

P5: Beer



Why Beer?

Win or Lose, We Booze!

- Fall football has the **largest live-sports audience** in the U.S
- Football drives **more drinking occasions** – tailgates, watch parties, backyard grilling
- NFL + College football create **3-4 drinking occasions per week!**
 - *Thursday – Monday games drive repeat consumption*
- **1/3** of NFL fans start drinking 2 hours before kickoff driving **increased consumption**
- *Premium Brands like Bud Light will have LTO packaging for sponsored teams*

Key Days / Holidays

- Labor Day: Sept 7th
- College Football (NCAA) & NFL: September-December



Promotions

Loyalty – Big Bet:

- **\$2 Off Premium Beer 18-pack Cans**
 - Bud Light, Budweiser, Coors Light, Coors Banquet, Miller Lite,
- Offer Fully Funded at Retail: GP% Improves for each pack sold on promo

Loyalty Secondary Offers:

- Heineken 0.0 Sampling Program is back! Extended P4 - P6

Call to Action

- Stock the Vault 2x daily
- Cycle Counts
- 2for Red Tag and Display Execution
- Shelf Sequencing & Minimums
- Innovation – Mark as carried!
- RTD Stores mark Surfside as carried

Financials and Forecast

	EDV 18 PACK BEER	\$2 OFF WITH LOYALTY
Retail	\$21.99	\$19.99
Cost	\$17.60	\$17.60
Funding	\$0.00	\$2.00
\$GP / GP%	\$4.39 / 20%	\$4.39 / 22%



Best in Class Execution

Small



Medium



Large



Stacker



- Ensure POP is clearly visible & includes pricing
- Execute displays to build inventory & improve efficiency in understaffed stores.
- Build Endcaps with your top 4 to 5 Multi-packs on offer!

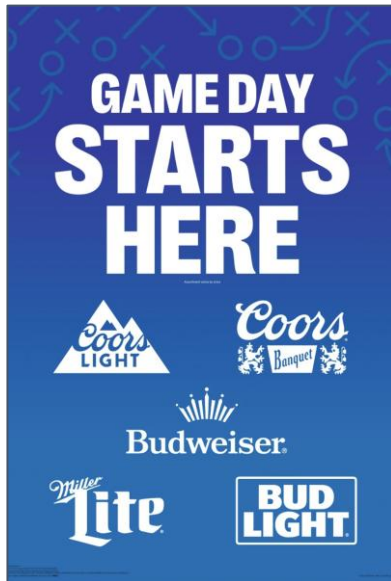
BEER P5 PROMOTIONS

BIG BET: LOYALTY OFFER

\$2 OFF PREMIUM BEER 18-PACKS

- ❑ **Promo Dates:** 8/26 – 10/27
- ❑ **Brands Included:** Coors Light, Coors Banquet, Budweiser, Bud Light, Miller Lite
- ❑ **Funding:** Fully Funded at Retail!
- ❑ **Markets Included:** AZ, CA, CO, FL, GA, ID, IL, KS, KY, LA, MI, NV, NH, NM, NY, NC, OK, OH, OR, SC, TN, TX, UT, VT, VA, WI, WA
- ❑ **Changes from Big Bet due to Regionality**
 - ❑ MI: \$2.00 Off Premium Beer 15 Packs
 - ❑ IL: \$2:00 Off Premium Beer 24, 15, & 12 Packs (Funded State)

MARKET	DESCRIPTION	RIS SLIN	PDI ITEM
TOTAL US: AZ, CA, CO, FL, GA, ID, IL, KS, KY, LA, MI, NV, NH, NM, NY, NC, OK, OH, OR, SC, TN, TX, UT, VT, VA, WI, WA	Coors Lt 18pk 12z Cn	100504	7695-18
	Coors Banquet 18pk 12z Cn	100357	7693-18
	Miller Lt 18pk 12z Cn	100485	7723-18
	Bud 18pk 12zCn	100029	21844-18
	Bud Lt 18pk 12zCn	100052	7655-18



Window Banner & Windmaster
Select Markets will include Surfside



Case Cards



Shelf Tags

P5: Wine & Spirits



Why Wine & Spirits?

Driving Celebration with Wine & Spirits!

- Kick off P5 with great sporting events & RTD 8 Packs make great tailgating drinks, \$ & U **+50%** vs. PY!
- Did you know? **165M-225M** RTD cans are consumed during Sept. & Oct!

October kicks off Wine & Spirit's biggest selling season: Holidays!

