



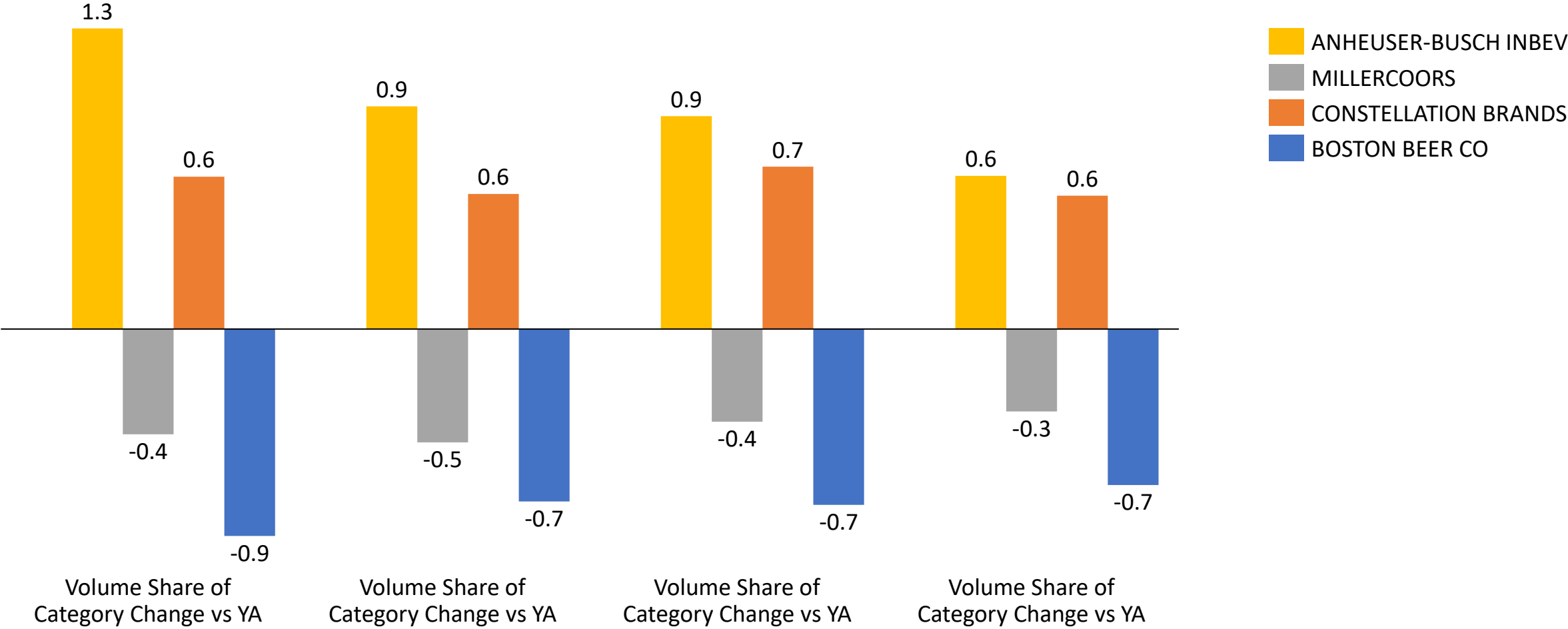
Great Lakes Ohio Circle K Sept/Oct

Retail Update and Planner Review

Amheuser



Total BU Share Update





Ohio RETAIL UPDATE



Top Brands State of OH (Dollars)

Results (Dollars) w/e – 8.16.26 (L4W)

Brand Nm	Cases	Dollars	\$ % Chg	Case % Chg	Dollars / Store / Week	Units / Store / Week	Case Share	CE Shr Chg	Dollar Share	\$ Shr Chg
BUD LIGHT	14,858.9	\$361,824	-11.4%	-6.7%	\$44.35	7.3	10.4	0.47	8.8	-0.10
BUSCH LIGHT	16,803.4	\$350,713	-3.9%	-6.7%	\$65.20	6.3	11.7	0.54	8.5	0.58
MILLER LITE	12,405.6	\$318,259	-10.1%	-12.1%	\$41.89	4.7	8.7	-0.12	7.8	0.02
MICHELOB ULTRA	9,901.5	\$293,700	1.1%	-0.8%	\$44.77	3.8	6.9	0.71	7.2	0.81
COORS LIGHT	8,540.5	\$220,335	-6.9%	-9.3%	\$34.55	4.4	6.0	0.11	5.4	0.20
BUDWEISER	8,097.0	\$207,752	-9.5%	-9.9%	\$35.51	7.4	5.7	0.07	5.1	0.05

