

NEWSLETTER
APRIL 2025



NTBA[®]
NORTH TEXAS BUSINESS ALLIANCE

CONVENIENCE
STORE
EXPO

APRIL 30TH
11AM-4PM
2025

IRVING CONVENTION
CENTER



DON'T MISS OUT
REGISTER NOW



CLICK HERE

**FOR UPDATES,
NEWS & MORE!**



PREFERRED VENDOR LIST

VENDOR	CONTACT	PHONE	EMAIL
Ace Petro, LLC	Al Tailor	(832)-228-5677	al.acepetro@gmail.com
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
Barcels	Luis Champsaur	(214) 972-9094	luis.champsaur@grupobimbo.com
Ben E. Keith Beverages	Cliff Reece	(214) 876-0387	cliffreece@benekeith.com
BIMBO PASTRIES	Jesse Apolinar	(210) 488-3544	jesse.apolinar@grupobimbo.com
Biolyte	Griffin Nichols	(978) 660-5147	griffin.nichols@drinkbiolyte.com
Black Rifle Coffee	Josh Gallagher	(801) 718-6183	Joshua.Gallagher@blackriflecoffee.com
Blue Triton Brands	Kris Tidmore	(281) 642-1412	kris.tidmore@bluetriton.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	Bobby Pickens	(469) 766-9562	Bobby.pickens@pepsico.com
Coca-Cola	Tim Sullivan	(214) 864-2039	timothy.sullivan@cocacolaswb.com
CoinFlip	Kendal K. Brice	(312) 931-0824	kbrice@coinflip.tech
Community Coffee	Tommy Martin	214) 991-7154	tmartin@communitycoffee.com
Congo Brands	Leslie Holloway	(210) 324-3519	lholloway@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	(214) 709-7917	Admin@dynadistribution.com
Electrolit	Ron Anello	(972) 505-5077	Ron.Anello@kdrp.com
Essentia	Reg Willis	(214) 289-6211	reg.willis@us.nestle.com
Eternal Water	Robert L. Young, Jr.	(972) 333-1641	ryoung@eternalwater.com
Farmer Bros Coffee	Arturo Gonzales Jr	(817) 680-7482	Arturo.Gonzalez@farmerbros.com
Felonious Assault Ins	Darrell Breeden	(512) 567-9797	darrell@breedenbenefitgroup.co
FIFCO	Cedric Smith	(314) 808-4809	Cedric.Smith@Fifco.com
Fiji Water	Ken Jones	(346) 386-9842	ken.jones@fijiwater.com
Frito Lay	Reid Fernandez	(832)-876-1047	reid.fernandez@pepsico.com
Gatorade	Bobby Pickens	(469) 766-9562	Bobby.Pickens@pepsico.com
Ghost Energy	Jennifer Ray	(817) 614-1205	jennifer.ray2@anheuser-busch.com
Goat Fuel Energy	Ryan Jackson	(430) 302-8751	rjackson@jhbud.com
Grocery Supply Co.	Joseph Shelton	(800) 231-1938 X. 5589	jshelton@grocerysupply.com
Gym Weed Energy	Ryan Jackson	(430) 302-8751	rjackson@jhbud.com
Harmon Fire Extinguisher Service Co.	Damon Harmon	(972) 785-1220	d.harmon@verizon.net
IMM	Ricardo Villarreal	(214) 505-9287	RicardoV@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
Lost and Found Energy	Ryan Jackson	(430) 302-8751	rjackson@jhbud.com
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	Aaron Cheney	(917) 455-4856	Aaron.Cheney@MonsterEnergy.com
Monster Brewing	Darren Penman	(501) 454-3195	darren.penman@monsterbrewing.com
Mother Parkers	Mike Jenkins	(817) 682-1182	mjenkins@mother-parkers.com
National Bitcoin ATM	Kendall Jasco	(949) 329-2845	kendall@nationalbitcoin.com

