



Focused Beer Displays : Fall Tailgating / Fall Events KEEP KEY BRANDS IN-STOCK!

Time Frame: **SEPTEMBER / OCTOBER**

Items: Michelob Ultra, BUD Family, Miller Lite, and Coors Light

Focused SKU's are 30pk, 24pk, & 12pk cans (greatest growth are 12pk 16oz cans)

Pricing: **Determined on Display Packages**

Support: Consumer Rebates and enticing Point-of-Sale Display Materials

Great consumer rebates to drive BIG sales through our stores.

Store List: All Stores are welcome and encouraged to participate and include programming



NEW! Ohio State Packaging



POS REQUIREMENTS:

1. All store displays must have pricing signs on all warm displays.

Tailgate/NFL Tie-In Impact Display

Time Frame: **SEPTEMBER/OCTOBER**

Items: Bud Light Family/Pepsi 12pk/Frito Product

Focused SKU's: Bud Light 24PK and 16oz 12pks

Support: Consumer Rebate - \$10 prepaid Mastercard

Benefit: Stronger register sales with customer buying more products – more profits!

Store List: All Stores are welcome and encouraged to participate .

DISPLAY BUILD PARAMETERS (Depending on volume and space)



POS REQUIREMENTS:

1. All store displays must have pricing signs on all warm displays.

BUSCH LIGHT – 20 YEARS OF HUNTING!

Time Frame: **SEPTEMBER/OCTOBER**

Items: **BUSCH LIGHT**

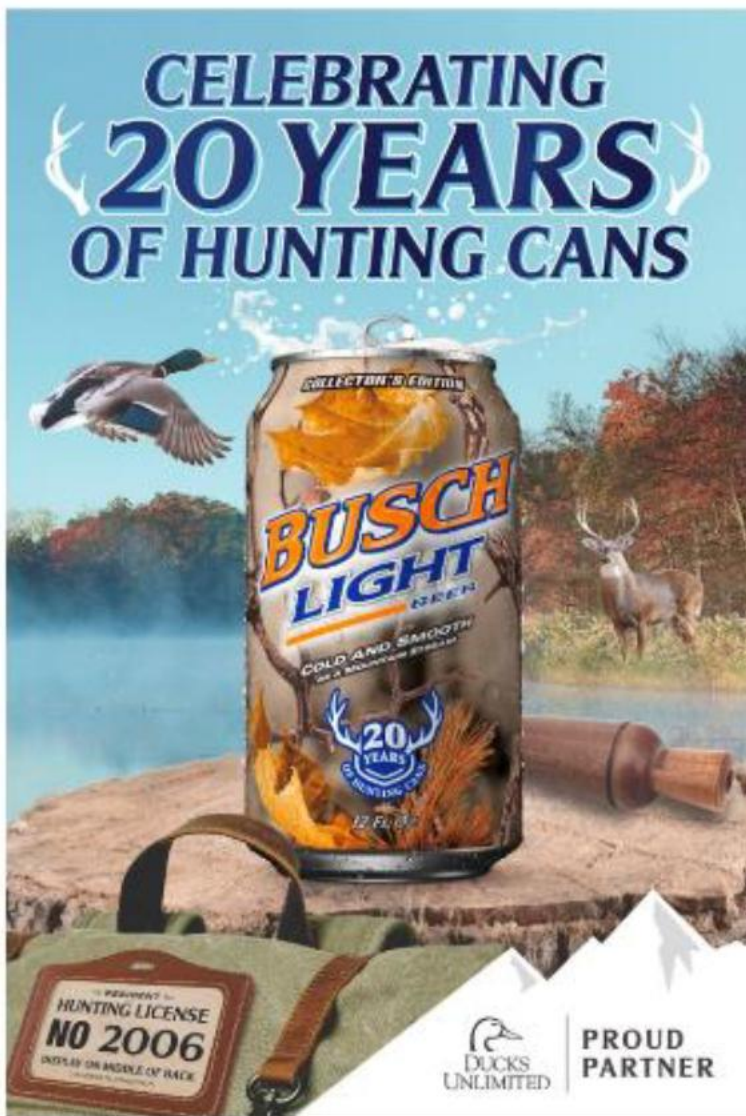
Focused SKU's: **BUSCH LIGHT 30PK (Priority SKU)** with other package formats