- AB 4 of top 6 brands

- Busch Light and Ultra leading share growth items in Ohio

- Bud Light positive in case share growth

Top Packages State of OH (Dollars)

Brand Package	Cases	Dollars	\$ % Chg	Case % Chg	Dollars / Store / Week	Units / Store / Week	Case Share	CE Shr Chg	Dollar Share	\$ Shr Chg
BUSCH LIGHT 30/12 CAN	8,835.0	\$163,759	-12.0%	-12.6%	\$204.96	8.8	6.2	-0.12	4.0	-0.07
MICHELOB ULTRA 24/12 CAN	3,188.0	\$82,849	0.1%	0.3%	\$108.58	4.2	2.2	0.25	2.0	0.21
BUD LIGHT 24/12 CAN	2,873.0	\$68,930	-15.6%	-15.5%	\$92.28	3.8	2.0	-0.11	1.7	-0.10
BUSCH LIGHT 12/12 CAN	2,595.0	\$67,451	-3.6%	-11.1%	\$84.95	6.5	1.8	0.00	1.6	0.12
MILLER LITE 24/12 CAN	2,738.1	\$65,678	-20.6%	-20.5%	\$91.47	3.8	1.9	-0.23	1.6	-0.20
BUD ICE 3/25 CAN	4,241.1	\$64,984	-12.0%	-13.6%	\$76.18	19.1	3.0	-0.09	1.6	-0.03
MILLER LITE 12/16 CAN	2,712.1	\$57,627	-4.2%	-5.4%	\$72.95	5.1	1.9	0.11	1.4	0.09
MODELO ESPECIAL 12/12 CAN	1,510.0	\$53,491	15.5%	8.5%	\$76.42	4.3	1.1	0.19	1.3	0.29
MICHELOB ULTRA 12/12 CAN	1,488.5	\$53,076	3.8%	-8.1%	\$72.71	4.1	1.0	0.03	1.3	0.18
CORONA EXTRA 12/12 BTL	1,464.0	\$52,589	5.1%	3.8%	\$68.83	3.8	1.0	0.15	1.3	0.19

- AB with 6 out of top 10 packages

- Ultra 24pk cans positive in Dollars/Cases

- Ultra with 2 packages in the top 10 – both postive

- Busch Light 30pks continue to be #1 package in OH



If no Weekender, use as Primary Gondola Endcap If no Weekender or Gondola Endcap, use a Primary Floor Display		Additional Floor and/or Cave Display (by store where floor or cave space permits with Store Manager consent)				
Primary Display	Secondary Display	MXD - select OHIO stores Display	Sazerac Rack Display	Buzzballz Rack Display	BEATBOX Rack	JOOSE Display
1. Michelob Ultra 24/12C 2. Modelo 24/12C 3. Miller Lite & Coors Light 12/16C	1. Busch Light Camo 30/12D 2. White Claw 24/12C 3. Twisted Tea Original Camo 12/12C SC 4. Bud Light 24/12C	1. MXD Variety 1/16C	1. Fireball 50ml 2. Fireball 375ml 3. Fireball 10pk 50ml	1. Buzzballz Variety 1/7C	1. Beatbox 1/500bx Shipper	1. Joose Display

Ohio Sales Plan 2026 - Sept/Oct

All Stores

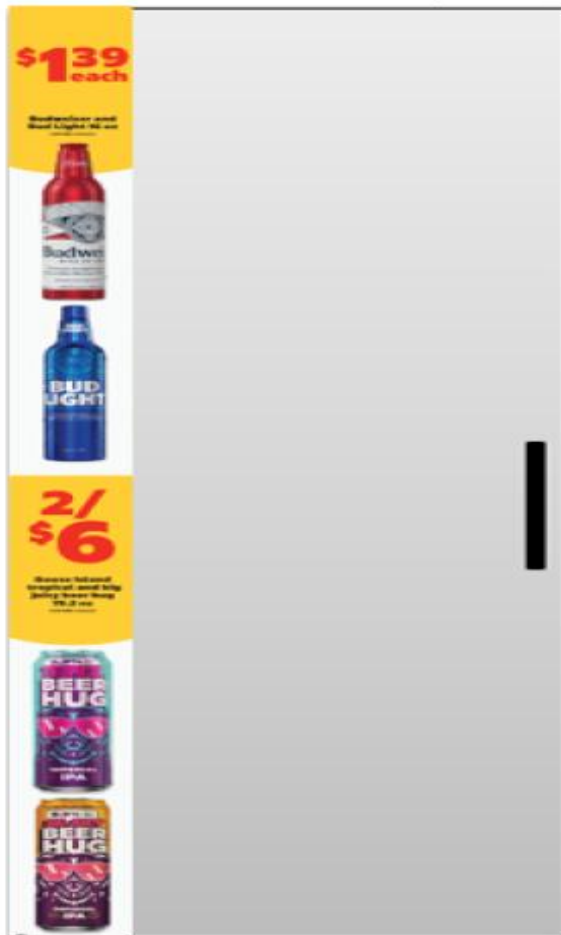
Beer Only Stores	Beer Only Stores	Wine/Low Proof Stores	Wine/Low Proof Stores
Beer Cave Side Panel Rack #1 (LEFT)	Beer Cave Side Panel Rack #2 (RIGHT)	Beer Cave Side Panel Rack #1 (LEFT)	Beer Cave Side Panel Rack #2 (RIGHT)
			