- October is peak for: last-minute tailgates, Halloween & holiday entertaining
- W&S Oct '25 \$ & U = **+20%** vs. '24! Halloween '25 Trips = **+40%** vs. '24
- Holiday pre-books shipping to stores during October = **20** LTOs across W&S

Key Days / Holidays:

1. Labor Day: Monday, Sept. 7th
2. College Football (NCAA) & NFL: September-December

Promotions

Wine Loyalty: \$2 off Select 750ml Wine (*Varies by State*), \$2 BeatBox 500ml (*Dollar Days – IL Only*)

RTD Loyalty: \$5 off RTD 8 Packs *Select States*

Liquor Loyalty: \$2 off Select Liquor 375ml

Other: Everyday Singles 2for Value within Wine, Spirits & RTDs

Call to Action

- Execute Clean Wine & Spirits Category Schematics
- Cycle Count, Shelf Sequencing, Check minimums
- 2for Red Tag & Display Execution
- Innovation – Mark as Carried

Financials & Forecast

	750ml Wine	RTD 8 Packs
Retail	\$14.99	\$20.99
Cost Avg	\$10.11	\$15.17
Funding	\$2.00	\$2.00
\$GP / GP%	\$3.88 / 38%	\$5.82 / 31%



Marketing & Keys to Success

Wine



RTDs



- Execute displays to add inventory & improve efficiency in understaffed stores.
- Ensure POP is clearly visible & calls out pricing.

READY TO DRINK P5 PROMOTIONS

Ready To Drink BIG BET OFFER : \$5 off RTD 8PKS!!!!!!!

- Ready to Drink Cocktails are the fastest growing category in convenience!
- RTD 8Pks Drive 54% of Total Ready to Drink Cocktails Sales
- Sales Dollars +71% (+\$5.7M) LY / Units +71% / Trips +68% Potential APSD \$50



- ☐ **Brands Included** : Surfside, Super Lyte, NuTRL, Sun Cruiser, High Noon, Long Drink, Jose Cuervo, Carbliss
- ☐ **Promo Funding**: Offer is Fully Funded at Retail
- ☐ **POP**: Small Shelf Tag
- States included in the offer:**
 - ☐ **Surfside, Super Lyte, Nutrl, Sun Cruiser, & High Noon**: AZ, IL, NV, FL, WI, MI, & VA : \$5 off
 - ☐ **Long Drink**: AZ, IL, NV: \$5 off
 - ☐ **BYBE: Nutrl, Jose Cuervo, Surfside, Super Lyte, Sun Cruiser**: OH \$ off Varies by Brand

Item	SLIN	PDI #
NUTRL Cranberry VP 8pk12zCnBx	109450	129797
NUTRL VodkaHSVtySlim8p12zCnBx	107293	115778
NUTRLVodkaSlitzLemndVty8p12zC	103885	148651
NEW NuTRL Fruit VP2 8 Pack 12oz Cans	601515	148713
SunCrsrIcedTeaVdkaVar8pk12zBx	100027	135053
NEW SunCruiserVdkLemonadeVty8p12zC	601771	140242
SurfsideLemonadeVty8pk12zCnBx	107894	131561
SurfsideStarterPack8pk12zCnBx	100962	135067
NEW Surfside Half & Half 8pk 12z Cn	602439	149772
NEW ISO ALC BEVERAGE Super Lyte 8pk 12z Cn	602513	TBD
Lucky One 8pk 12z Cn	601767	142483
NEW Jose Cuervo Sparkling 8pk12zCn	601500	148726
Long Drink 8pk 12z Cn	109496	129794

WINE & SPIRITS 2FOR PROMOTIONS

Wine 2FORs

- ☐ **In-Store Offer:** 2/\$X
- ☐ **In-Store Offer Dates:** 1/1/2026 – 1/5/2027
- ☐ **Brands:** Yosemite Road, BuzzBallz, Beat Box, Monaco, Plot + Point, Super Sipz
- ☐ **States:** National Wine States
- ☐ **POP:** Red Shelf - Tag Insert
- ☐ **Why 2/\$X?**
 - ☐ **Higher GP% On 2/\$X vs. EVD**
 - ☐ **Drive Repeat Visits**
 - ☐ **Makes 7-Eleven a Singles purchase destination!**

Store Actions:

- ☐ Check the “In-Store Promotions” Tab in the ISP & Mark these offers for participation
- ☐ Mark promotional items as “carry”
- ☐ Place applicable Red Tag POP (POP will be included in P1 kits)



Brand	Promo
Yosemite 750ml	2/\$10
BeatBox 500ml	2/\$8
Super Sipz 500ml	2/\$7
BuzzBallz 187ml, 200ml or 6.5oz	2/\$7
Plot + Point 500ml	2/\$7

