

NORTH TEXAS BUSINESS ALLIANCE



NEWSLETTER

MAY 2023



2023 EXPO
May 3rd

11am - 5pm

IRVING CONVENTION CENTER
500 WEST LAS COLINAS BLVD
IRVING, TEXAS 75039

IRVING
CONVENTION
CENTER
AT LAS COLINAS

500

PREFERRED VENDOR LIST

VENDOR	CONTACT	PHONE	EMAIL
Air Up Vending	Robert Upton	(888) 272-5980	sales@airupvending.com
Amazon Lockers	Jordan Smith	(972) 242-0100	jordongs@amazon.com
Anheuser-Busch	Douglas, Lauren	(270) 860-8771	Lauren.Douglas@anheuser-busch.com
ATM Link Inc	Minhas Vellani	(281) 568-4443	sales@atm-link.com
Bajaria Law	Favad Bajaria	(214) 888-3070	favadbajaria@bajarialaw.com
Bang	Jaime Redmon	(954) 809-8785	Jaime.Redmon@bangenergy.com
BARCELS	David Detherow	(702) 578-8654	david.detherow@grupobimbo.com
Ben E. Keith Beverages	Kevin Jackson	(214) 837-3951	KevinJackson@benekeith.com
BIMBO PASTRIES	Jesse Apolinar	(210) 488-3544	jesse.apolinar@grupobimbo.com
Biolyte	Griffin Nichols	(978) 660-5147	griffin.nichols@drinkbiolyte.com
BIOSTEEL	Ryan Latham	(469) 274-0844	ryan.latham@biosteel.com
Black Rifle Coffee	Kevin Wright	(385) 707-6780	kevin.wright@blackriflecoffee.com
C Store Pro / PDI	Prasla, Alvin	(281) 207-3106	APrasla@pdisoftware.com
Campbell del by Yumi	Richard Araujo	(469) 389-9921	richard_araujo@campbellussales.com
Celsius	Erich Kleeman	(830) 456-1738	ekleeman@celsius.com
Coca-Cola	Tim Sullivan	(214) 864-2039	timothy.sullivan@cocacolaswb.com
CoinCloud	Rich Caretsky	(305) 582-0178	info@thentba.com
CoinFlip	Kendal K. Brice	(312) 931-0824	kbrice@coinflip.tech
Community Coffee	Brad Kimberling	(972) 754-1555	bkimberling@communitycoffee.com
CONGO Brands	Megan Dimas	(210) 324-3519	MDIMAS@CongoBrands.com
Crompco	Garrett Brodie	(610) 276-5977	garrett.brodie@crompco.com
Dippin' Dots	Matthew Stark	(615) 584-9477	matsta@dippindots.com
Dr Pepper	Ron Anello	(972) 505-5077	Ron.Anello@kdrp.com
Dyna Distributing	Brian Johnson	(512) 738-5654	Admin@dynadistribution.com
Electrolit	Christopher Lyon	(972) 978-3379	Clyon@electrolitusa.com
Essentia	Reg Willis	(214) 289-6211	reg.willis@us.nestle.com
Eternal Water	Robert L. Young, Jr.	(972) 333-1641	ryoung@eternalwater.com
Evamor Water	Paul Amore	(504) 915-3601	pamore@evamor.com
Farmer Bros Coffee	Philip Carroll	(737) 276-9236	Philip.Carroll@farmerbros.com
FDR SERVICES	Operations	(979) 778-0333	operations@fdrservices.com
Felonious Assault Ins	Darrell Breeden	(512) 567-9797	darrell@breedenbenefitgroup.co
FIFCO	Cedric Smith	(314) 808-4809	Cedric.Smith@Fifco.com
Fiji	Jim Ruesy	(817) 564-5469	Jim.Ruesy@fijiwater.com
Frito Lay	Garcia, Abelardo	(512) 673-7250	Abelardo.Garcia@pepsico.com
Gatorade	Bobby Pickens	(469) 766-9562	Bobby.Pickens@pepsico.com
Ghost Energy	Nicholas Wery	(319) 389-3559	nick.Wery@anheuser-busch.com
Grocery Supply Co.	Larry Lane	(214) 850-6437	llane@grocerysupply.com
Harmon Fire Extinguisher Service Co.	Damon Harmon	(972) 785-1220	d.harmon@verizon.net
IMM	Casey Grovier	(214) 497-5724	CaseyG@immlatino.com
J & S Testing	Eddie Jones	(817) 237-1899	jstest@earthlink.net
LABRADA	Jason Smith	(800) 832-9946	jasons@labrada.com
Life Insurance	Darrell Breeden	(512) 636-3950	darrell@breedenbenefitgroup.co
Liquid Death Mountain Water	Michelle Gange	(707) 321-9923	michelle@liquiddeath.com
Liquid IV	Clint Harshman	(469) 604-2190	clint@liquid-iv.com
Metro Service Specialists	JD Rudder	(817) 739-4734	info@metroservicespecialists.c
Mighty Flame Propane	Jonah	(877) 438-6444	jonah@JETGAS.COM
Modisoft	Saleem	(866) 216-8707	saleem@modisoft.com
Molson Coors	Mark Messina	(713) 306-0739	Mark.Messina@molsoncoors.com
Monster	Brian Woodard	(940) 299-4892	Brian.Woodard@Monsterenergy.com
Mother Parkers	Mike Jenkins	(817) 682-1182	mjenkins@mother-parkers.com
National Bitcoin ATM	Kendall Jasco	(949) 329-2845	kendall@nationalbitcoin.com
Nelson Bulk Propane (no Bottles)	Colton Wilson	(903) 874-5641	cwilson@nelsonpropane.com
Nesquik	Scott, Canada	(210) 517-3468	Scott.Canada@US.nestle.com
NOVAMEX	Alejandra Cadek	(915) 594-1618	Alejandra.Cadek@novamex.com
NUTRABOLT - C4 Energy	Larry Anderson	(817) 727-0472	landerson@nutrabort.com

