

Alcoholic Beverages

PROMO PLAYBOOK

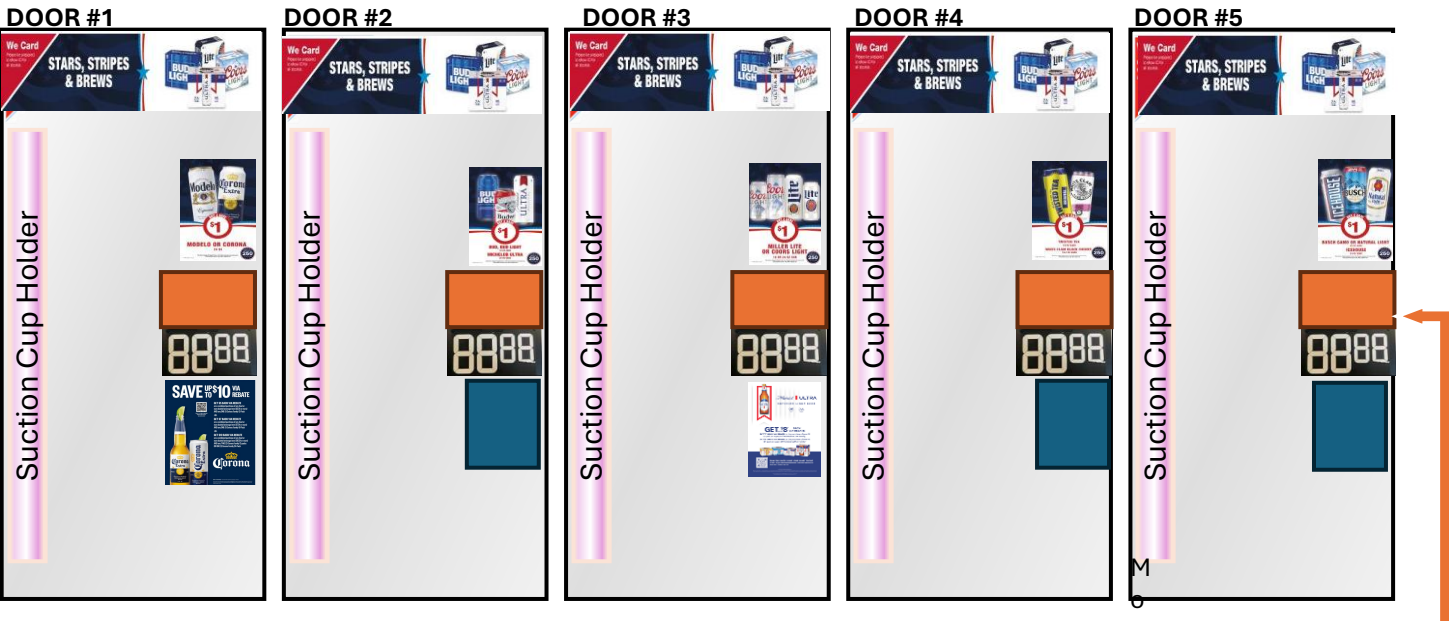
P4 '26: 7/8 – 9/1



NOTICE: This document contains confidential and proprietary information intended for internal use by CrossAmerica Partners and its affiliates. Do not copy, share, or distribute without prior authorization.

