

Certified Oil

Beer Promotional Display Planner

P5: SEP - OCT

2026





SmartRewards Offers
Available

STORE EXECUTION Reminders



CAVE STORES:

Place display stacks
#1-4 STRAIGHT AHEAD
inside the cave.

Place #5-8 to the
LEFT and RIGHT of the
cave doors.

UPCOMING PRICE CHANGES

Please update register &
handheld and print new tags

EFFECTIVE DATES

Wed. SEPT. 30th
Wed. OCT. 28th

Sales Drivers

Follow first package placement—do not add the next item until the previous package is displayed.

1.

WINDOW SIGN

Window sign should be hung inside
facing out

Single 25oz or 16oz Budweiser or Bud Light can

App Offer:
Get \$3 Back,
when purchased
with hot food



Budweiser & Bud Light
12pk or larger LTO cans
12pk or larger

App Offer: Get \$5 Back



2.

12pk Angry Orchard

App Offer: Get \$5 Back



3.

Coors Light,
Banquet &
Miller Lite
12pk or larger

App Offer: Get \$5 Back



4.

Michelob Ultra
& Ultra Zero
12pk or larger

App Offer: Get \$4 Back



5.

12pk
Twisted Tea
& White Claw

App Offer: Get \$5 Back



6.

12pk
Busch Light

App Offer: Get \$3 Back



Ohio Mandated Suction Cup Racks



Suction Cup Rack Priorities

For existing racks only - distributors will be providing insert signage

1.



12oz Cutwater cans

App Offer: Buy 2 Get \$5 Back
(Mix n Match any flavor)

*Break open 4pks to fill suction rack

2.



16oz or 25oz Bud Light

App Offer: Buy (1) 25oz can or (2)
16oz cans and hot food, Get \$3
Back

3.



19.2oz Angry Orchard *Scream*

App Offer: Buy 2 Get \$3 Back

4.



24oz Four Loko cans

App Offer: Buy 2 Get \$5 Back
(Mix n Match any flavor)

OHIO ONLY – Impulse Purchases



CUTWATER UNDERMOUNT AND ROLLING RACKS

are approved for stores that can sell spirits. If you have the space available, please ask your Anheuser-Busch rep to provide



4pk Cutwater
App Offer: Get \$3 back
(Any flavor)

Racks catch your eye and lead to quick, impulse buys.

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