Support: Social Media and consumer contest

Benefit: Stronger register sales with high dollar register transactions

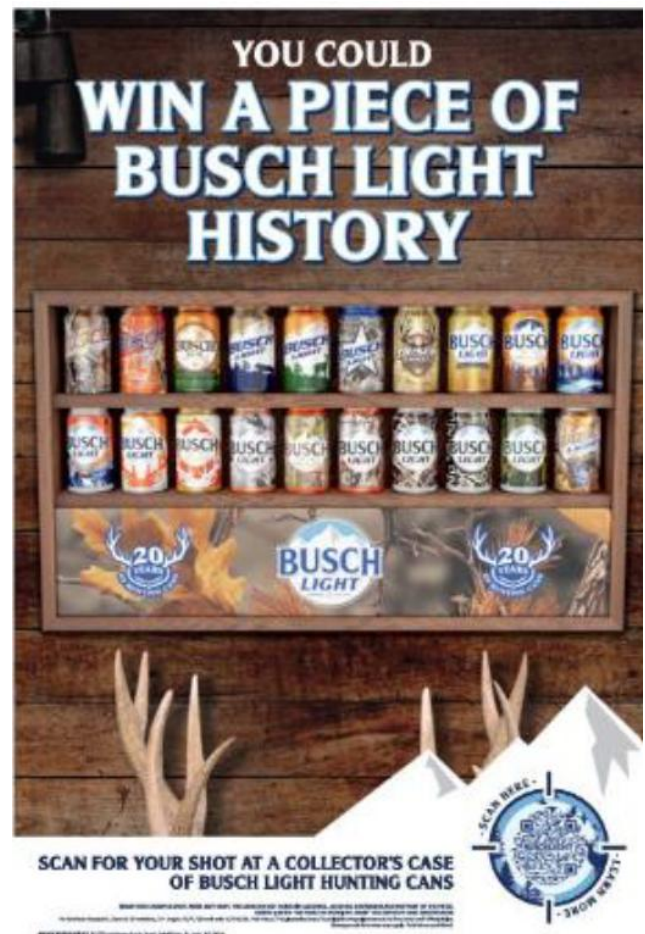
Store List: All Stores are welcome and encouraged to participate .

DISPLAY BUILD PARAMETERS (Depending on volume and space)



To celebrate Busch's 20th year of Hunting Cans, we are bringing back a retro can, inspired by our very first version hunting can.

Additionally, Shoppers will have the chance to win a limited-edition Collector's Case featuring cans from 20 years of Busch hunting.



POS REQUIREMENTS:

1. All store displays must have pricing signs on all warm displays.

SUCTION CUP PROGRAMMING

ALL Suction Cup Fixtures MUST be of VERTICAL orientation and placed on the HINGE side of the cooler door

Suction Cup #1

Time Frame: **SEPTEMBER/OCTOBER**

Item: Redd's Wicked Apple 24 OZ

Pricing: **2 For \$6**

Support: Fall Apple increased sales and interest/consumer rebates

= Buy 2 cans Save \$2 **Net after digital rebate= 2/\$4**

Store List: All Stores except #78



Suction Cup #2

Time Frame: **SEPTEMBER/OCTOBER**

Item: Market Garden Citramax 19.2 OZ

Pricing: **2 For \$5.58**

Support: Strong Digital Rebate – Save \$3 When you buy 2 cans

Net after digital rebate= 2/\$2.58

Store List:

70,72,75,76,81,82,83,86,87,88,89,90,91,92,94,95,96,97,98,99



POS REQUIREMENTS:

1. All store displays must have pricing signs on all warm displays.
2. All Suction Cup racks must have current program call out.

Craft Beer Display Priority

Time Frame: **SEPTEMBER/OCTOBER**

Item: OKTOBERFEST BEERS

Pricing: **Pricing Varies by item**

Support: **Customer engagement for this fall seasonal**

Store List: Focused Craft Beer

Locations: 69, 70, 72, 75, 76, 79, 81, 82, 83, 84, 86, 88, 89, 92, 93, 95, 96, 97, 98

****Open to all locations based on opportunity****

DISPLAY BUILD PARAMETERS (Depending on volume and space): **5-10 case total for all selected items in-department warm/side-wing display/center beer cave display**

Item Priority:

1. Great Lakes Oktoberfest
2. Sam Adams Oktoberfest
3. Fat Heads Oktoberfest
4. Leinenkugel Oktoberfest
5. Sam Adam Fall Legends 12pk



— You're Always Welcome! —

Keep focus on Canned Cocktails

Canned Cocktail/Ready to Drink Display Priorities

Time Frame: **SEPTEMBER/OCTOBER**

Brands (in priority):

1. Super Lyte - mandatory display build - #1 growing brand.
Maple City Stores: 8 PK "Bulk Out" Being delivered soon
2. Surfside 8pk Variety (\$5 Digital Rebate)
3. Cutwater 4pk (\$7 Digital Rebate) and Singles (\$5 Digital Rebate)
4. Sun Cruiser Variety 8pks - \$5 digital rebate
5. Twisted Tea 12pk – \$5 Digital Rebate (Tailgate)
6. Beatbox (\$3 Digital Rebate When you Buy 2)

*****Focused displays with these items is encouraged and approved within store volume guidelines.*****

Keep displays between 5-10 cases each brand