Beer Door Signage Placement

Beer Door Signage

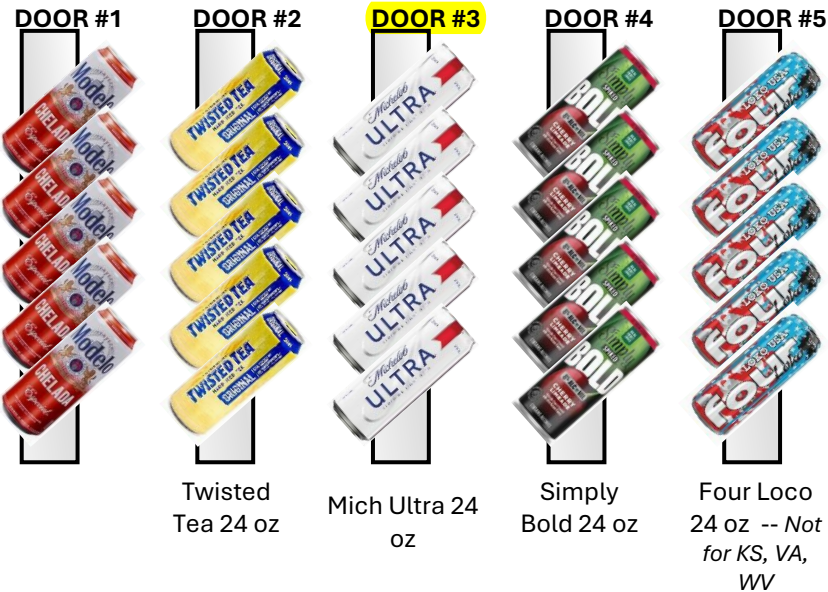


MERCHANDISING INSTRUCTIONS

- We Card Decal has been incorporated into the new cooler door header.
- Singles strategy for states that we do 2 for deals
- Crazy 8 Door Pricer: 1 per door. Hang at the handle, **Outside** facing out (hardware and updated inserts from GSP)
- Vertical suction cups along the hinge. (Wholesaler provided); 2for pricing on suction cup.



Suction Cup Planograms



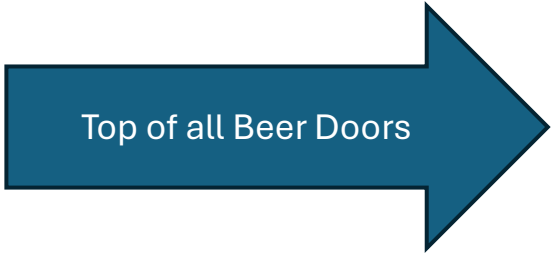
BEER VAULT SIGNAGE STANDARD

To maintain a clean, consistent, and brand-right look, **only approved promotional materials** listed below may be displayed on beer doors. No other signage, decals, or promotional materials are permitted.

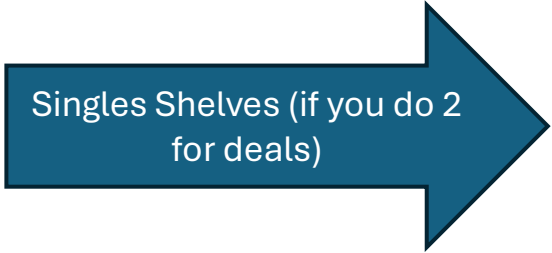
YELLOW HIGHLIGHTED ITEMS = NEW IN SITES POP KIT

BLUE HIGHLIGHTED ITEMS = KEEP UP/CURRENT POP

Beer Door Signage Placement (What's New)



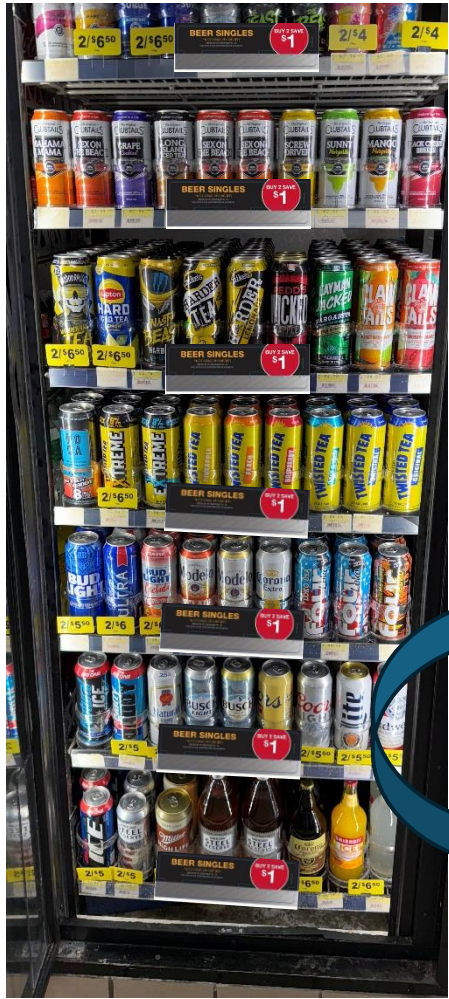
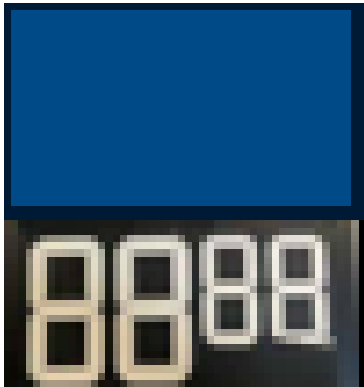
Top of all Beer Doors



Singles Shelves (if you do 2 for deals)



New inserts and if you don't have this, please reorder from GSP



FRONT



BACK



We created one cooler insert (double sides in case we need to adjust).
The value promo should not be used to begin P4.