PREFERRED VENDOR LIST

VENDOR	CONTACT	PHONE	EMAIL
Pepsi	Bobby Pickens	(469) 766-9562	Bobby.Pickens@pepsico.com
Rambler Sparkling Water	Pete Popovich	(757) 880-2149	pete@strategycpg.com
Red Bull	Craig Baker	(678) 427-6652	craig.baker@redbull.com
Reddy Ice	Customer Service	(972) 296-4271	customerservice@reddyice.com
Republic National Distributing Company	Jay Hulshouser	(214) 538-1215	Jay.hulshouser@rndc-USA.com
Ryse UP Sports Nutrition	Jennifer Walker	(239) 471-9314	jennifer@rysesupps.com
Savia Aloa	Pete Popovich	(757) 880-2149	pete@strategycpg.com
TAS Environmental Services	Wesley Justus	(214) 970-9625	wjustus@taslp.com
TechMark	Casey Huberty	(612) 746-5095	chuberty@loyaltymarketing.com
Uptime Energy	Vincent Palmieri	(661) 210-9787	vpalmieri@uptimeenergy.com
Waiakea Water	Pete Popovich	(757) 880-2149	pete@strategycpg.com
Waste Management	Mathis, Michael	(214) 801-0450	mmathis1@wm.com
Wonderful Pistachio	Jim Ruesy	(817) 564-5469	Jim.Ruesy@fijiwater.com
World Pay CC Processing	Ilene Howard	(513) 680-6750	ilene.howard@fisglobal.com
Yumi Ice Cream	Darrell Roberts	(214) 630-2300	Darrell.Roberts@yumiicecream.com
Zen Water	Jennifer Booze	(312) 532-4286	jenniferbooze@zenwtr.com

NTBA CONTACT INFORMATION

Name	Title	Phone	Email
JAIME MCCLAIN	Member Relations Supervisor	(817) 789-0995	jmccaine@thentba.com
GERALD MCGLAUN	Member Relations Manager	(469) 516-9084	gmccglau@thentba.com
JOE PARAMO	Member Relations Manager	(214) 769-0392	jparamo@thentba.com
JEFF WILLIS	Member Relations Manager	(469) 873-2357	jwillis@thentba.com
TINA CLINE	Operations	(972) 358-1034	tcline@thentba.com

Compliance Visits

- Your MRM will ask about current promotions, the stores' relationship with the vendors, if there are any opportunities that needs NTBA assistance, and contact vendors while at the store to expedite a resolution to any issues that might exist.
- The NTBA Member Relations Manager will survey the store (inside, outside, signage frames, cold vault, displays etc.) and give direction when required on proper POS placement and installation. In order to provide you with the best customer service, the NTBA Member Relations Manager will also take pictures for record keeping and referral.
- The NTBA Member Relations Manager will always identify opportunities and bring those to the attention of store personnel as a friendly observation. (ex. If the coolers are frozen up, the notification will be made so the store can take necessary actions and prevent the compressors from failing)
- The NTBA Member Relations Manager will visit stores for proactive and reactive calls for various reasons.



