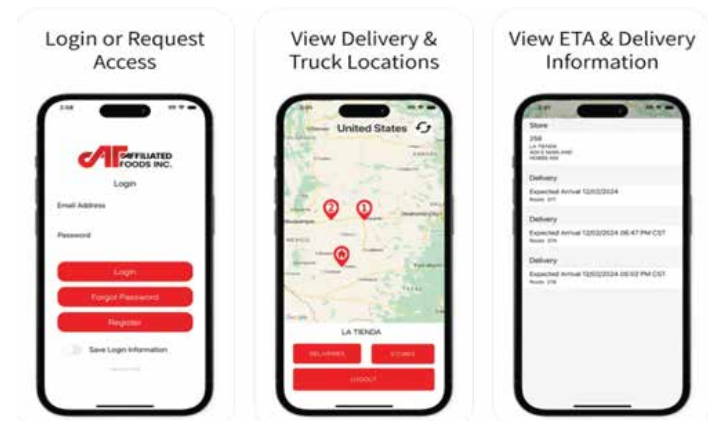
FWDMBL works through two applications, one for the truck driver and the other for our retailers. The truck driver app tracks the location of the truck using Google Maps on an iOS Cellular device given to the driver with their specific load/route. The app will give the driver all the stops for the route, the stop information such as phone number and address, and the ETA for each stop. The app also gives drivers the ability to reference a map. The driver and customer checklist are also located on the device instead of a paper form and will require a signature before the stop can be completed. The driver and each store can add comments and include pictures if needed.



Delivery Driver App

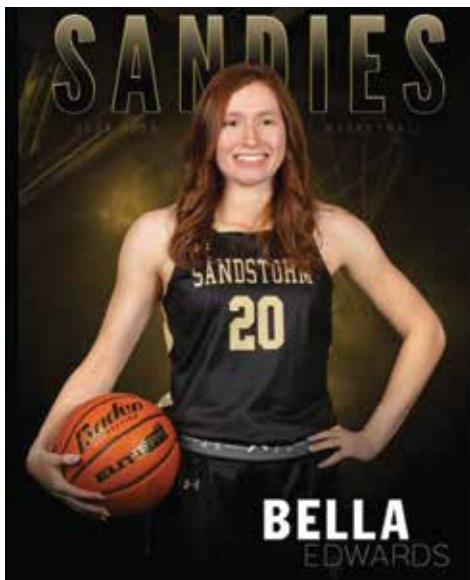
The customer app can be accessed through Android or iOS devices from the app store. There's also an HTML version that can be accessed through any browser. The retailer will be able to track the location of their truck from Affiliated to their store utilizing Google Maps from their device. An ETA is updated on their device every 30 seconds. The app allows users to make comments on their delivery which can be reviewed by management. If the driver is scheduled to pick up a backhaul later in the route, the customer will be able to see this in the app as well.

Contact AFI Customer Service at extension 7888 for additional information.



Customer Tracking App

News from the AFI Employee Family



Beef buyer, Jeff Edwards' daughter, Bella, is a basketball star for Amarillo High School. She has done several podcasts and just signed her letter of intent to go play college ball at Oral Roberts University. Bella was also recently named Player of the Week by PressPass Sports.

I recently had a dream that I was swimming in a sea of orange soda.

Turns out it was just a Fanta sea.

DAD JOKE CORNER

AFL Engineering News

In case you missed it - this is an excerpt of the NGA letter shared with all our members last week.

“Management of Certain Hydrofluorocarbons and Substitutes under Subsection (h) of the American Innovation and Manufacturing (AIM) Act (aka the HFC Management Rule). The rule establishes an emissions reduction and reclamation program for the management of HFCs. There are three major portions of the rule that will impact grocers. Requirements for leak repair, installation, and use of automatic leak detection (ALD) systems, and updated record keeping, reporting, and labeling requirements associated with both leak repair and detection.

Action Plan: We have a couple of options for this rule. Option one is a Congressional Review Act resolution which will completely nullify the rule. Option two is to go to the Trump Administration EPA and ask them to roll back the rule, delay its implementation, or issue an interim final rule which is friendlier to our industry.”

