



JULY PERFORMANCE UPDATE

- **JUNE 2026 CATEGORY PERFORMANCE**
- **SHEETZ AUG-DEC BIG BETS & PROGRAMMING**
- **EDGE & INBI UPDATE**
- **AUG BEATBOX INCENTIVE!**
- **SERVICE, PRICING, & MERCHANDISING PLAYBOOK**

McHewer



**TOTAL BEER &
HARD BEVERAGE
PERFORMANCE
(JUNE YTD)**



VOLUME SHARE: BREWER, WHOLESALER, BRAND

TOTAL BEER & HARD BEVERAGES (MALT) – JUNE 2026



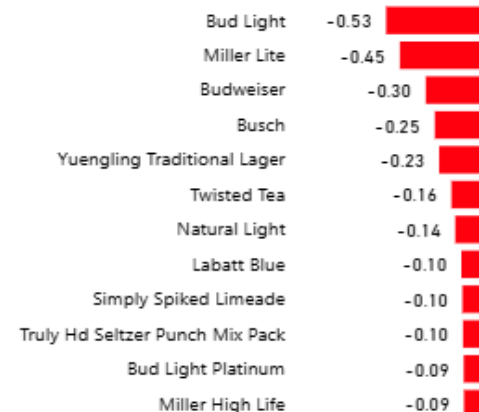
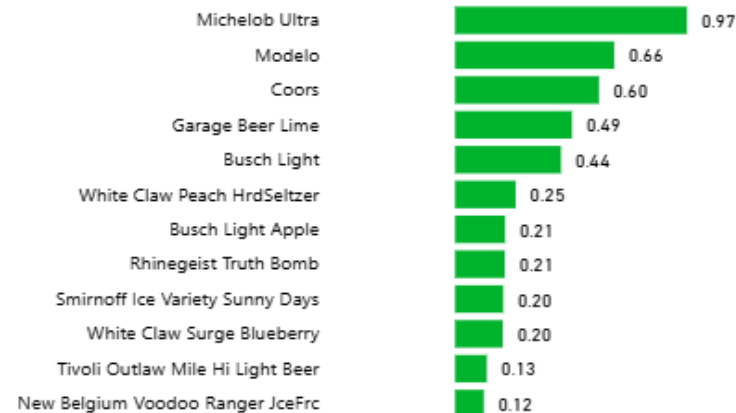
Brewer Performance

Time Frame	Latest 1 Month		Latest 3 Months		Year To Date	
Manufacturer Nm	Case Share	Case Share Chg	Case Share	Case Share Chg	Case Share	Case Share Chg
Anheuser-Busch InBev	36.13	0.27	36.39	0.30	36.52	0.16
MillerCoors	22.69	-0.21	22.69	-0.57	22.79	-0.70
Mark Anthony Brands	9.30	-0.15	9.68	0.26	9.91	0.43
Micro Breweries	8.39	0.15	8.54	0.41	8.66	0.43
Boston Beer	7.50	-0.87	7.34	-0.92	7.42	-0.77
Constellation Brands	8.60	1.02	7.87	0.88	7.05	0.92
DG Yuengling & Sons	1.74	-0.31	1.77	-0.31	1.86	-0.31
Diageo	2.03	0.26	1.92	0.32	1.76	0.31
New Belgium	1.62	0.30	1.67	0.13	1.73	0.04
Wine Products	0.44	-0.04	0.47	-0.03	0.55	0.04
Heineken USA	0.46	-0.13	0.49	-0.14	0.51	-0.18
FIFCO USA	0.32	-0.18	0.33	-0.21	0.37	-0.23
Total	100.00	0.00	100.00	0.00	100.00	0.00

Wholesaler Performance

Time Frame	Latest 1 Month		Latest 3 Months		Year To Date	
A-B Wholesaler	Case Share	Case Share Chg	Case Share	Case Share Chg	Case Share	Case Share Chg
BeerCo	47.06	-3.36	49.43	0.05	48.96	1.90
Matesich	47.81	0.51	46.90	-0.51	47.11	-0.77
Muxie	43.72	0.04	43.82	-0.74	44.44	0.26
Classic Brands	40.91	3.90	39.88	2.35	40.43	2.65
Heidelberg	38.91	-0.59	40.62	1.92	39.87	0.49
Treu House	38.03	2.13	38.82	2.81	38.57	1.37
Lipton Dist	37.23	1.63	37.38	1.92	37.15	1.61
Delmar/Columbus Dist	35.87	1.22	35.86	0.45	36.00	0.15
Maple City Ice Co	33.81	-1.42	34.53	0.16	34.77	-0.20
Ohio Beverage	32.24	-1.13	32.44	-1.14	32.79	-0.93
Total	36.13	0.27	36.39	0.30	36.52	0.16