PREFERRED VENDOR LIST

Nelson Bulk Propane (no Bottles)	Colton Wilson	(903) 874-5641	cwilson@nelsonpropane.com
Nesquik	Reg Willis	(214) 289-6211	reg.willis@us.nestle.com
Novamex	Alfredo Martinez	(915) 594-1618	Alfredo.martinez@novamex.com
Nutrabolt - C4 Energy	Larry Anderson	(817) 727-0472	landerson@nutrabort.com
Pepsi	Bobby Pickens	(469) 766-9562	Bobby.Pickens@pepsico.com
Rapid Exchange Propane	Sam Hardin	(713) 444-1678	sam.hardin@rapidxchange.com
Red Bull	Craig Baker	(678) 427-6652	craig.baker@redbull.com
Redcon 1 (Energy & Protein)	Ryan Jackson	(430) 302-8751	rjackson@jhbud.com
Reddy Ice	Customer Service	(972) 296-4271	customerservice@reddyice.com
Republic National Distributing Company	Brad VanZandt	(903) 278-7010	Brad.VanZandt@rndc-USA.COM
Ryse Energy	Tyler Williams	(541) 556-0640	tyler.williams@ryseupps.com
Savia (Coco Milk & Aloe)	Derek Link	(903) 814-8234	derek@saviausa.com
Savia Aloa	Ryan Jackson	(430) 302-8751	rjackson@jhbud.com
Suerox - Genomma Lab	Shannon Brienza	(205)-249-9897	shannon.brienza@genommalab.com
Super Coffee	Kevin Jackson	(214) 837-3951	KevinJackson@benekeith.com
TAS Environmental Services	Wesley Justus	(214) 970-9625	wjustus@taslp.com
Uptime Energy	Ritchie Baddour	(469) 550-4014	rbaddour@uptimeenergy.com
Waiakea Water	Ryan Jackson	(430) 302-8751	rjackson@jhbud.com
Wonderful Pistachio	Ken Jones	(346) 386-9842	ken.jones@fjiwater.com
World Pay CC Processing	Ilene Howard	(513) 680-6750	ilene.howard@fisglobal.com
Yesly Enhanced Water	Ryan Jackson	(430) 302-8751	rjackson@jhbud.com
Yumi Ice Cream	Travis Zikias	(505) 301-4107	travis.zikias@yumiicecream.com
Zen Water	Jeff Jonke	(972) 955-1878	jeffjonke@zenwtr.com

NTBA CONTACT INFORMATION

Name	Designation	Phone	Email
Jaime McClaine	Member Relations / Business Development Supervisor NTX/OKLA	(817) 789-0995	jmccaine@thentba.com
Joe Paramo	Member Relations Manager	(214) 769-0392	jparamo@thentba.com
Jeff Willis	Member Relations Manager	(469) 873-2357	jwillis@thentba.com
Matt Stringfellow	Member Relations Manager	(972) 841-7603	mstringfellow@thentba.com
Rafiq Jindani	Office Administrator	(469) 934-9839	info@thentba.com

CUSTOMER SERVICE 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.