Authorized Secondary Beer Cooler Door Statics (delivered by Wholesaler)

Case card example

BORN IN THE ROCKIES



SAVE UP TO \$8.00 AFTER REBATE

BUY	RECEIVE
ONE (1) 12-pack	\$6.00
ONE (1) 15- or 18-pack	\$7.00
ONE (1) 24-pack or larger	\$8.00

*Coors Light® or Coors® Banquet.



SCAN FOR DETAILS & TO REDEEM

SAVE UP TO \$10 VIA REBATE



GET \$5 BACK VIA REBATE on a combined purchase of any food or non-alcoholic beverage item (\$5.01 or more) AND any ONE (1) Corona Family 12-Pack

-OR-

GET \$7 BACK VIA REBATE on a combined purchase of any food or non-alcoholic beverage item (\$7.01 or more) AND any ONE (1) Corona Family 18-Pack

-OR-

GET \$10 BACK VIA REBATE on a combined purchase of any food or non-alcoholic beverage item (\$10.01 or more) AND any TWO (2) Corona Family 12-packs OR ONE (1) Corona Family 24-Pack



Yuengling 

EARN \$15 BACK

WHEN YOU PURCHASE ONE (1) YUENGLING 12PK OR LARGER AND FUEL



MINIMUM FUEL PURCHASE OF \$15.00 REQUIRED



To submit your receipt, scan the QR code 7/1/2026 TO 9/7/2026

©2026 D.C. Yuengling & Son Inc. Pittsburgh, PA 15101. Enjoy Responsibly.

GET \$3

CASH BACK VIA PAYPAL OR VENMO

WHEN YOU PURCHASE ANY (2) 24oz CANS OF TWISTED TEA*



SCAN TO SAVE

Buy 2, Get \$4 Cash Back

(AFTER REBATE)



NEW FLAVOR
strawberry daiquiri

OFFER VALID ON ANY 2 FOUR LOKO 23.5OZ CANS

8.88 EACH +TAX



SCAN TO REDEEM

Michelob ULTRA 

OFFICIAL BEER SPONSOR OF TEAM USA



\$15.99 regular

-\$5.00* REBATE

\$10.99 final price



SCAN THIS CODE USING YOUR SMART PHONE or visit <https://www.mylaborrebate.com/#/AB-972883301>

VALID DATES: 8/1/2026 - 8/31/2026

SAVE 25¢ PER GALLON*

on fuel with the purchase of any one 12-pk or larger of Corona Extra or Modelo Especial.

*Max savings of \$5.00 in form of PayPal or Venmo payout.



SCAN THIS CODE USING YOUR SMART PHONE or visit <https://www.coronarebate.com> and enter offer: 5402030

CAN BE REDEEMED UP TO 6 TIMES PER HOUSEHOLD

States: AZ, AK, CA, CO, CT, DC, DE, FL, GA, IA, ID, IL, KS, KY, MD, MI, MS, MT, ND, NE, NH, NM, NV, NY, **OH***, OK, OR, PA*, RI, SC*, SD, TN, VA*, VT, WA*, WI & WY. *Rebate savings on beer

Michelob ULTRA

SUPERIOR LIGHT BEER

95 CANS | 2.6 CANS

GET \$8* BACK

UP TO \$8 VIA REBATE

GET \$7* BACK VIA REBATE on the purchase of one (1) 12-pack or 18-pack of Michelob ULTRA® Family.

GET \$8* BACK VIA REBATE on the purchase of one (1) 24-pack or larger of Michelob ULTRA® Family.