Top/Bottom Brand Performance





VOLUME SHARE: SEGMENT & MEGABRANDS

TOTAL BEER & HARD BEVERAGES (MALT) – JUNE 2026



AB Share of Category

Monthly Data - June 2026		Share of Category, Chg vs YA						
SHEETZ	MIX	2024	2025	2026				L1M vs L6M
		FY	FY	L6M	L3M	L2M	L1M	
VALUE	17%	-0.6%	0.3%	0.3%	0.5%	0.1%	0.0%	-0.32%
CORE	32%	-0.7%	-0.3%	-0.8%	-0.8%	-0.7%	-0.5%	0.32%
CORE PLUS	9%	0.4%	1.1%	0.8%	0.8%	0.9%	0.9%	0.10%
PREMIUM	11%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.01%
SUPER PREMIUM	8%	0.0%	0.0%	-0.1%	-0.1%	-0.1%	-0.1%	-0.03%
BEYOND BEER	22%	-0.4%	-0.2%	-0.1%	-0.1%	-0.1%	-0.1%	0.03%
NABLAB	0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.00%
AB MALT SHARE TOTAL		-1.4%	0.9%	0.2%	0.3%	0.1%	0.3%	0.11%

AB Share of Segment

Monthly Data - June 2026		Share of Segment, Chg vs YA						
SHEETZ		2024	2025	2026				L1M vs L6M
		FY	FY	L6M	L3M	L2M	L1M	
VALUE		0.5%	2.4%	2.0%	1.7%	1.1%	0.9%	-1.12%
CORE		-2.3%	-0.3%	-1.3%	-1.4%	-1.5%	-1.6%	-0.30%
CORE PLUS		0.9%	0.8%	0.3%	0.3%	0.3%	0.4%	0.04%
PREMIUM		0.0%	-0.2%	-0.4%	-0.2%	-0.1%	-0.2%	0.19%
SUPER PREMIUM		-1.1%	-0.7%	-1.5%	-2.1%	-1.9%	-2.0%	-0.56%
BEYOND BEER		-1.5%	-0.6%	-0.4%	-0.4%	-0.3%	-0.2%	0.16%
NABLAB		0%	0%	0%	0%	0%	0%	0.00%
AB MALT SHARE TOTAL		-1.4%	0.9%	0.2%	0.3%	0.1%	0.3%	0.11%

Megabrand Share of Category

Monthly Data - June 2026		Share of Category, Chg vs YA						
SHEETZ	SHR	2024	2025	2026				L1M vs L6M
		FY	FY	L6M	L3M	L2M	L1M	
ULTRA	8.1%	0.7%	1.3%	1.0%	0.9%	1.0%	1.0%	0.04%
BUD LIGHT	7.8%	-0.8%	0.0%	-0.5%	-0.5%	-0.5%	-0.4%	0.13%
BUDWEISER	3.9%	0.1%	-0.3%	-0.3%	-0.3%	-0.2%	-0.1%	0.20%
STELLA	0.4%	0.0%	0.0%	-0.1%	-0.1%	0.0%	0.0%	0.01%
KONA BIG WAVE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.01%
BUSCH LIGHT	8.7%	0.7%	0.8%	0.4%	0.4%	0.5%	0.6%	0.12%
ESTRELLA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.00%
AB MALT MEGABRAND TOTAL		0.6%	1.7%	0.5%	0.5%	0.8%	1.0%	0.51%

