



7-Eleven, Inc.

In 1998, StonePoint was approached with an opportunity to review the private label beverage programs of 7-Eleven, Inc. After extensive research and consultation, StonePoint became the exclusive supplier for the largest convenience store chain in the U.S.A.

Through its StonePoint Solutions process, a three pronged strategy was developed and implemented within months. The primary areas of focus included Quality, Logistics and Development (both brand and product):

Quality – StonePoint inspected more than 40 plants and established an efficient regionalized production network. National package and manufacturing standards were established and maintained through regular inspections, intense field work and regulatory education of the suppliers and customer.

In addition, StonePoint implemented its Rapid Response System to directly handle all incoming consumer inquiries.



Benefits to 7-Eleven

- The new Classic Selection program reduced wholesale costs for 7-Eleven by more than \$2 million annually.
- More than 20 SKUs were eliminated, freeing up valuable shelf space.
- Classic Selection Diet Sparkling products were reformulated to increase shelf life, reduce out-of-code product and simplify inventory management.
- Classic Selection became the first national private label beverage to incorporate Splenda® as a primary sweetener.

This process reduced 7-Eleven’s maintenance costs and addressed consumer issues in a timely manner.

Logistics – By redistributing production from 2 facilities to 12, StonePoint was able to lower freight costs and significantly reduce order turnaround times. This decentralization strategy greatly benefited 7-Eleven as fuel costs began to rise.

Contingency plans for all regions reduced the risks caused by manufacturing and peak season capacity issues. StonePoint managed all freight and logistics services with 7-Eleven’s distribution partners.



Development – StonePoint’s goal in this area was to work with 7-Eleven to ensure that its Classic Selection products maintained leadership positions in a very competitive market. Through extensive market research and experience, new packages were introduced to replace slower moving products, new formulations were launched to provide exciting new features and benefits and packaging was upgraded to reflect 7-Eleven’s commitment to innovation.

About StonePoint

StonePoint is a leading international beverage brand development and deployment company. Committed to implementing innovative product concepts and technologies, optimizing quality and leveraging deep market knowledge to refine brands, StonePoint mobilizes a full spectrum of relevant services to help clients reach their business objectives.

Strategic experience and cultural understanding of international markets is the best guarantor of creating and capitalizing on brand appeal, product education, and sell through. StonePoint understands this challenge and the end customer, delivering results at retail for manufacturers and brand owners.

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