SCAN THIS CODE USING YOUR SMART PHONE or visit <https://www.mylaborrebate.com/#/AB-967182970>

VALID DATES: 12/28/25 - 01/11/26

Authorized Secondary Beer Cooler Door Statics (delivered by Wholesaler)



GRILL FOR AMERICA

GET \$10⁺ BACK VIA REBATE
on the purchase of one (1) Bud Light[®] or Budweiser[®] 24-pack or larger.

SCAN THIS CODE USING YOUR SMART PHONE
or visit <https://www.budweiser.com/US/85374>

R1 STATES: CT, NY
PROJECT #: 85374
SKU: Large Packs
DESCRIPTION: 2026 Bud
Family Up to \$10 Rebate.
DATES: 5/31-9/10



Michelob[®] ULTRA
SUPERIOR LIGHT BEER

95 | 2.6

GET \$8⁺ BACK VIA REBATE
on the purchase of one (1) 18-pack or 18-packs of Michelob Ultra Family.
or GET \$8⁺ BACK VIA REBATE on the purchase of one (1) 24-pack or larger of Michelob Ultra Family.

SCAN THIS CODE USING YOUR SMART PHONE
or visit <https://www.michelob.com/US/82970>

R1 STATES: CT, NY
PROJECT #: 82970
SKU: 12 pk, 18 pk, 24 pk
or larger
DESCRIPTION: 2026
Ultra Get up to a \$8
Rebate
DATES: 1/1 – 12/31



HEAD FOR THE MOUNTAINS

GET \$2⁺ BACK VIA REBATE
on the purchase of two (2) Busch[®] Family 16 oz. Singles.

SCAN THIS CODE USING YOUR SMART PHONE
or visit <https://www.busch.com/US/84499>

R1 STATES: CT, DE, MD, MA, NH,
NJ, NY, PA, RI, VT, VA, DC.
PROJECT #: 84499
SKU: 16 Oz Can
DESCRIPTION: 2026 Busch Light
Up to \$2 Rebate.
DATES: 5/1-8/31



HEAD FOR THE MOUNTAINS

GET \$4⁺ BACK VIA REBATE
on the purchase of one (1) Busch[®] Family 12-pack or larger.

SCAN THIS CODE USING YOUR SMART PHONE
or visit <https://www.busch.com/US/84503>

R1 STATES: CT, DE, MD, MA, NH,
NJ, NY, PA, RI, VT, VA, DC.
PROJECT #: 84503
SKU: 12 Pk or Larger
DESCRIPTION: 2026 Busch Light
\$4 Rebate.
DATES: 5/1-8/31



STOCK THE COOLER WITH SUMMER CLASSICS

ONLINE REBATE • PURCHASE MUST OCCUR BETWEEN 5/1/26 – 9/30/26

SAVE \$8.00 AFTER REBATE
on ONE (1) 12-pack or larger of Coors Light[®], Coors[®] Banquet, Miller Lite[®], Miller Genuine Draft[®] or Miller Extra Light[®] (12 oz. or larger bottles or cans) WITH the purchase of ANY TWO (2) BAGS OF ICE (minimum \$6.00 purchase).

SCAN FOR DETAILS & TO REDEEM

CELEBRATE RESPONSIBLY

FL, NY, SC, TN



STOCK THE COOLER WITH SUMMER CLASSICS

ONLINE REBATE • PURCHASE MUST OCCUR BETWEEN 5/1/26 – 9/30/26

SAVE \$3.00 AFTER REBATE
on ANY TWO (2) BAGS OF ICE (minimum \$6.00 purchase).
— Compliments of Coors Light[®] and Miller Lite[®]. —

SCAN FOR DETAILS & TO REDEEM

CELEBRATE RESPONSIBLY

NC

Cooler Door Static
(under Crazy 8's)

Fuel Rebate

Cooler Door Static
(under Crazy 8's)

Yuengling 250
AMERICA'S OLDEST BREWERY

EARN \$15 BACK
WHEN YOU PURCHASE ONE (1) YUENGLING
12PK OR LARGER AND FUEL

MINIMUM FUEL PURCHASE
OF \$15.00 REQUIRED



To submit your receipt,
scan the QR code
7/1/2026 TO 9/7/2026

©2026 D.G. Yuengling & Son Inc. Pottsville, PA 17857. Enjoy Responsibly.