Megabrand Share of Segment

Monthly Data - June 2026		Share of Segment, Chg vs YA						
SHEETZ	SHR	2024	2025	2026				L1M vs L6M
		FY	FY	L6M	L3M	L2M	L1M	
ULTRA of CORE PLUS	93.2%	6.3%	4.8%	2.8%	2.5%	2.3%	2.1%	-0.74%
BUD LIGHT of CORE	24.3%	-2.5%	0.4%	-0.8%	-0.9%	-1.2%	-1.2%	-0.48%
BUDWEISER of CORE	12.0%	0.2%	-0.7%	-0.5%	-0.5%	-0.3%	-0.3%	0.18%
STELLA of PREMIUM	3.4%	0.0%	-0.5%	-0.9%	-0.8%	-0.6%	-0.6%	0.31%
KONA BIG WAVE of PREMIUM	0.4%	-0.4%	-0.5%	-0.3%	-0.2%	-0.1%	-0.1%	0.15%
BUSCH LIGHT of VALUE	51.8%	6.0%	5.2%	2.6%	1.7%	3.3%	3.8%	1.20%
ESTRELLA of PREMIUM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.00%
AB MALT MEGABRAND TOTAL		0.6%	1.7%	0.5%	0.5%	0.8%	1.0%	0.51%



VOLUME SHARE: BRAND TIME SERIES

TOTAL BEER & HARD BEVERAGES (MALT) – JUNE 2026



Top 10 Volume Share Gainers

Brand Nm	Latest 1 Month	Latest 3 Months	Year To Date
Michelob Ultra	1.01	0.91	0.97
Busch Light	0.56	0.40	0.44
Busch Light Apple	-0.52	0.39	0.21
Natty Daddy	0.19	0.15	0.11
Bud Ice	0.09	-0.04	0.06
Goose Island Beer Hug Big Mango	0.00	0.02	0.04
Michelob Ultra Inf Lime PrcklyPr	0.01	0.02	0.02
Elysian Space Dust IPA	0.00	0.01	0.02
Land Shark Lager	0.01	0.00	0.00
Budweiser Chelada	0.00	0.00	0.00
Total	0.27	0.30	0.16

Brand Nm	Latest 1 Month	Latest 3 Months	Year To Date
Coors	0.63	0.61	0.60
Blue Moon Belgian White Ale Extr	-0.04	0.02	0.06
Leinenkugel Summer Shandy	-0.05	0.02	0.05
Vizzy Seltzer Variety 4 Pop	-0.06	0.00	0.04
Simply Spiked Lemonade Bold	-0.07	-0.01	0.03
Simply Spiked Cherry Bold	-0.04	-0.01	0.03
Simply Spiked Pineapple Trop VP	-0.04	-0.01	0.01
Simply Spiked Bold Variety Pack	0.02	0.01	0.01
Icehouse Edge	0.04	0.01	0.00
Redd's Wicked Apple Bites	0.01	0.00	0.00
Total	-0.21	-0.57	-0.70

Brand Nm	Latest 1 Month	Latest 3 Months	Year To Date
Modelo	0.89	0.69	0.66
Corona Extra	0.23	0.11	0.10
Corona Sunbrew	-0.08	0.02	0.08
Coronita Extra	0.07	0.07	0.07
Modelo Chelada Limon Y Sal	0.04	0.04	0.03
Modelo Chelada Especial	0.03	0.02	0.03
Modelo Oro	-0.06	0.00	0.02
Corona Familiar	-0.01	0.00	0.00
Modelo Aguas Frescas Variety	-0.05	-0.02	0.00
Pacifico Clara	0.00	0.00	0.00
Total	1.02	0.88	0.92

Bottom 10 Volume Share Losers

Brand Nm	Latest 1 Month	Latest 3 Months	Year To Date
Bud Light	-0.40	-0.53	-0.53
Budweiser	-0.11	-0.26	-0.30
Busch	-0.18	-0.22	-0.25
Natural Light	-0.11	-0.12	-0.14
Bud Light Platinum	-0.05	-0.09	-0.09
Stella Artois	-0.04	-0.06	-0.05
Natural Ice	-0.02	-0.03	-0.05
Bud Light Platnm Seltzer WildBry	0.00	-0.03	-0.03
Golden Road Mango Cart	-0.01	-0.02	-0.03
Rolling Rock	-0.01	-0.02	-0.03
Total	0.27	0.30	0.16