*Your **Member Relations Manager** is there to help you identify opportunities that can lead to increased profitability and efficiency improvement in your stores.*



NTBA

2023 Member Appreciation

WATER PARK RESERVED EXCLUSIVELY
FOR NTBA FAMILIES

HAWAIIAN FALLS

In The Colony

SUNDAY, MAY 14 from 11AM - 5PM

FOOD | DRINKS | MUSIC

**Be Looking for Registration Link!
It will be sent to the owner's
email on file**

4 FREE Tickets - Extra Tickets will be \$25



***NEW* Spouse & Child Life Insurance**
OPEN ENROLLMENT
April 1 - May 15



Current Covered Members / Covered 20% Partner

Current participants' spouses will have to enroll during open enrollment to be added on a guaranteed issue basis. After Open enrollment, Evidence of Insurability will be required. Spouse does not need to be a partner in the business.



New Memberships

Owners/20% partners must enroll at time of membership for guaranteed issue. The spouse add on coverage must be done within 30 days of membership for guaranteed coverage.



Existing Memberships Not Currently Enrolled

If you do not enroll at the original time of membership, it is not too late. If you are a new partner to an existing membership, you can enroll and have guarantee issue if done within 30 days of such partnership. If you are a new partner and do not enroll within the 30 day window, you will need to be medically underwritten.

VERY AFFORDABLE PREMIUMS

Age	Benefit	Premium Cost
Spouse Through age 65	\$125,000.00	\$29.13
Spouse Age 66-69	\$50,000.00	\$11.65
Spouse Age 70+	\$5,000.00	\$1.17
Child Under the Age of 26	\$10,000.00	\$1.20

ENROLL TODAY!

April 1 - May 15
 Primary Owners and/or min. 20% partners must have coverage to include their spouse/child coverage
 certain restrictions apply

CONTACT BREEDEN BENEFIT GROUP



Darrell Breeden
512-567-9797

darrell@breedenbenefitsgroup.com

Tena Garcia
512-495-9799

tena@breedenbenefitsgroup.com

The SBA Loan Experts® is not associated with SBA.gov and is a private business providing Consulting Services for Small Businesses.



EXPERIENCE - EXPERTISE & EXCELLENT CUSTOMER SERVICE

Grow Your Business with a Micro Loan

High approval rate as the loan amount is calculated based on your gross revenue as opposed to net income, which allows more business owners to qualify.

PRE-QUALIFICATION REQUIREMENTS: 2 Years Business Tax Returns & 700 FICO Score

- Get up to \$150K for 10 years
- Expedited processing
- No collateral required
- No prepayment penalty
- Less documentation to pre-qualify

Buy a Business 10% Down Payment

- Business Goodwill loans
- Real Estate purchase loans
- Partner buy out loans (\$0 down in most cases)
- Refinance - 100% loan balance
- Construction/Remodeling loans
- Franchise financing
- Any other business finance needs



TheSBALoanExperts.com
info@TheSBALoanExperts.com
1-844-SBA-4-BIZ
817-786-3338



The following is a paid advertisement

Republic National Distributing Company



May Promotions (Texas Only)

SUTTER HOME 4PACK 187ML 5/1 – 5/31

Everyday price- \$7.49 each

May price \$4.89 --> \$2.60 savings per unit

FUN WINE 750 CAPPUCINO, PEACH AND SANGRIA WINES 750ML- 5/1 – 5/31

Everyday price- \$7.49

May price \$5.99 --> \$1.50 savings per unit

STELLA ROSA PINEAPPLE CHILI 750mL 12 pack NEW* - 5/1 – 5/31

Everyday price- \$12.75

May price \$9.75 --> \$3.00 savings per unit



JOSE CUERVO READY TO DRINK MARGARITAS 1.5L – 5/1 – 5/31

Everyday price- \$12.74

May price \$10.49 --> \$2.25 savings per unit

HAPPY DAD GRAPE SELTZER NEW FLAVOR 12 PACK CANS– 5/1 – 5/31

Everyday price- \$18.00

May price \$13.25 --> \$4.75 savings per unit



If you have any further **questions**, you can also reach

Jay Hulhouser

Republic National Distributing Company

1010 Isuzu Pkwy., Grand Prairie, TX 75050

214-538-1215

Jay.hulshouser@rndc-USA.com



Single Serve 6ct Donuts & Honey Buns



Timing: May 1 – 31
 Suggested Display: 1 Cardboard Shipper
 Pricing: Sugg \$1.99 Full Revenue
 Cost: Suggest \$1.12
 Margin: 44% at suggested pricing