Yuengling AMERICA'S OLDEST BREWERY

FUEL GIVEAWAY

CELEBRATING
AMERICA'S 250TH ANNIVERSARY

THANK YOU FOR FUELING AMERICA EVERY DAY!

Happy Birthday AMERICA

250 YEARS OF BREWING. 250 YEARS OF AMERICA.
PROUD TO FUEL THE JOURNEY.

CAP CROSSAMERICA PARTNERS
FUELING COMMUNITIES.
DRIVING AMERICA FORWARD.



Yuengling 250
AMERICA'S OLDEST BREWERY

EARN \$12 BACK
WHEN YOU PURCHASE ONE (1) YUENGLING
12PK OR LARGER AND FUEL

MINIMUM FUEL PURCHASE
OF \$12.00 REQUIRED



To submit your receipt,
scan the QR code
7/1/2026 TO 9/7/2026

©2026 D.G. Yuengling & Son Inc. Pottsville, PA 17857. Enjoy Responsibly.

Yuengling 250
AMERICA'S OLDEST BREWERY

EARN \$7 BACK
WHEN YOU PURCHASE ONE (1) YUENGLING
12PK OR LARGER AND FUEL

MINIMUM FUEL PURCHASE
OF \$7.00 REQUIRED



To submit your receipt,
scan the QR code
7/1/2026 TO 9/7/2026

©2026 D.G. Yuengling & Son Inc. Pottsville, PA 17857. Enjoy Responsibly.

Case Card

Case Card

Yuengling 250
AMERICA'S OLDEST BREWERY

EARN \$15 BACK
WHEN YOU PURCHASE ONE (1) YUENGLING
12PK OR LARGER AND FUEL

MINIMUM FUEL PURCHASE
OF \$15.00 REQUIRED



To submit your receipt,
scan the QR code
7/1/2026 TO 9/7/2026

©2026 D.G. Yuengling & Son Inc. Pottsville, PA 17857. Enjoy Responsibly.

Yuengling 250
AMERICA'S OLDEST BREWERY

EARN \$12 BACK
WHEN YOU PURCHASE ONE (1) YUENGLING
12PK OR LARGER AND FUEL

MINIMUM FUEL PURCHASE
OF \$12.00 REQUIRED



To submit your receipt,
scan the QR code
7/1/2026 TO 9/7/2026

©2026 D.G. Yuengling & Son Inc. Pottsville, PA 17857. Enjoy Responsibly.

Yuengling 250
AMERICA'S OLDEST BREWERY

EARN \$7 BACK
WHEN YOU PURCHASE ONE (1) YUENGLING
12PK OR LARGER AND FUEL

MINIMUM FUEL PURCHASE
OF \$7.00 REQUIRED



To submit your receipt,
scan the QR code
7/1/2026 TO 9/7/2026

©2026 D.G. Yuengling & Son Inc. Pottsville, PA 17857. Enjoy Responsibly.

Only in FL, KY, SC
Save \$15

Only VA Save \$7 &
OH \$12

Yuengling \$15 Gas Rebate (July - Aug)

Yuengling

Yuengling Summer Road Trip Gas Rebate

❑ **Timing:** July – Aug

❑ **Offer Details:**

- ✓ Get \$15 Back when you buy One (1) 12pk or larger of Yuengling and Fuel (Min \$15.01 or more of Fuel)
- ✓ Lager, Light Lager, and Flight (B&C + 12oz & 16oz)
- ✓ Offer redeemed via QR code on display card, static cling and shelf wobbler
- ✓ Valid States: FL, OH, MI, GA, KY, TN, SC, MS, VA (\$7)

❑ **Display Package:** 12pk 12oz Cans

- ✓ Limited Edition Package Celebrating America's 25th Anniversary

❑ **Benefits:**

- ✓ Drive pump to store conversions
- ✓ Provides added value for Shoppers
- ✓ Yuengling Brands deliver a 25% sales lift when featured with a display



Display Cards/Static Clings/Shelf Wobbler



Offer Valid with Purchase of Any Yuengling 12pk and Fuel (Can or Bottle / 12 or 16oz)