April Promotions

RETAILER	ITEM	CASE COUNT	INVOICE COST	NTBA REBATE (If Applicable)	FINAL COST	RETAIL	*2 FOR MARGIN	* Single SRP	REMINDERS		
	1 Liter Smart water	12	\$20.76	\$0.00	\$20.76	2/\$6.00	42.3%	\$3.69: 53.1%	* Margins and cost are before any vendor rebates		
	28oz Body Armor (includes Flash IV)	12	\$20.64	\$0.00	\$20.64	2/\$5.50	37.5%	\$3.59: 60.7%			
	2 Liter	8	\$22.16	\$3.32	\$18.84	2/\$7.00	20.9%	\$4.19: 33.9%			
	18.5oz Gold Peak Tea	12	\$18.96	\$0.00	\$18.96	2/\$5.00	36.8%	\$3.09: 48.8%			
20oz CSD (24 case) Don't forget that there is an incremental \$3.32 NTBA rebate per case everyday.											
	20 oz CSD	24	\$32.00	\$3.94	\$28.06	2/\$4.00	41.50%	\$2.69: 56.5%	* Margins and cost are before any vendor rebates. Texas and Oklahoma Stores		
	1 Liter Brisk	15	\$17.06	\$1.00	\$16.06	2/\$3.50	42.30%	\$2.19: 53.9%			
	28oz Gatorade	15	\$21.00	\$0	\$21.00	2/\$5	44.00%	\$3.09: 54.7			
	16oz Rockstar (all flavors)	12	\$14.05	\$0	\$14.05	2/\$3.75	37.60%	\$2.99: 60.9%			
	20oz CSD	24	\$30.60	\$0	\$30.60	2/\$4.25	40.00%	\$2.59: 50.6%	* Margins and cost are before any vendor rebates. Texas and Oklahoma Stores		
	<i>Texas and Oklahoma stores where DP brands are sold from the DP Truck / DP Markets - (serviced by KDP)</i>										
	20oz CSD 7up/Flavors / No DP Branded SKUs	24	\$30.60	\$0	\$30.60	2/\$4.25	40.00%	\$3.29: 50.6%			
	<i>Texas stores where only 7up and flavors (NO DP brands) are sold from 7UP Truck / 7up Markets - (serviced by KDP 7up)</i>										
	Vita Coco 16.9oz PET	12	\$20.70	\$0	\$20.70	2/\$5.75	40.00%	\$3.69: 53.1%			
	C4 Performance (yellow can) and Ghost Energy 16oz	12	\$20.00	\$0	\$20.00	2/\$5.50	39.50%	\$3.39: 50.7%			
21oz Electrolit	12	\$19.80	\$0	\$19.80	2/\$5.50	40.00%	\$3.49: 52.7%				
Snapple 16oz	12	\$12.75	\$0	\$12.75	2/\$3.50	39.10%	\$2.29: 53.3%				
	Monster /NOS/Full Throttle 16oz, 15.5 oz	24	\$41.51	\$0	\$41.51	2/\$5.50	37.10%	\$3.49: 50.4%	* Margins and cost are before any vendor rebates. Texas and Oklahoma Stores		
	<i>Texas and Oklahoma Stores; Includes 16oz/15.5oz Monster, NOS, Full Throttle, Bang and Reign Total Body Fuel Brand</i>										
	Bang and Reign Performance 16oz	12	\$19.20	\$0	\$19.20	2/\$5.00	36.00%	\$3.29: 51.4%			
<i>Texas and Oklahoma Stores</i>											
	Red Bull 8.4 oz	24	\$38.75	\$0	\$38.75	2/\$5.00	35.40%	\$2.99: 45.8%	* Margins are before rebate. Must have a secondary piece of equipment (cooler or display qualify) and maintain vault space to qualify for maximum rebates.		
	Red Bull 12 oz	24	\$51.54	\$0	\$51.54	2/\$6.00	28.30%	\$3.99: 45.9%			
<i>Texas and Oklahoma stores</i>											
	12oz Celsius	12	\$18.25	\$0	\$18.25	2/\$5.00	39%	\$2.99: 49.2%	Distributed by Pepsi		
<i>* Margins and cost are before any vendor rebates. Texas and Oklahoma Stores</i>											

The following is a paid advertisement

Republic National Distributing Company



April Promotions (Texas Only)

CAVIT WINE 187ml 6X4 Pack-4/1 -4/30

Everyday price-\$8.25

April price \$7.50 --> \$0.75 savings per unit



SUTTER HOME WINES 750ml 12 Pack-4/1 -4/30

Everyday price-\$5.25

April price \$3.75 --> \$1.50 savings per unit



SLAMZEES COCKTAIL 24 Pack 187ml RTD-4/1 -4/30

Everyday price-\$3.00

April price \$2.34 --> \$0.66 savings per unit



SANTA RITA WINES 750ml 12 Pack-4/1 -4/30

Everyday price-\$10.50

April price \$5.24 --> \$5.26 savings per unit



Z ALEXANDER BROWN WINES 750ml Pack -4/1 -4/30

Everyday price-\$16.49

April price \$11.99 --> \$4.50 savings per unit



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

Brad VanZandt

Republic National Distributing Company

1010 Isuzu Pkwy., Grand Prairie, TX 75050

903-278-7010

Brad.vanzandt@rncd-USA.com



GROCERY SUPPLY COMPANY

Impacting Lives Through Exceptional Service

MARK YOUR CALENDAR FOR GSC'S MARKETPLACE 2025!