1. Stella Artois 6/12B 2. Seagrams Spiked WVE 8/12C 3. Corona 6/12B 4. Twisted Tea Original and Light 4/12C 5. Pabst Light 6/12B 6. SELL THRU ROW	1. Yuengling Octoberfest 6/12B 2. Great Lakes Octoberfest 6/12B 3. White Claw Green Apple 6/12C 4. Redd's Wicked Apple 6/12B 5. Modelo 6/12B 6. SELL THRU ROW	1. Stella Artois 6/12B 2. Cutwater 4/12C 3. Spiked Ade 8/12C 4. Sun Cruiser Lemonade & Iced Tea 8/12C 5. Super Lyte 8/12C 6. SELL THRU ROW	1. Yuengling Octoberfest 6/12B 2. Great Lakes Octoberfest 6/12B 3. White Claw Green Apple 6/12C 4. Redd's Wicked Apple 6/12B 5. Modelo 6/12B 6. SELL THRU ROW

Ohio Sales Plan 2026 - Sept/Oct

All Stores

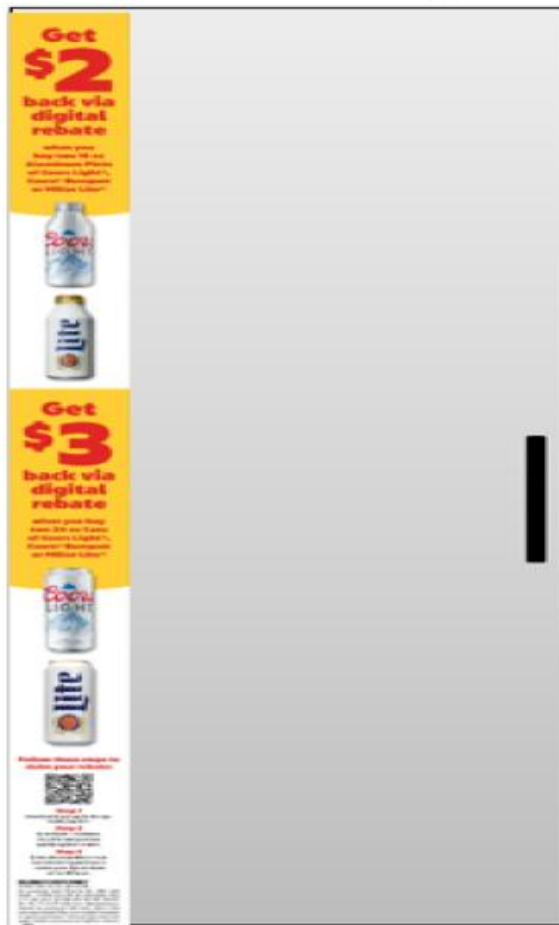
IF APPLICAPABLE SINGLE SERVE SIDE PANEL RACK #1 (BEER ONLY)	IF APPLICAPABLE SINGLE SERVE SIDE PANEL RACK #2
	
1. White Claw Peach 1/19C 2. Mikes HARDER Pink Lemonade 1/24C 3. Monaco 1/12C 4. Smirnoff SMASH RWB 1/24C 5. Corona Sunbrew 1/24C 6. NOCA Too Turmt Tea 1/24C 7. SINGLE SERVE SELL THRU	1. Mikes HARDER Blue Raspberry 1/16C 2. Monster Blinder Lemon Strawberry 1/24C 3. Pabst Light 1/25C 4. MXD Blue Hawaiian 1/16C 5. Long Drink Strong Citrus 8.5% 1/19C 6. Sierra Nevada Hazy Little Thing 1/19C 7. SINGLE SERVE SELL THRU