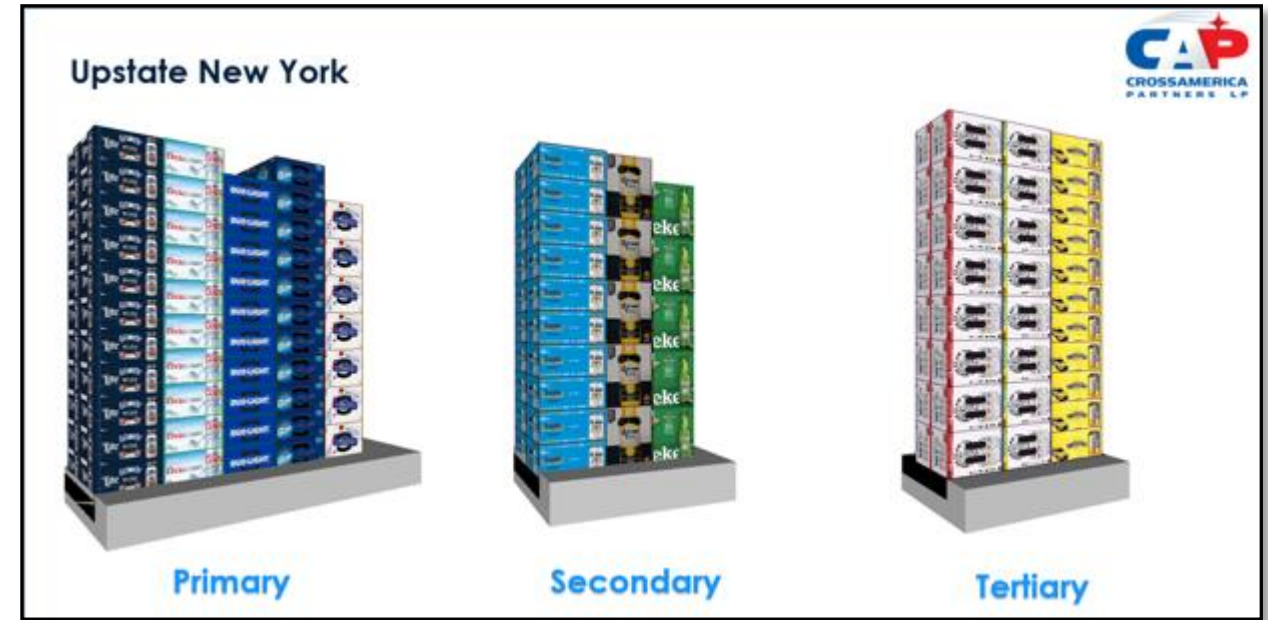
Beer – Warm Displays

Purpose of the Display Program

- Highlight priority brands and **products that move the needle**.
- Deliver **consistency** across all stores with clean, impactful displays.
- Drive **incremental sales** through strategic placement and pricing.

Display Best Practices

- Maintain **full, clean, and well-stocked** displays at all times.
- Ensure all items are **clearly priced and signed** according to the current promotional period.
- Place displays only in **approved, high-traffic areas** that do not obstruct guest movement, exits, or ADA-required pathways.
- **Maintain a minimum 36-inch aisle clearance** around all displays to ensure accessibility and safety.
- Displays must remain **accessible, stable, and compliant** with ADA standards.