Brand Nm	Latest 1 Month	Latest 3 Months	Year To Date
Miller Lite	-0.04	-0.27	-0.45
Simply Spiked Limeade	-0.05	-0.07	-0.10
Miller High Life	-0.04	-0.07	-0.09
Blue Moon Belgian White Ale	-0.06	-0.04	-0.08
Coors Light	0.21	-0.12	-0.06
Milwaukee's Best Ice	-0.04	-0.05	-0.06
Icehouse	-0.03	-0.05	-0.06
Arnold Palmer Spkd Half&HalfVP	-0.05	-0.05	-0.05
Simply Spiked Peach Variety	-0.02	-0.03	-0.05
Simply Spiked Lemonade Straw	-0.01	-0.03	-0.04
Total	-0.21	-0.57	-0.70

Brand Nm	Latest 1 Month	Latest 3 Months	Year To Date
Corona Premier	0.01	-0.01	-0.03
Corona Light	-0.01	-0.01	-0.01
Modelo Chelada Variety Pack	-0.02	-0.01	-0.01
Modelo Chelada Fresa Picante	0.00	-0.01	-0.01
Modelo Chelada Mango Y Chile	-0.01	-0.01	-0.01
Modelo Modelito	0.00	-0.01	-0.01
Modelo Chelada Sandia Picante		0.00	0.00
Corona Seltzer Variety Pack 2		0.00	0.00
Modelo Chelada Pina Picante		0.00	0.00
Negra Modelo			0.00
Total	1.02	0.88	0.92





VOLUME SHARE: RTD'S

TOTAL RTD (SPIRITS) – JUNE 2026



Brewer Performance

Time Frame Manufacturer Nm	Latest 1 Month		Latest 3 Months		Year To Date	
	Case Share	Case Share Chg	Case Share	Case Share Chg	Case Share	Case Share Chg
E & J Gallo	25.09	-9.71	26.86	-9.74	27.49	-9.29
Spirits	24.92	-0.23	25.17	1.80	24.04	2.73
Anheuser-Busch InBev	18.82	4.28	20.04	4.81	21.40	5.46
Boston Beer	17.47	4.22	16.69	5.67	15.05	6.22
Micro Breweries	13.57	2.79	11.05	-0.16	11.17	-0.42
Diageo	0.08	-0.86	0.15	-1.62	0.21	-3.33
Constellation Brands	0.04	-0.22	0.03	-0.35	0.03	-0.51
Mark Anthony Brands	0.00	-0.24	0.01	-0.46	0.02	-0.88
Total	100.00	0.00	100.00	0.00	100.00	0.00

Top/Bottom Brand Performance

Cutwater Lemon Drop Martini	4.86
Surfside Variety Pack Lemonade	3.81
Sun Cruiser Lemonade Variety	3.48
Lucky One Vdk Lemonade VP1	2.17
Sun Cruiser Pink Lemonade	2.02
Surfside Strawberry Lemonade	1.92
High Noon Variety Beach	1.58
Surfside Variety Green Tea	1.51
Cutwater Lime Margarita	1.42
Surfside Iced Tea	1.28
Shpiked Peach Ringz Vodka Soda	1.04
Shpiked Watermelon Ringz Vodka Soda	0.98

Wholesaler Performance

Time Frame A-B Wholesaler	Latest 1 Month		Latest 3 Months		Year To Date	
	Case Share	Case Share Chg	Case Share	Case Share Chg	Case Share	Case Share Chg
Delmar/Columbus Dist	24.23	4.90	25.58	5.76	27.41	6.89
Heidelberg	22.23	3.77	24.57	5.12	26.72	6.66
Treu House	19.98	1.70	22.76	7.07	24.91	10.18
Matesich	23.72	4.56	24.62	5.46	24.77	4.64
Muxie	18.17	0.91	19.18	2.24	21.77	4.94
BeerCo	19.23	8.85	17.44	5.94	18.91	6.39
Maple City Ice Co	15.01	5.04	15.53	4.61	17.48	5.46
Ohio Beverage	15.32	3.69	16.33	3.85	17.41	4.24
Classic Brands	10.64	6.86	14.16	8.11	13.32	6.04
Lipton Dist	11.90	5.57	12.06	3.93	11.40	2.68
Total	18.82	4.28	20.04	4.81	21.40	5.46