For those of you who have recently joined AFL (and as a reminder to our existing customers) Engineering has over 100 vendors at our disposal with preferred contractual agreements that provide any equipment for grocery and convenience stores. This includes but is not limited to refrigeration equipment, warehouse handling equipment, shelving, grocery carts, prep room production equipment, décor, and small wares. We also have access to refurbished options for carts and refrigerator cases. All orders ship directly to your store from the manufacturer. Overall lead times have improved, and we now have access to Lozier Shelving through a distributor. In addition to your equipment needs, we offer store design services including AutoCAD drawings.

To request engineering services, whether it's an order or for design assistance, please contact Daniel at 806-345-7777 or Melanie at 806-345-7832.



2024 was an exciting year for your bakery. The AFL Board of Directors approved a capital project to replace our antiquated mixing system. The new system enables us to make a more consistent, high-quality loaf of

bread and we now can expand our produced product offerings.

We are excited to be introducing new Tender Crust wide pan breads. These will be available in a 24oz loaf and have exciting flavors such as French Toast, Oats and Honey, Sourdough, and more. We are anticipating a late Q1 or early Q2 2025 release on these products.

Along with expanding the products produced, we have expanded our current product offerings from Mrs. Freshley's snack cakes and Tru-Blu cookies and crackers. These new items will enable you to offer your customers a wider selection of brands that are trusted in the marketplace for value and quality. In addition to expanding our current product line, we are exploring new vendors and products to offer you that will further expand choices for the consumer and increase your profit margins.

From all of us at Tri-State, we appreciate your continued support and look forward to many more years of innovation, customer service, and value-added products to your store portfolio. Please don't hesitate to reach out to your sales consultants for any assistance or questions you may have regarding Tri-State Bakery.



Don't forget that AFL offers onsite health services!

First aid and minor medical issues can be treated right here.

Save a trip to the doctor or urgent care and visit our health clinic.

AFI Stats

(10/4/24 - 11/29/24)

- Pallets Received into our warehouse excluding produce: 223,966
- Cases of product received excluding produce: 7,912,828
- Pallets shipped to retail and food service accounts all products: 249,735
- Cases shipped to retail and food service all products: 9,958,119
- Loads shipped: 6,436

Changes to the AFI Art Department

Welcome to the Art Department Team, Kim Bird.

Kim is our new Front Desk receptionist, fielding your questions, directing you to the right person and working with the AFI Group of weekly handbills.

Contact Kim at 806.349.4203 or kbird@afiama.com with any questions or concerns.

Patti Reynolds has been promoted to Art Department Assistant Supervisor. She will continue to work with the AFI Ad Group. Her new contact number is 806-349-4205.

Missing your Ad Circular on your truck?
Contact Monty Scott at 806-345-7843

Exciting News from the AFI Produce Department!

We have begun a single pick Organic program for our stores to participate in. The items are in the produce order guide.

All single pick organic items will be shipped in a sealed container so we do not compromise the integrity of the Organic items.

The program has been in place for 6 weeks now and is growing rapidly.

There are still a few items that ship in full cases as business dictates but most of the new items are single pick.

We can send a produce specialist to the member store to help work in a "Organic Set". Look for continued growth, promotions and an "Organic Pick of the Month" in 2025.

We are very excited to help our member stores grow their organic sales.





2025 SPRING FOOD SHOW

THURSDAY, FEBRUARY 27TH

8AM - 4PM

AMARILLO CIVIC CENTER
401 S. BUCHANAN ST. AMARILLO, TX 79101



Ham & Swiss Pull-Apart Sandwiches

Prep time: 10 minutes
Cook time: 20 minutes
Total time: 30 minutes



INGREDIENTS

4 Tbsp unsalted butter, melted
2 cloves garlic, minced
1 tsp Italian seasoning
1 (12-each) pack Hawaiian sweet rolls
1/4 cup mayonnaise
1/2 lb deli ham, sliced
12 slices swiss cheese
Chopped fresh parsley, for garnish

METHOD

1. Preheat oven to 350°F. Combine butter, garlic and Italian seasoning together in small bowl.
2. Slice all 12 rolls, without separating, horizontally in half. Place bottom halves in a 9x13-inch baking dish. Spread mayonnaise evenly over bottom buns. Top each bottom bun with a layer of ham, cheese and top bun.
3. Brush tops of rolls with butter mixture. Bake until golden-brown and cheese is melted, about 15 to 20 minutes. Garnish with parsley. Separate into individual sliders, and serve.



20008



77120



58138



11100

Big Thanks!

Thank you
to everyone who
contributed
newsletter content!

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