Mrs Bairds Single Serve Products (Texas Market Only)							
Product Name	UPC 10	Scan UPC 12	UPC 12	UPN Number	Cost	Suggested Retail	Margin
MB GLZ CIN RL SS 4Z	7087004183	0 7087004183 0	070870041830	1825	\$1.12	\$1.99	43.7%
MB GLZ HNY BN SS 4Z	7087000002	0 7087000002 8	070870000028	7955	\$1.12	\$1.99	43.7%
MB PWD DON SS 6P 3Z NEW	7087073402	0 7087073402 2	070870734022	14155	\$1.12	\$1.99	43.7%
MB CIN DON SS 6P 3Z NEW	7087073401	0 7087073401 5	070870734015	14154	\$1.12	\$1.99	43.7%
MB FRST DON SS 6P 3.25 NEW	7087073400	0 7087073400 8	070870734008	14153	\$1.12	\$1.99	43.7%

NTBA May 2023

Promotional Signage (all regions)



Poster / Window Sign



Poster / Window Sign



Front Door Striker
(goes on store front doors, not on coolers or vault)



Poster / Window Sign

Coca-Cola

May Poster Promotion



20oz Vitamin Water (12ct case)

Invoice Cost: \$16.56

Retail: 2 / \$4.75

*2 For Margin: 41.9%

*Single SRP \$2.79: 50.5%



18.5oz Gold Peak Tea

(12ct case)

Invoice Cost: \$16.80

NTBA Rebate: \$1.00

Final Cost: \$15.80

Retail: 2 / \$4.50

*2 For Margin: 41.3%

*Single SRP \$2.79: 52.7%



1 Liter Dasani (12ct case)

Invoice Cost: \$14.04

Retail: 2 / \$4.00

*2 For Margin: 41.5%

*Single SRP \$2.69: 56.5%



20oz CSD (24ct case)

Don't forget that there is an incremental **\$3.32 NTBA rebate per case everyday.**



***Margins and cost are before any vendor rebates**



Texas and Oklahoma Stores

May Spanner Promotion

20oz CSD (24ct case)
 Invoice Cost: \$30.00
NTBA Rebate: \$4.60
 Final Cost: \$25.40 DN
 Retail: 2 / \$3.75
 *2 For Margin: 43.5%
 *Single SRP \$2.49: 57.4%

1 Liter Brisk (15 ct case)
 Invoice Cost: \$14.63
NTBA Rebate \$1.00
 Final Cost: \$13.63
 Retail: 2/\$3.00
 2 For Margin: 39.3%
 Single SRP \$1.89: 51.9%

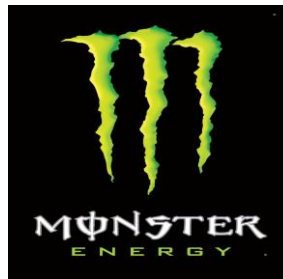
16oz Rockstar (12ct case) – All flavors
 Invoice Cost: \$14.05
 Retail: 2 / \$3.75
 *2 For Margin: 37.6%
 *Single SRP \$2.99: 60.9%

28oz Gatorade (15ct case)
 Invoice Cost: \$21.00
 Retail: 2 / \$5.00
 2 For Margin: 44%
 Single SRP \$3.09: 54.7%



***Margins and cost are before any vendor rebates**

**Texas and
Oklahoma Stores**



***Includes NOS
and Full Throttle
Brands**

May Poster Promotion

Monster 16oz, 15.5oz (24ct case)

Invoice Cost: \$38.39

Retail: 2 / \$5.00

*2 For Margin: 36%

*Single SRP \$3.29: 51.4%

***Margins and cost are
before any vendor rebates**



May Poster Promotion



**Texas and
Oklahoma Stores**

Red Bull 8.4oz (24ct case)

Invoice Cost: \$35.69

Retail: 2 / \$4.75

*2 For Margin: 37.5%

*Single SRP \$2.79: 46.9%

***Margins are before rebate**

Red Bull 12oz (24ct case)

Invoice Cost: \$48.25

NTBA Rebate: **\$1.00**

Final Cost: \$47.25

Retail: 2 / \$5.89

*2 For Margin: 33.1%

*Single SRP \$3.79: 48%

Retail: 3 / \$8.00

*2 For Margin: 26.1%

*Single SRP \$3.79: 48%

***Be sure to buy up at the end of the
month. Saves \$2.00 per case**

- *Must have a secondary piece of equipment (cooler or display qualify) and maintain vault space to qualify for maximum rebates.*

Wow!