Innovation Display Examples

Apple



Beer – Approved Warm Displays

Display Priority - Wholesalers should provide Case Cards for all items displayed					
State	Primary Display	Secondary Display	Tertiary Display	Innovation Display	
Upstate NY	Miller Lite/Coors Lt/Labatt/Bud Lt 12pk cn, Ultra 12pk cn	Corona/Modelo 12pk, Heineken 12pk	White Claw 12pks, Twisted Tea 12pks	Busch Light Lime, Buzzballs, Beatbox, Bootlegger	Noca 12pks, Gennessee Kolsch, Fireball, Big Sipz
Metro NY	Corona/Modelo 12pk, Heineken 12pk	Miller Lite/Coors Lt/Bud Lt/Ultra 12pk cn	White Claw 12pks, Twisted Tea 12pks	Busch Light Lime, Buzzballs, Beatbox, Bootlegger	Noca 12pks, Fireball, Big Sipz
PA	Miller Lite/Coors Lt/Bud Lt/Ultra 15pk cn, Yuengling 12pk cn	Corona/Modelo 12pk, Heineken 12pk	White Claw 12pks, Twisted Tea 12pks	Busch Light Lime, Buzzballs, Beatbox, Bootlegger	Noca 12pks, Fireball, Big Sipz
OH	Busch Lt 18pks, Miller Lite/Coors Lt/Ultra 12pk cn 12pk cn	Corona/Modelo 12pk, Heineken 12pk	White Claw 12pks, Twisted Tea 12pks	Busch Light Lime, Cincy Light Lime, Suncruiser, Beatbox, Bootlegger	Noca 12pks, Fireball, Smirnoff Shorties, Buzzballz, Big Sipz
TN	Miller Lite/Coors Lt/Bud Lt/Ultra 12pk cn	Corona/Modelo 12pk, Heineken 12pk	White Claw 12pks, Twisted Tea 12pks	Busch Light Lime, Beatbox, Bootlegger	Noca 12pks, Fireball, Big Sipz
WV	Miller Lite/Coors Lt/Bud Lt/Ultra 12pk cn	Corona/Modelo 12pk, Heineken 12pk	White Claw 12pks, Twisted Tea 12pks	Busch Light Lime, Buzzballs, Beatbox, Bootlegger	Fireball, Big Sipz
VA	Miller Lite/Coors Lt/Bud Lt/Ultra 12pk cn	Corona/Modelo 12pk, Heineken 12pk	White Claw 12pks, Twisted Tea 12pks	Busch Light Lime, Suncruiser, Buzzballs, Beatbox, Bootlegger	Noca 12pks, Fireball, Smirnoff Shorties, Big Sipz
NC	Miller Lite/Coors Lt/Bud Lt/Ultra 12pk cn	Corona/Modelo 12pk, Heineken 12pk	White Claw 12pks, Twisted Tea 12pks	Busch Light Lime, Buzzballs, Beatbox, Bootlegger	Noca 12pks, Fireball, Big Sipz
SC	Miller Lite/Coors Lt/Bud Lt/Ultra 12pk cn	Corona/Modelo 12pk, Heineken 12pk	White Claw 12pks, Twisted Tea 12pks	Busch Light Lime, Buzzballs, Beatbox, Bootlegger	Noca 12pks, Fireball, Big Sipz
MA	Bud Lt 12/30pk cans/Ultra 12pk cn, Miller Lite/Coors Lt 12pk cn	Corona/Modelo 12pk, Heineken 12pk	White Claw 12pks, Twisted Tea 12pks	Busch Light Lime, Buzzballs, Beatbox, Bootlegger	Noca 12pks, Fireball, Big Sipz
TX	Corona/Modelo 12pk, Heineken 12pk, Ultra 12pk	Ultra/Bud Lt/Miller Lite/Coors Lt 12pk cn	White Claw 12pks, Twisted Tea 12pks	Busch Light Lime, Buzzballs, Beatbox, Bootlegger	Noca 12pks, Fireball, Big Sipz
KS	Ultra 24pk, Bud Lt, Miller Lite/Coors Lt 24pks	Corona/Modelo 12pk, Heineken 12pk	White Claw 12pks, Twisted Tea 12pks	Busch Light Lime,	
KY	Ultra 12pk, Bud Lt, Miller Lite/Coors Lt 24pks	Corona/Modelo 12pk, Heineken 12pk	White Claw 12pks, Twisted Tea 12pks	Busch Light Lime, Beatbox, Bootlegger	
FL	Corona/Modelo 12pk, Heineken 12pk	Miller Lite/Coors Lt/Bud Lt 18pk cn/Ultra 12pk cn	White Claw 12pks, Twisted Tea 12pks	Busch Light Lime, Suncruiser, Buzzballs, Beatbox, Bootlegger	Noca 12pks, Fireball, Big Sipz
WI	Busch Lt 30pk, Miller Lite/Coors Lt/Bud Lt 24pk cn, Ultra 12pk cn	Corona/Modelo 12pk, Heineken 12pk	White Claw 12pks, Twisted Tea 12pks	Busch Light Lime, Suncruiser, Buzzballs, Beatbox, Bootlegger	Noca 12pks, Fireball, Big Sipz
Notes:	Wholesalers should provide Case Cards with price for all items displayed.				