High Noon Mix Pk	-5.51
Surfside Tea	-1.90
High Noon Pineapple	-1.85
High Noon Iced Tea Variety	-1.40
Heublein Cosmopolitan Wheatly	-1.40
Nutrl Vodka Seltzer Fruit Vty Pk	-1.33
Heublein Margarita Corazon	-1.32
High Noon Variety Tropical	-1.26
Cutwater Margarita Variety Pack	-1.13
SunnyD Vodka Seltzer Variety	-1.12
JD Coca Cola	-1.07
Long Drink Traditional	-1.07

WINNING WITH SHEETZ



SHEETZ LOYALTY APP BYBE EDLP OFFERS (OH, VA, MI)

**Keyword Sheetz on AB Marketing/ABBA*

VALUE, CORE, CORE PLUS

WINNING
WITH
SINGLES



WINNING
WITH
MULTI
PACKS



HARD BEVERAGE

GET \$2 BACK VIA REBATE

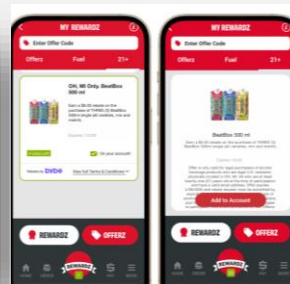


GET \$2 BACK VIA REBATE

when you purchase two (2) Nitro

or Bud Light Platinum Seltzer singles.

SEE BACK FOR DETAILS



GET \$2 BACK VIA REBATE



GET \$2 BACK VIA REBATE

when you purchase two (2) Nutri

or Devils Backbone Smash singles.

SEE BACK FOR DETAILS

WINNING
WITH
MULTI
PACKS

GET \$5 BACK VIA REBATE

when you purchase one (1) Devils Backbone,

Cutwater, or Nutri 4-pack or larger.

SEE BACK FOR DETAILS



GET \$5 BACK VIA REBATE

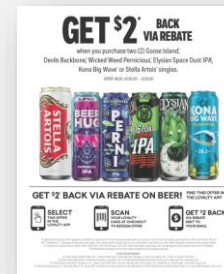
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SEE BACK FOR DETAILS

CRAFT 19.2's & H/E MEGA

WINNING
WITH
SINGLES



WINNING
WITH
MULTI
PACKS



*******CONTINUED BYBE SUPPORT IN 2026*******

- ✓ Sheetz Loyalty App Support
- ✓ "Own The Vault" Billboard Support

- ✓ Expansion of Sheetz Online Pack Assortment
- ✓ Increase Share of Digital Tile Offerings

Mega Brands + Edge | AUG - DEC HIGHLIGHTS (OH)

SHEETZ

POCM/Sign
Templates

ALL SMT
ON ABBA
Keyword
Sheetz



Michelob
ULTRA

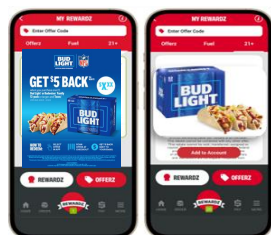


BUSCH
LIGHT LIME
APPROVED
FOR BEER
CAVE
DISPLAY
ALL
SUMMER
LONG

PROGRAM
NOTES

SHEETZ

SUPPORT



- **EXCLUSIVE BUD FAMILY MEAL DEAL AND \$5 OFF (SHEETZ STREET) TACO'S REBATE + EXCLUSIVE BUD LIGHT NFL PEYTON MANNING BANNER ON APP ALL SEASON LONG**
- **8.1.26-12.31.26**
- **HOME DELIVERY ENABLED**
- **EMAIL BLASTS + PUSH NOTIFICATIONS**

Michelob
ULTRA



Please leverage Sheetz market leading PTCs! Take Over the Above Rack Billboard Signage in the Beer Cave! Own the Floor with Store Manager Option Displays w the BUD FAM, ULTRA, AND BUSCH LIGHT!

EDGE



1.

Do you have a **BUD FAMILY 12PK (or larger) DISPLAY WITH \$5 BUD FAM + TACO REBATE** + PTC's executed in the account?



2.

Do you have a **MICH ULTRA 12PK (or larger) DISPLAY WITH PLAY LIKE A PRO SWEEPS OR \$5 BYBE REBATE** + PTC's executed in the account?



3.

Do you have a **BUSCH LIGHT 12PK (or larger) DISPLAY WITH NASCAR SWEEPS OR \$5 BYBE REBATE** + PTC's executed in the account?