Wednesday, April 16, 2025 @ 9 AM CST

Allen Convention Center, 777 Watters Creek Blvd, Allen TX 75013

ICED COFFEE

12 PK / 13.7 OZ / \$24.98N

- GSC ITEM ID #797324 | CINN TOAST CRNCH
- GSC ITEM ID #797415 | MAGNUM DBL CRML
- GSC ITEM ID #797431 | SNICKERS
- GSC ITEM ID #797449 | TWIX



CHEX MIX

7 PK / 4.25 OZ | \$18.50N

GSC ITEM ID #808642 | MB CINN TST CRNCH



GUSHERS

8 PK / 4.25 OZ | \$14.44N

GSC ITEM ID #805994 | WATERMLN SR APPL PEG



BUGLES

6 PK / 3 OZ | \$9.97N

GSC ITEM ID #825356 | TABASCO

DELI EXPRESS

- GSC ITEM ID #817874 | CUBAN STYLE SUB | 8 PK / 6.4 OZ | \$30.33N
- GSC ITEM ID #817593 | HOTTOGO PULLED PORK BBQ | 10 PK / 5.5 OZ | \$30.08N
- GSC ITEM ID #817791 | MKT WRAP CKN CHIPOTLE | 8 PK / 7.9OZ | \$34.73N



POP TARTS

- GSC ITEM ID #810184 | CRNCHY PP FRSTD BRN | 6 PK / 2.1 OZ | \$9.53N
- GSC ITEM ID #810176 | STRWBRY MLKSHK | 6 PK / 3.3 OZ | \$4.87N
- GSC ITEM ID #809137 | CRNCHY PP FRSTD STR | 6 PK / 2.1 OZ | \$9.53N



BLUE DIAMOND ALMONDS

- GSC ITEM ID #823567 | DRK CH S/SLT CRM | 10 PK / 2 OZ | \$21.01N
- GSC ITEM ID #823542 | MIKES HT HONEY | 12 PK / 1.5 OZ | \$10.42N
- GSC ITEM ID #823518 | TEXAS BBQ | 8 PK / 4 OZ | \$16.82N
- GSC ITEM ID #823559 | THN D DRK CH | 10 PK / 2 OZ | \$21.01N



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

- Michelle Long - Dallas, TX | 214-533-8765 | 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

GSC offers \$100 potential signing bonus for new customers!

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

April Promotions

7up AW Sunkist Canada Dry

20oz bottles **2/\$4.25**

Offer valid from 4/1/2023 to 4/30/2023

NTBA SPECIAL

BODYARMOR SUPERIOR HYDRATION

THE ONLY SPORTS DRINK
NO ARTIFICIAL SWEETENERS OR ARTIFICIAL FLAVORS

28g CARBOHYDRATE
100% FRUIT JUICE
ELECTROLYTES

Body Armor Sports Drink & Juice Drink 1.5L

2/\$5.50

Offer valid from 4/1/2023 to 4/30/2023

NTBA SPECIAL

FUEL YOUR CREATIVITY

21g CARBOHYDRATE
THE ONLY SPORTS DRINK
NO ARTIFICIAL SWEETENERS OR ARTIFICIAL FLAVORS

2/\$3.50

NTBA SPECIAL

FEEL GOOD ENERGY

ALL THE GAINS OF C1 PERFORMANCE & GHOST ENERGY

2/\$5.50

Offer valid from 4/1/2023 to 4/30/2023

NTBA SPECIAL

ESSENTIAL ENERGY

ALL 12oz FLAVORS OF CELSIUS

2 for \$5

Offer valid from 4/1/2023 to 4/30/2023

NTBA SPECIAL

open happiness™

all 2-liter flavors

2/\$7

Offer valid from 4/1/2023 to 4/30/2023

NTBA SPECIAL

THE ONE YOU CRAVE

20oz bottles **2/\$4.25**

Offer valid from 4/1/2023 to 4/30/2023

NTBA SPECIAL

INSTANT HYDRATION

ALL 16oz FLAVORS OF ELECTROLYT

2 for \$5.50

Offer valid from 4/1/2023 to 4/30/2023

NTBA SPECIAL

REHYDRATE. REPLENISH. REFUEL.

GATORADE

20oz Bottles **2/\$5**

Offer valid from 4/1/2023 to 4/30/2023

NTBA SPECIAL

TRY SOMETHING REAL.

ALL 16.5oz BOTTLES OF GOLD PEAK

2/\$5

Offer valid from 4/1/2023 to 4/30/2023

NTBA SPECIAL

Energize Your Day!

All Most Cans of Monster Energy, All Throttle Energy & All Most Bottles of Monster Energy Drink

2/\$5.50

All Most Cans of Body Energy & Body Fuel

2/\$5

Offer valid from 4/1/2023 to 4/30/2023

NTBA SPECIAL

2 FOR \$4.00

FOR ANY 20 oz PEPSI-COLA BEVERAGE

TREAT YOUR TASTE BUDS

NTBA SPECIAL

RED BULL GIVES YOU WIIINGS.