#1 Placement Priority Door



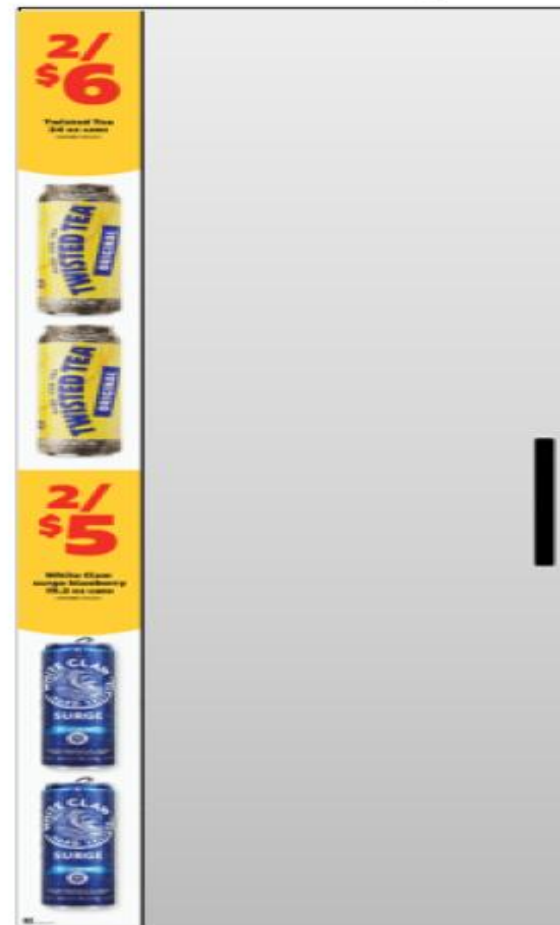
V. Budweiser and Bud Light
1/16AL
V. Goose Island Tropical and Big
Juicy Beer Hug 1/19C

#2 Placement Priority Door



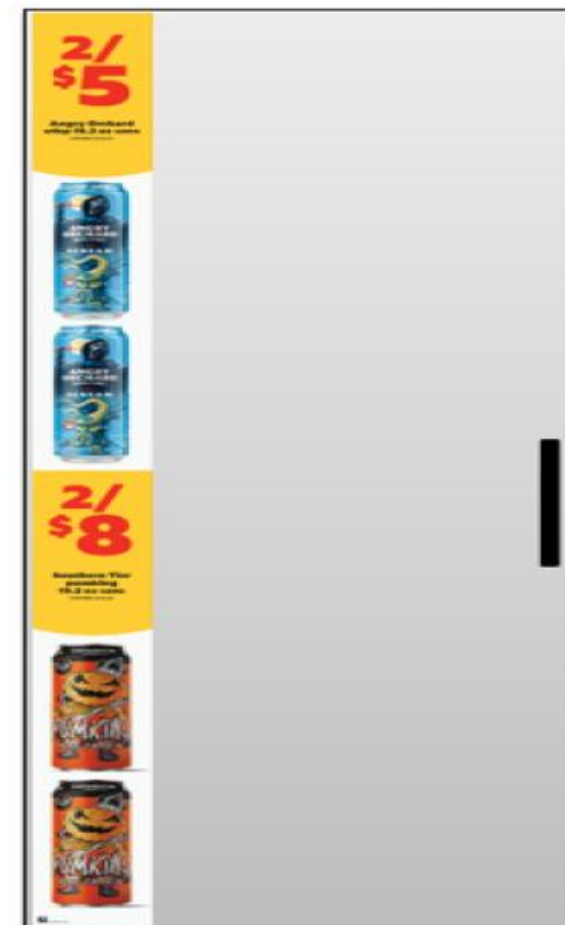
V. Miller Lite & Coors Light 1/16AL
V. Miller Lite & Coors Light 1/24C