May In Store Promotion

20oz CSD (24ct case)

Invoice Cost: **\$27.25**
 Retail: 2 / \$3.75
 2 For Margin: 39.5%
 Single SRP \$2.39: 52.3%

Vita COCO 16.4oz cans (12ct case)

Invoice Cost: **\$17.20**
 Retail: 2 / \$4.50
 2 For Margin: 42.8%
 Single SRP \$3.39: 57.8%

**Texas and Oklahoma stores where
 DP brands are sold from the DP
 Truck
 DP Markets - (serviced by KDP)**

Core 30.4oz (12ct case)

Invoice Cost: **\$17.20**
 Retail: 2 / \$5.50
 2 For Margin: 47.8%
 Single SRP \$3.09: 53.7%

**20oz CSD - 7up & Flavors
 (24ct case) No DP Branded SKU's**

Invoice Cost: **\$27.25**
 Retail: 2 / \$3.75
 *2 For Margin: 39.5%
 *Single SRP \$2.39: 52.3%

16oz C4 Energy (12ct case)

Invoice Cost: **\$18.00**
 Retail: 2 / \$5.00
 2 For Margin: 40%
 Single SRP \$3.19: 53%

**Texas and Oklahoma stores where
 only 7up and flavors (NO DP brands)
 are sold from 7UP Truck
 7up Markets - (serviced by KDP 7up)**

12pk Cans (2ct case)

Invoice Cost: **\$10.20**
 Retail: 2 / \$12.00
 2 For Margin: 15%
 Single SRP \$7.99: 36.2%

“Dr Pepper” brand products that are delivered by Coca-Cola or Pepsi in certain markets will follow the Coca-Cola or Pepsi ad calendar and pricing in those markets.

Our contract is with KDP in Texas and KDP 7UP in Oklahoma. We currently do not have a program with Tyler Beverage and El Reno DP/7UP.

***Margins and cost are before any vendor rebates**

Texas and
Oklahoma Stores

May In Store Activity

*Margins and cost are
before any vendor rebates

May Poster Activity
All \$3.69 size Sabritas

2 / \$6.00

(\$3.69 size) Sabritas

Cost: \$2.41

Retail: 2 / \$6.00

2 For Margin: 20%

Single SRP chips \$3.69: 34.7%



May Pre-Packed Weekender



Frito Lay Flavored Jack Links



North Dallas
972-407-2705

South Dallas
972-708-5966

Fort Worth
817-624-5202

East Texas
972-708-5966

Waco
254-715-8848

OKC
405-272-3306



GROCERY SUPPLY COMPANY

Impacting Lives Through Exceptional Service



FULFIL PRO BAR

12 PK | 1.41 OZ | \$18.81

GSC ITEM ID #659862
GSC ITEM ID #659854



ISLAND SNACKS

6 PK | 8 OZ | \$11.36

GSC ITEM ID #720490
MANGO SOUR BALLS



HI CHEW

6 PK | 3 OZ | \$11.14

GSC ITEM ID #720110
FANTASY MIX PEG



KATYSWEET PRALINE

GSC ITEM ID #473876 | CHWY PECAN
GSC ITEM ID #693614 | CRMY PECAN



8 PK | 1.5 OZ
\$10.82



BUILT BAR

12 PK | 1.73 OZ | \$22.32

GSC ITEM ID #722678 | COOKIES N CREAM
GSC ITEM ID #722686 | SALTED CARAMEL



SWANSON

1 PK | 4.5 OZ | \$2.52

GSC ITEM ID #730549
PREM CHUNK CHICKEN



SNYDER

8 PK | 5 OZ | \$13.21

GSC ITEM ID #723338
PRTZL PCS JALAPENO



Contact your GSC Representative for an exciting new NTBA Customer Program and for more product information from GSC:

Michelle Long - Dallas, TX | 214-533-6765 | mlong@grocerysupply.com
Herman Cortez - Ft. Worth, TX | 214-223-7178 | hcortez@grocerysupply.com
Mike Reaves - Waco, TX | 817-366-0733 | reaves@grocerysupply.com
Rob Willie - Oklahoma | 405-826-0368 | rwillie@grocerysupply.com
Margrett Wright - Northeast Texas | 214-693-3645 | mwright@grocerysupply.com
Kevin Craig - East Texas | 903-262-7373 | kcraig@grocerysupply.com

To sign up for weekly MARKETPULSE, send your email address to SALES@GrocerySupply.com



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