8oz cans **2 for \$5** | 16oz cans **2 for \$6**

Offer valid from 4/1/2023 to 4/30/2023

NTBA SPECIAL

SUSTAINS MIND-BODY ENERGY

2/\$3.75

Offer valid from 4/1/2023 to 4/30/2023

NTBA SPECIAL

smart

uncap unconventional taste

1 liter bottles **2/\$6**

Offer valid from 4/1/2023 to 4/30/2023

NTBA SPECIAL

same delicious snapple, new better bottle.

All 16oz bottles of Snapple

2/\$3.50

Offer valid from 4/1/2023 to 4/30/2023

NTBA SPECIAL

16.9oz bottles **2/\$5.75**

Offer valid from 4/1/2023 to 4/30/2023

NTBA SPECIAL

April 2025 Promotions – Texas & Oklahoma



1 Liter Smart Water
2 for \$6.00
Or 1 @ Regular Price



Body Armor
(includes 16oz Flash IV)
28 oz Bottles
2/\$5.50 Or 1 @ Regular Price



2 Liters Coke
2 for \$7.00
Or 1 @ Regular Price



18.5 oz Gold Peak Tea
2 for \$5.00
Or 1 @ Regular Price



Pepsi – All Flavors
20oz bottles
2 for \$4.00
Or 1 @ Regular Price



Brisk Tea
1 Liter
2 for \$3.50
Or 1 @ Regular Price



Rockstar (all flavors)
16oz cans
2 for \$3.75
Or 1 @ Regular Price



7-Up and Flavors
20oz Bottles
2/\$4.25 Or 1 @ Regular Price



C4 Performance & Ghost Energy 16oz
(excludes ultimate & Smart)
2 for \$5.50
Or 1 @ Regular Price



Vita Coco 16.9oz
2 for \$5.75
Or 1 @ Regular Price



21oz Electrolit
2 for \$5.50 or
1 @ Regular Price



28oz Gatorade
All Flavors
2 for \$5.00
Or 1 @ Regular Price



Monster Energy
16 oz & 15.5 oz
2 for \$5.50
or 1 @ Regular Price



Bang and Reign Performance
16oz
2 for \$5.00 or
1 @ Regular Price



Red Bull – All Varieties
8.4oz & 12oz Singles
2 for \$5.00 8.4oz.
2/\$6.00 12oz.
Or 1 @ Regular Price



Snapple
16oz bottles
2 for \$3.50 or
1 @ Regular Price



12oz Celsius
2 for \$5.00
Or 1 @ Regular Price

OPTION 1: Texas and Oklahoma Stores where DP brands are sold from the DP Trucks. DP Markets serviced by KDP



April 2025 Promotions – Texas & Oklahoma



1 Liter Smart Water

2 for \$6.00
Or 1 @ Regular Price



Body Armor
(includes 16oz Flash IV)
28 oz Bottles
2/\$5.50 Or 1 @
Regular Price



2 Liters Coke
2 for \$7.00
Or 1 @ Regular Price



18.5 oz Gold Peak Tea
2 for \$5.00
Or 1 @ Regular Price



Pepsi – All Flavors

20oz bottles
2 for \$4.00
Or 1 @ Regular Price



Brisk Tea

1 Liter
2 for \$3.50
Or 1 @ Regular Price



Rockstar (all flavors)

16oz cans
2 for \$3.75
Or 1 @ Regular Price



Pepper and 7up

20oz Bottles
2/\$4.25 Or 1 @
Regular Price



**C4 Performance &
Ghost Energy 16oz**
(excludes ultimate & Smart)
2 for \$5.50
Or 1 @ Regular Price



Vita Coco 16.9oz

2 for \$5.75
Or 1 @ Regular Price



21oz Electrolit

2 for \$5.50 or
1 @ Regular Price



28oz Gatorade

All Flavors
2 for \$5.00
Or 1 @ Regular Price



Monster Energy

16 oz & 15.5 oz
2 for \$5.50
or 1 @ Regular Price



Bang and Reign Performance

16oz
2 for \$5.00 or
1 @ Regular Price



Red Bull – All Varieties

8.4oz & 12oz Singles
2 for \$5.00 8.4oz.
2/\$6.00 12oz.
Or 1 @ Regular Price



Snapple

16oz bottles
2 for \$3.50 or
1 @ Regular Price



12oz Celsius

2 for \$5.00
Or 1 @ Regular Price

OPTION 2:

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



North Texas Business Alliance Co-op.