4.

Do you have **BUD FAMILY \$5 Taco Rebate** + PTC's executed as Dunnage Signage + Above Rack Billboard sign?



5.

Do you have **ULTRA PLAY LIKE A PRO SWEEPS or \$5 Bybe Rebate** + PTC's executed as Dunnage Signage + Above Rack Billboard sign?



6.

Do you have **BUSCH LIGHT NASCAR SWEEPS or \$5 Bybe Rebate** + PTC's executed as Dunnage Signage + Above Rack Billboard sign?



7.

Do you have a **BEATBOX BIN STACKER IN STORE?**



INBI & EDGE WHOLESALER PERFORMANCE: OH



JUNE EDGE PERFORMANCE

MH Name	Survey Completion	Total Accounts	Total Objectives	Avg Objectives	Achieved	Execution %
BEERCO	100%	3	18	6.00	16	89%
CLASSIC BRANDS	100%	2	12	6.00	4	33%
DAYTON HEIDELBERG MO...	100%	16	96	6.00	71	74%
MATESICH DISTRIBUTING...	100%	6	36	6.00	24	67%
MUXIE DISTRIBUTING CO...	100%	2	12	6.00	11	92%
OHIO BEVERAGE DISTRIB...	97%	38	228	6.00	182	80%
R L LIPTON DISTRIBUTIN...	100%	11	66	6.00	45	68%
THE COLUMBUS DIST CO ...	97%	33	198	6.00	128	65%
Total	98%	116	696	6.00	501	72%

INBI 7.29.26 YTD

Row Labels	Sum of Item in L13W Distro?	Count of Name	% Added	% Missing	INBI Total
OHIO BEVERAGE DISTRIBUTING LLC	280	367	76.3%	23.7%	87
THE COLUMBUS DIST CO INC	164	176	93.2%	6.8%	12
DAYTON HEIDELBERG MORAIN	112	119	94.1%	5.9%	7
DELMAR DISTRIBUTING	70	71	98.6%	1.4%	1
R L LIPTON DISTRIBUTING LLC	63	76	82.9%	17.1%	13
MATESICH DISTRIBUTING CO	62	66	93.9%	6.1%	4
TREU HOUSE OF MUNCH INC	56	61	91.8%	8.2%	5
THE MAPLE CITY ICE CO	55	57	96.5%	3.5%	2
BEERCO	19	21	90.5%	9.5%	2
MUXIE DISTRIBUTING COMPANY	11	13	84.6%	15.4%	2
DAYTON HEIDELBERG COLUMBUS	10	11	90.9%	9.1%	1
CLASSIC BRANDS	4	9	44.4%	55.6%	5
R L LIPTON DISTRIBUTING	3	3	100.0%	0.0%	0
OHIO PRODUCTS DIST CO	1	6	16.7%	83.3%	5
Grand Total	910	1056	86.2%	13.8%	146

Sheetz Reset Rule: If an item gets deleted from a Sheetz set (Bottom 15% of store sales May-Oct prior year), you can't ask for it back for 3 years

- If you don't plan on carrying an item in INBI, please email me with a swap recommendation**

THANK YOU FOR DRIVING SHEETZ & ABI BIG BET EXECUTION!!



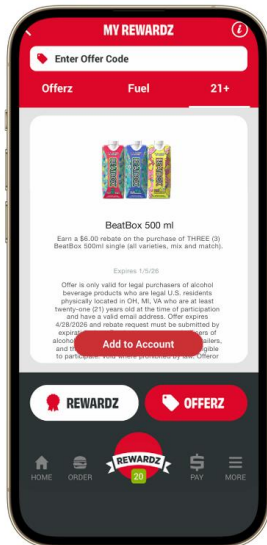
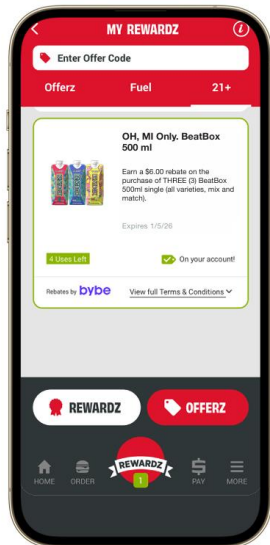
Call To Action