#3 Placement Priority Door



V. Twisted Tea Original Camo
1/24C
V. White Claw Surge Blueberry
1/19C

#4 Placement Priority Door



V. Angry Orchard Crisp "Scream"
1/19C
V. Southern Tier Pumpking 1/19C

#1 Placement Priority Door



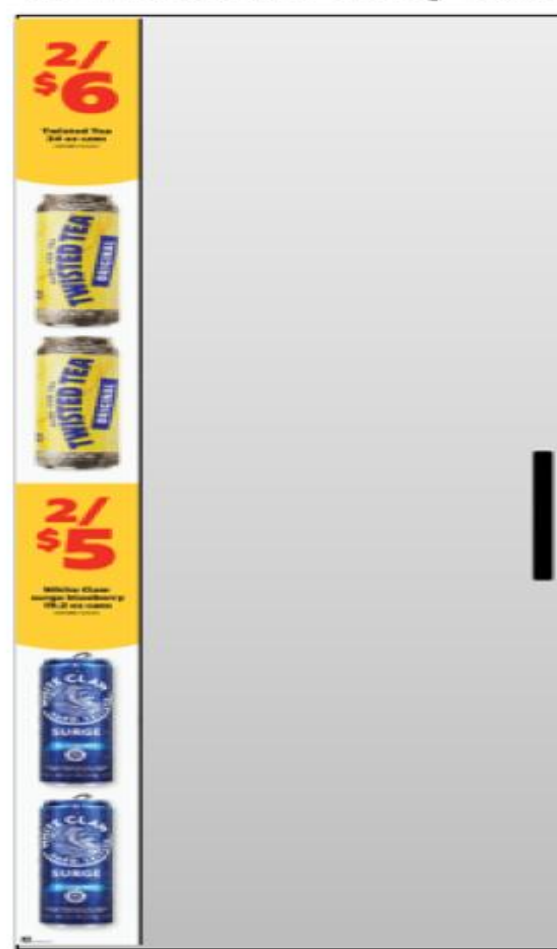
V. Budweiser and Bud Light
1/16AL
V. Goose Island Tropical and Big
Juicy Beer Hug 1/19C

#2 Placement Priority Door



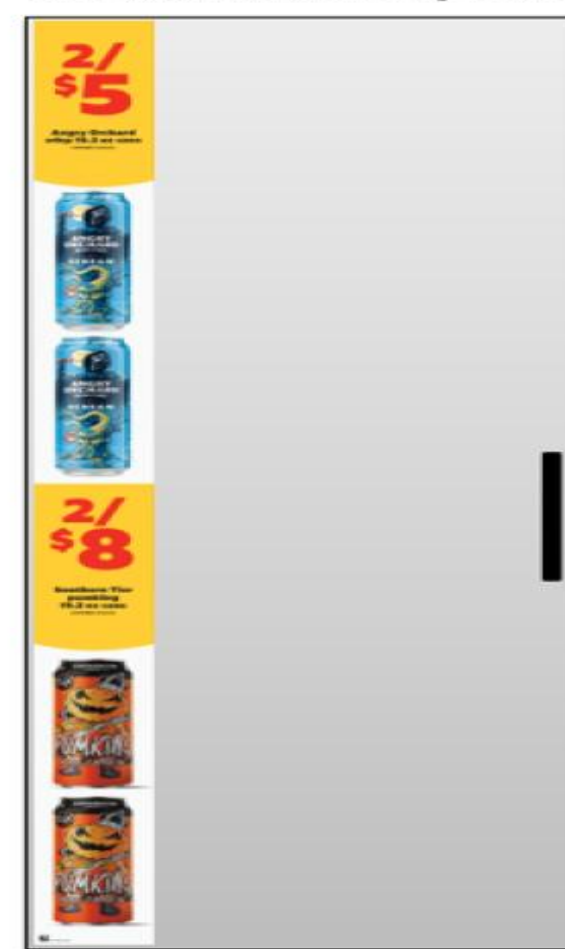
V. Miller Lite & Coors Light 1/16AL
V. Miller Lite & Coors Light 1/24C

#3 Placement Priority Door



V. Twisted Tea Original Camo
1/24C
V. White Claw Surge Blueberry
1/19C

#4 Placement Priority Door



V. Angry Orchard Crisp "Scream"
1/19C
V. Southern Tier Pumpking 1/19C



Ohio RETAIL UPDATE



Sept/Oct EDGE QUESTIONS

Select Chain

CIRCLE K GREAT LAKES OH



Total Accounts: 306

Displayable: 134

Non-Displayable: 172



Reset

Add Objective

Save

Save and Spread

Last modified on: August 24, 2026

****Planning is currently closed**

Do you have a 5+ case Bud Light Display with Iconic POCM and pricing executed in the account?

Replaced w/ Feature question for ND accts

Execution Type

Display



Brand

Bud Light



Cases

5



Brand Moment

Iconic POCM



SKU

Any SKU



Retailer Moment

pricing



Do you have a 5+ case Michelob Ultra Display with Iconic POCM and pricing executed in the account?