Portfolio Launch

NEW FOR 2025! Spiked is going big in 2025 with an EPIC sports & entertainment partnership with WWE, connecting with their 50+ Million LDA Fans by giving them the best-tasting flavored hard beverages, now at 10% ABV.

Spiked x WWE will launch a 360 partnership Q1 2025 for a full-

year activation, including

- Co-branded packaging & POS
- Premium Live Event Integration
- WWE Superstar Appearances & Social Media
- WWE-produced social & digital content
- Digital media plan & Superstar social media
- Hospitality & Memorabilia

THE RIGHT BRAND & PREMIUM, CRAVEABLE FLAVOR

- Seagram's Escapes is a Top 10 Traditional FMB Brand in the U.S.1
- Flavor is the #1 driver of purchase & Seagram's Escapes is the brand best known for a wide variety of delicious, great-tasting flavors.
- Spiked x WWE portfolio features our tried & true flavors – **Jamaican Me Happy** (Rumble Punch) & **Pineapple Cherry Lime** (Pineapple Powerhouse), while **Blueberry Lemon** (Slammin' Blueberry) complements the already great-tasting flavors in the Spiked portfolio.
- **Spiked new flavor assortment drives total ROS**; Retailers who brought in 2+ New Spiked Flavors saw their overall Spiked ROS increase vs. those who did not see Spiked ROS decline.2



Rumble Punch
23.5oz Can



Slammin' Blueberry
23.5oz Can



Pineapple Powerhouse
23.5oz Can



Sources: 1. Circana Unify, Total US MULO + C, Traditional FMB Major Brands, Dollar Sales, L52 WE 08-25-24, 2. Circana Unify, 40 Major Retailer RMAs, Seagram's Spiked 1PK 16oz/24oz, Average Weekly Dollar Sales per Total Point of CWD % Change vs YA, CY2023 WE 12-31-23

HOW[®]

HYPERPURE OXYGENATED WATER

Purification.

- 14 Step Process
- Reverse Osmosis
- Impurities Removed

Oxygenation.

- 98% Oxygen Injected
- Replaces Impurities with Oxygenated Nano-Bubbles

Infusion.

- Simple Trace Minerals for Taste
- Magnesium, Calcium and Potassium



**UP YOUR GAME!
ORDER NOW**

drinkhowwater.com

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HYPER
PURE



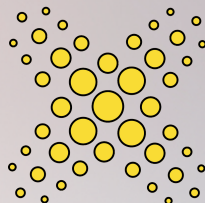
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ENRICHED



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INFINITELY
RECYCLABLE



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NexGen Alliance Group

ARE YOU A C-STORE OWNER

SEARCHING FOR FANTASTIC DEALS AND THE BEST VENDOR CONTRACTS?

LOOK NO FURTHER!

BECOME PART OF THE NEXGEN ALLIANCE GROUP TODAY!

EXCLUSIVE PROMOTIONS

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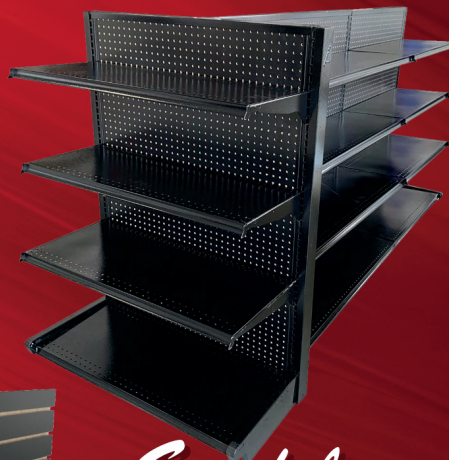
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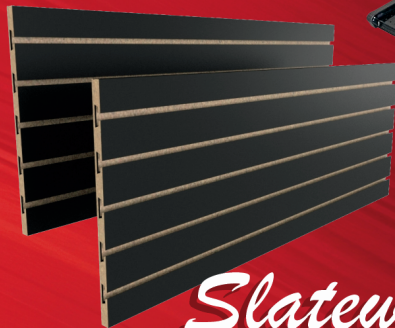
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FOR UPDATES, NEWS & MORE!



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