PLACE XTREME SOUR CHERRY ON TOP SHELF OF DISPLAY (In place of Strawberry Kiwi or Coconut Breeze)

10 CASE DISPLAYS AUTHORIZED FOR EACH STORE

BYBE: BUY 3 GET \$6 BACK (OH & MI)

BYBE: BUY 3 GET \$5 BACK (VA)



Flavor Mandates (M) & Authorizations (A)

ALL 500mL skus approved (recommendation for display below)

VP approved in select POG's



BeatBox Soapbox



Program/Planner Activity

RECOMMENDED Placement of Flavors on Display

Shelf 1 (Top): Blue Razz, Fruit Punch, 2026 LTO (2 facings of each)

Shelf 2: Cherry Limeade, Grape

Shelf 3: Orange Blast, Juicy Mango

Shelf 4: Pink Lemonade, Tropical Punch

Shelf 5: Blueberry Lemonade, Hard Tea

Additional Information

Work with Store Managers for placement of bin stackers

“All rewards must be paid via cash or EFT to the wholesaler entity directly and not to individual wholesaler employees. All incentives exclude Michigan.”

***Shelves 2-5 (3 facings of each flavor)**

Any issues? Please reach out to: Patrick Fallon; Sheetz National Account Manager; patrick.fallon@anheuser-busch.com

WHO:

ALL WHOLESALERS CURRENTLY BEATBOX

WHAT:

**RECEIVE \$20 PER STORE FOR EXECUTION OF BEATBOX PERFECT 10
RECEIVE AN EXTRA \$5 BONUS FOR LTO XTREME CHERRY PLACEMENT**

WHEN:

AUGUST 1 – AUGUST 31 2026

WHERE:

ALL SHEETZ STORES (759 OPEN BEATBOX SELLING SHEETZ STORES)

WHY:

**TO MAKE BEATBOX A TOP 15 BRAND FAMILY AT SHEETZ AS A BIN STACKER
DISPLAY!!!**

HOW:

WHOLESALERS WILL RECEIVE 1 TIME EFT INCENTIVE PAYMENT

**RECOMMENDED Placement of BEATBOX
PERFECT 10 + LTO**

**Shelf 1 (Top): Blue Razz, Fruit Punch, 2026 LTO
(2 facings of each)**

Shelf 2: Cherry Limeade, Grape

Shelf 3: Orange Blast, Juicy Mango

Shelf 4: Pink Lemonade, Tropical Punch

Shelf 5: Blueberry Lemonade, Hard Tea

***Shelves 2-5 (3 facings of each flavor)**

“All rewards must be paid via cash or EFT to the wholesaler entity directly and not to individual wholesaler employees. All incentives exclude Michigan.”

SHEETZ SERVICE & PRICING PLAYBOOK

1

SHEETZ HAS A RESTRICTED SALES RULE FOR ALL VENDORS WITH 1X PER WEEK DELIVERY SCHEDULES

PER SHEETZ POLICY, ANY WHOLESALER WITH A 1X PER WEEK DELIVERY SCHEDULE WILL HAVE SEVERELY LIMITED ITEMS IN THE FOLLOWING YEARS RESET. YOU WILL ONLY HAVE YOUR TOP VOLUME SKUs IN THE SET (TO EXPAND DOS DUE TO LIMITED-SERVICE LEVELS).....TO WIN WITH SHEETZ.....PLEASE SERVICE THEM 2X PER WEEK!!!

2

TO ENSURE YOU HAVE THE BEST PTC ON SHEETZ E-COMMERCE (SHEETZ APP + DOOR DASH)...PLEASE SUBMIT YOUR PRICING (FRONT LINE OR PRPTR) AS THE FRONTLINE PRICE IN SHEETZ PRICE BOOK.....SHEETZ E-COM DEFAULTS TO THE FRONTLINE PRICE ON THEIR APP. PLEASE LEAVE THE END DATE OPEN AND RESUBMIT WITH THE NEXT COST CHANGE. THEY REQUIRE 2 WEEK LEAD TIME FOR ALL COST CHANGES.

