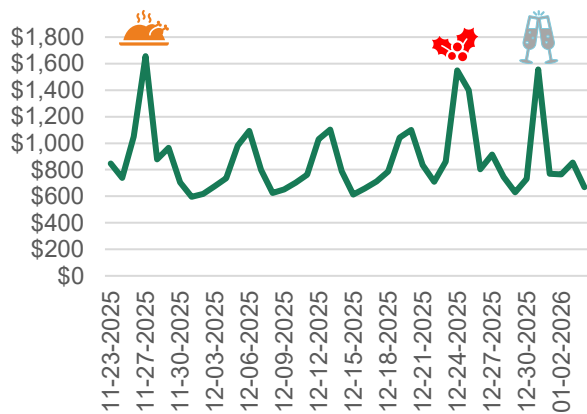


P6 2026 | Alcohol Store Success Execution Guide

Category Strategy Intent: Position 7-Eleven as the destination for holiday occasions by providing convenient alcohol beverages that meet consumers' increased demand for entertaining, celebrations and gifting, driving incremental trips, larger baskets, and profitability.

Alcohol Keys to Success

Alcohol APSD Sales Dollars



Keys to Success

- Increase **minimums** ahead of holidays and peak weekends
- Execute **2FOR Red Tags** for Beer, Wine and Spirits in the vault
- Execute impactful Holiday **Displays** for Seasonal LTO programming
 - Alcohol Holiday Prebooks Displays/LTO Innovation
- **Cycle Count & Shelf Sequence**

Displays | Innovation

Driving Celebration with Alcohol!

- **44%** of Holiday Shoppers plan to purchase Alcohol during the Holiday season
- Customers spend **3X** more on Wine during the holiday season!
- **Q4** Wine and Spirits drove **+\$13M** vs PY
- Sparkling Wine sees **20%** of its annual consumption during December



Promotions

Beer Loyalty:

- **\$2 Off Select Import 12-packs** (regionally relevant)
 - Brands: Modelo Especial, Corona Extra, Pacifico, Heineken, Dos Equis and Victoria
- **\$2 off Premium 18-packs** (regionally relevant)
 - Brands: Bud Lt, Budweiser, Coors Lt, Coors Banquet and Miller Lt

Wine, Liquor, and RTD Loyalty:

- **3/\$10 Single Serve Wine BeatBox & BuzzBallz**
 - Inclusive of all bases – wine, malt & spirit
- **\$5 off Ready To Drink 8pks** – *Select States (AZ, FL, IL, NV, WI, MI, & VA)*
 - **Brands:** Surfside, Sun Cruiser &, Nutri
- **\$3 Off Select Liquor 750mls**
 - **Brands:** Jose Cuervo, Svedka, Fireball, etc..

Instore:

- **Single Beer 2FOR**
 - Singles = #1 Traffic Driver & Highest GP% Category
- **Wine & RTD 2FOR**
 - Wine 2fors = Avg 50% units sold on promo
 - NEW 12z RTD Singles – High Noon, Surfside, Monaco & Cutwater

BEER P6 PROMOTIONS

BEER VENDOR FUNDED OFFERS



OFFER	STATES
Participation in P6 National Offer \$2.00 OFF Import 12pk Cn	AZ, IL, OH, NV, WI (\$1 off)
\$5 off Twisted Tea 12pks	AZ, IL, OH, NV
\$2 off When You Buy (2) Twisted Tea 24oz Cans	OH
\$2 off 18pks Cans - Coors Lt, Coors, Miller Lt	AZ, NV, WI, OH (\$5 off)
\$2 off 24pks Cans – Coors Lt, Miller Lt	IL
\$2 off Michelob Ultra 18pk 12oz or Cans or Bottles	AZ, IL, NV, WI, OH
\$5 off Michelob Ultra 24pk & 30pk Cans	OH
\$2 off Bud or Bud Light 18pk 12oz Cans or Bottles	AZ, IL, NV, WI
\$5 off Bud or Bud Light 24pk 12oz Cans or Bottles	OH
\$2 off Stella Artois 12pk 12oz Cans or Bottles	AZ, IL, NV, WI, OH (\$5 off)
\$2.50 off Guinness 4pk & 6pk	AZ, NV
\$5 off Truly 12pk 12oz Cans	AZ, IL, OH, NV
\$5 OFF White Claw 12pk (VP1, VP2, VP3) + WC Surge 12pk	AZ, IL, OH, NV, WI (\$2 off)
\$2 off Heineken or Dos Equis 12pk Cans or Bottles	AZ, IL, OH, NV
Heineken 0.0 12oz Bottles Sampling Program	AZ, IL, OH, NV

WINE P6 PROMOTIONS

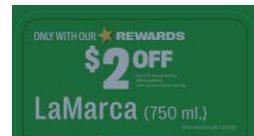
WINE BIG BET OFFERS

National: \$2 Off Select 750ml Wine

- ☐ **Offer:** \$2 Off Select 750ml Wine
- ☐ **Dates:** 10/28/26 – 1/5/27
- ☐ **Brands Included :** Lamarca, Josh Cellars, Apothic & more (Chart Below)
- ☐ **Promo Funding:** Offer is Fully Funded at Retail
- ☐ **POP:** Small Shelf Tag