Replaced w/ Feature question for ND accts

Execution Type

Display



Brand

Michelob Ultra



Cases

5



Brand Moment

Iconic POCM



SKU

Any SKU



Retailer Moment

pricing



Do you have a 5+ case Busch Light Display with Iconic POCM and pricing executed in the account?

Replaced w/ Feature question for ND accts

Execution Type

Display



Brand

Busch Light



Cases

5



Brand Moment

Iconic POCM



SKU

Any SKU



Retailer Moment

pricing

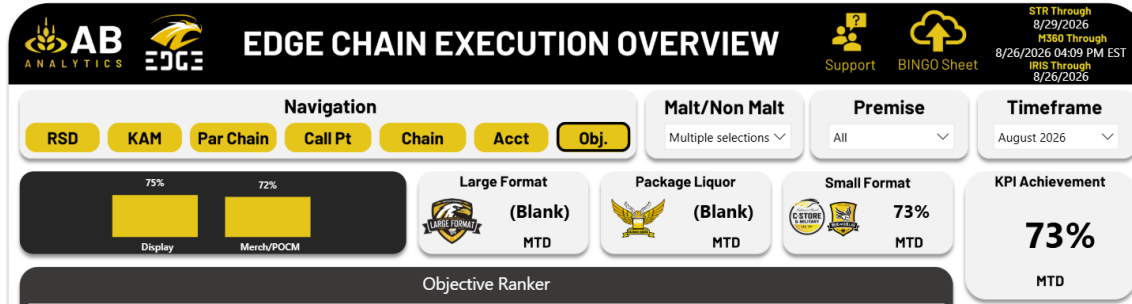




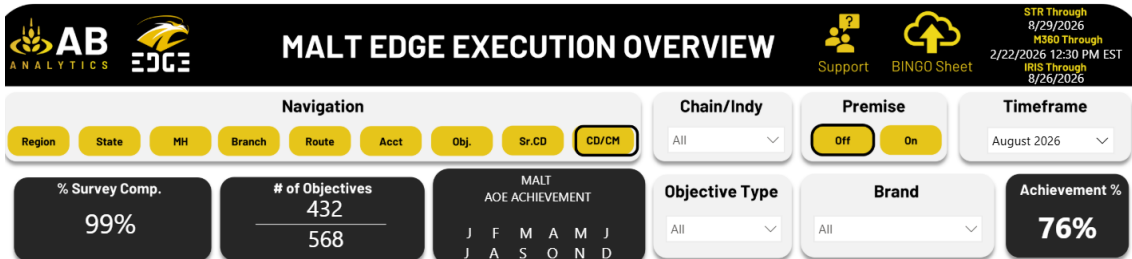
OHIO RETAIL UPDATE



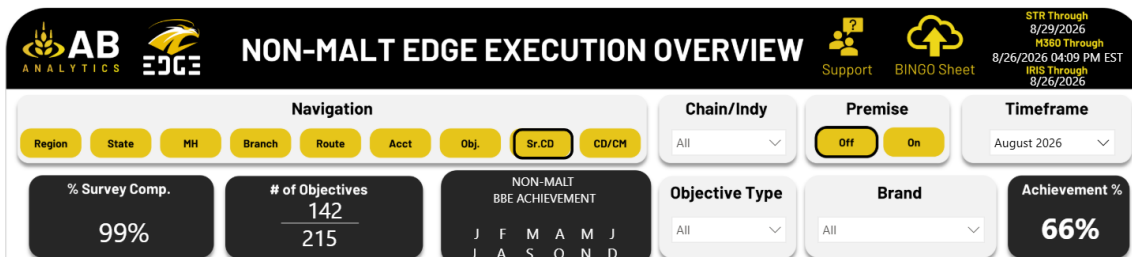
Aug MTD EDGE Results 73%



Aug MTD Malt Questions – 76%



Aug MTD Non - Malt Questions – 66%



Upcoming Programing

- Primary Ultra 24cn display
- Busch Light 30pk Secondary Display
- Bud Light/Bud 16oz Alum Suction Cup #1 door 1 (Beer/Wine Stores)
- Beatbox Bin space permitting
- Bud Light 24pk Secondary display
- Cutwater 4 pks side panel #1 (Wine Stores)
- Stella 6pk Bottle Side panel #1
- Goose tropical and Big Juicy Suction Cup #1 door 1

Key Asks

- Ensure programing is up and executed day on week one
- Keep stores full with no OOS