3

PLEASE MAKE SURE TO SUBMIT ALL YOUR NEW INNOVATION PRICING. PLEASE INCLUDE ALL YOUR STORES WHEN SUBMITTING TO PRICEBOOK (NICK + HEIDI). PLEASE LEAVE THE END DATE OPEN AND RESUBMIT WITH THE NEXT COST CHANGE. THEY REQUIRE 2 WEEK LEAD TIME FOR ALL COST CHANGES AND IT TAKES 2 WEEKS FOR PRICING TO GO INTO EFFECT.

SHEETZ MERCHANDISING PLAYBOOK

1

MERCHANSING PLAYBOOK - SINGLES PRICE TAGS



SHEETZ



CoolerTags - On demand retail point-of-sale materials. Simplified. Shelf Tags, Decals, Case Cards, Wobblers, Shelf Strips



2

MERCHANSING PLAYBOOK - ABOVE RACK BILLBOARDS



SHEETZ



- Targeting a min. 50% of BILLBOARDS IN CAVE; TAKE ALL IF POSSIBLE

3

MERCHANSING PLAYBOOK - UNDER DUNNAGE BANNERS



SHEETZ



<https://www.camelcityposters.com/>

- Targeting a min. 50% of UNDER DUNNAGE BANNERS; TAKE ALL IF POSSIBLE

4

MERCHANDISING PLAYBOOK - DUNNAGE SIGNAGE



SHEETZ



UPDATED CONTACT FOR DUNNAGE MAGNETIC PHOTO FRAMES



SHEETZ REQUEST

- Please use magnetic dunnage sign holders for above dunnage signage
- PLEASE INCLUDE PTC!!!

MERCHANDISING PLAYBOOK - SINGLES PRICE TAGS



SHEETZ



CoolerTags - On demand retail point-of-sale materials. Simplified. Shelf Tags, Decals, Case Cards, Wobblers, Shelf Strips

making custom shelf tags and point-of-sale is as easy as...



CLICK



PRINT



TAG



\$3.99
NEW ITEM
3 Pack 25oz Can



\$6.99
NEW ITEM
3 Pack 25oz Can



\$3.99
NEW ITEM
3 Pack 25oz Can

MERCHANDISING PLAYBOOK – ABOVE RACK BILLBOARDS



- **Targeting a min. 50% of BILLBOARDS IN CAVE; TAKE ALL IF POSSIBLE**

MERCHANDISING PLAYBOOK – UNDER DUNNAGE BANNERS



SHEETZ



<https://www.camelcityposters.com/>

- **Targeting a min. 50% of UNDER DUNNAGE BANNERS;
TAKE ALL IF POSSIBLE**

MERCHANDISING PLAYBOOK – DUNNAGE SIGNAGE



SHEETZ

FREEZ-A-FRAME
A FLEXIBLE MAGNETIC PHOTO FRAME

ORDER FORM/PRICE LIST

Company: _____ Name: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ Email: _____
Credit Card #: _____ Security Code: _____
Name on card: _____

STOCKED ITEMS

QTY	Item #	Description	Price
	30011	12 1/2 x 11 FREEZ-A-FRAME (open)	\$5.95
	30012	12 1/2 x 11 FREEZ-A-FRAME (closed)	\$6.95
	30013	12 1/2 x 11 FREEZ-A-FRAME (closed) - 12 pack	\$69.95

CUSTOMIZED

QTY	Item #	Description	Price
	30014	12 1/2 x 11 FREEZ-A-FRAME with 1 color top (800 30 day open order time max 1000 yards)	\$12.95

TERMS AND CONDITIONS

120000 - Not for sale after credit approval
FREIGHT - FOB Our Warehouse. All prices include freight.
CLAIMS - Claims for damage in transit must be made within 10 days of receipt of merchandise. We reserve the right to charge prices without notice.

HOWARD PACKAGING CORP
P.O. Box 1000, Marietta, Ohio 45750
Phone: 800.258.0991 • Fax: 614.375.1000 • Email: info@magnummagnetics.com
Visit our website: www.freezeframe.com

UPDATED CONTACT FOR DUNNAGE MAGNETIC PHOTO FRAMES

800.258.0991

sales@magnummagnetics.com



801 Masonic Park Road | Marietta, Ohio 45750



SHEETZ REQUEST

- Please use magnetic dunnage sign holders for above dunnage signage
- PLEASE INCLUDE PTC!!!



Anheuser-Busch



**THANK YOU FOR
YOUR SUPPORT!!!**

CHEERS!