States included in the offer:

- ☐ AZ, CA, CO, FL, GA, ID, IL LA, MI, NC, NH, NM, NV OK, OR, SC, TN, TX, VA, VT, WA, WI



Offer Name	States
\$2 off Lamarca 750ml	AZ, CA, CO, FL, GA, ID, IL, LA, MI, NC, NV, OK, OR, SC, TN, TX, VA, VT, WA, WI
\$2 off Apothic 750ml	AZ, CO, FL, GA, ID, IL, LA, MI, NH, NM, NV, OK, SC, TN, VA, VT, WA, WI
\$2 off Josh Cellars 750ml	AZ, CA, CO, FL, GA, ID, IL, LA, NC, NM, NV, OK, SC, TX, VT, WA, WI
\$2 off Menage a Trois 750ml	AZ, CA, MI, NM, NV, OR, TX, VA
\$2 off Sutter Home 4 Packs	CA, FL, NH, NV, OR, TX
\$2 off XXL 750ml	NC, VA
\$2 off Matua Sauv Blanc 750ml	CO
\$2 off Bandit 1L	OR, WA

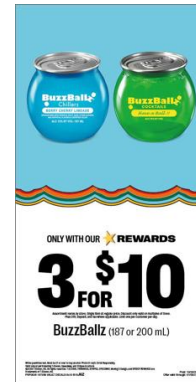
National: 3/\$10 BeatBox & 3/\$10 BuzzBallz

- ☐ **Offer:** 3/\$10 Beat Box 500ml & 3/\$10 BuzzBallz
 - ☐ 2/\$6 AZ, FL, IL, NV & WI
- ☐ **Dates:** 10/28/26 – 1/5/27
- ☐ **Brands Included:** All BeatBox 500ml / BuzzBallz 187/200/6.5ml
- ☐ **Promo Funding:** Offer is Fully Funded at Retail
- ☐ **POP:**
 - ☐ Vault Cling
 - ☐ Case Card
 - ☐ Shelf Tag

Key Items

Item Name	Slin
BUZZBALLZBERRYCHRRYLIMEAD187ML	107794
BUZZBALLZPINKLEMONSQUEEZY187ML	601750
BUZZBALLZ CHILLERS LMRITA187ML	108623
BUZZBALLZ CHILLER CHOCO 187ML	103678
BUZZBALLZ CHILLRS STRWBRY187ML	107379
BUZZBALLZCHILLERSGRPGNWLD187ML	601440
BUZZBALLZ CHILLRSSOURAPPL187ML	102000
BUZZBALLZ CHILLERS PEACH 187ML	105117
BUZZBALLZ CHILLERSCRNBRRY187ML	101580
BUZZBALLZ CHILLERSWATRMLN187ML	105150

Item Name	Slin
BEATBOX FRUIT PUNCH 500ML	102442
BEATBOX BLUE RAZZBERRY 500ML	102436
BEATBOX PINK LEMONADE 500ML	102468
BEATBOX JUICY MANGO 500ML	103395
BEATBOX CHERRY LIMEADE 500ML	106536
BEATBOX MYSTIC GRAPE 500ML	601437
BEATBOX ORANGE BLAST 500ML	102592
BEATBOX BLUEBERRY LMND 500ML	600091
BEATBOX GREEN APPLE 500ML	108669
BEATBOX TROPICAL 500ML	109369



NEW P6 POP ELEMENT!

WANT COLD WINE? ASK AN ASSOCIATE TODAY!

- ❑ **Why?** 750ml and 1.5L aren't shown in 7-Eleven vault schematics but, customers may still want chilled Wine.
- ❑ **60%** of Wine purchased in Convenience stores is for immediate consumption.
- ❑ **Action:** Vendors and suppliers should stock extra 750ml and 1.5L cases of appropriate varietals in the vault back stock.
 - ❑ **Appropriate Varietals:** Sparkling, Pinot Grigio, Sauvignon Blanc, Chardonnay, Moscato
 - ❑ **Appropriate Brands:** Yosemite Road, Barefoot, Lamarca, Josh Cellars, Andre, Starborough
- ❑ **Varietals That Shouldn't Be Kept Cold:**
 - ❑ Red Blend, Cabernet Sauvignon, Pinot Noir, Malbec
 - ❑ **Why?** Chilled red wine taste harsh, bitter, or metallic

Large Shelf Talkers included in all P6 Wine POP kits!

Want Cold Wine? Ask an Associate Today!

PKP0626 168706 SHELF TALKER 11x7.6875 H&ZGV

Assortment varies by store. While quantities last. Must be 21 or over to buy alcohol. Photo ID req'd. Drink Responsibly. Valid only at participating 7-Eleven, Speedway, and Stripes locations. ©2026 7-Eleven, Inc. All rights reserved. 7-ELEVEN, TREWARDS, STRIPES, SPEEDWAY, Moving S Design, and SPEEDY REWARDS are trademarks of 7-Eleven, Inc.

Post: 10/28/26 Offer valid through: 01/05/27



EXECUTION

Place large shelf talkers near appropriate varietals



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
Monaco 200ml (Wine)	Varies by State

