

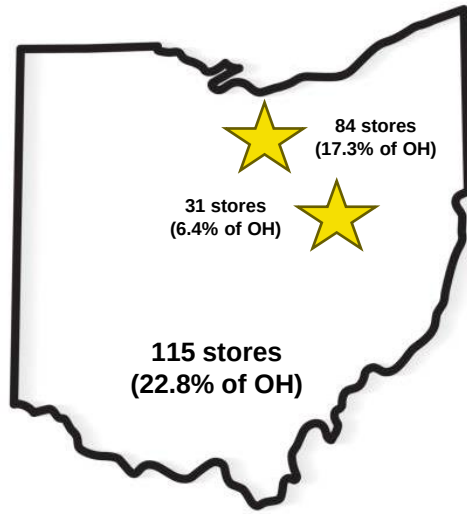


7-ELEVEN®

Ways of Working (RIS)

Anheuser-Busch

Speedway Stores Transitioning to RIS (7-Eleven) Computer System



House of LaRose

- House of LaRose: 84 Stores
(7-11 & Speedway)
- A-B Canton: 31 Stores
(Speedway only)

Why is this important?

- With RIS, orders are generated via EDI (Reps do not write the orders)
- Reps still need to call on these with the same level of attention
- Still plenty to do in the stores:
 - Make sure stores are doing Cycle Counts
 - Adjust minimums & cycle counts to ensure DOS is correct
 - Check/confirm pricing is accurate & matches competition
 - Make sure POP/signage is up – execute the Planner
 - Sell-in & Build displays
 - Cut in items if an open space or to replace slower moving items

• Region Director (New)

- **Bryce Elliott**
- Union States
(OH, KY, TN, WV,)
- Bryce.Elliott@7-11.com



• Market Leader

- **Dustin Lance**
- Cleveland Market
- Trina.Potts@7-11.com



• Field Merchandising Mgr.

- **Beverly Bullock**
- East Zone: Union
- 937-668-4717
- Beverly.Bullock@7-11.com



Time To Sell (Oct)

Route	7-11		Speedway	
	Accounts	Average TTS	Accounts	Average TTS
600	1	0:00:33	0	NA
601	4	0:18:17	3	0:41:19
602	2	0:02:16	1	0:39:41
603	2	0:02:24	1	0:18:48
604	2	0:10:36	2	0:24:03
606	2	0:07:49	5	0:23:47
607	3	0:14:57	4	0:19:15
608	3	0:09:00	3	0:24:20
610	2	0:05:00	3	0:09:38
611	4	0:12:02	3	0:49:04
612	2	0:09:43	2	0:15:53
613	3	0:09:50	4	0:32:20
614	1	0:13:55	2	0:19:26
616	1	0:06:06	4	0:23:55
618	1		7	0:24:04
619	2	0:08:12	3	0:21:06
650	1	0:10:08	2	0:29:10
652	2	0:01:32	4	0:35:12
654	0	NA	3	0:15:10
655	0	NA	3	0:09:55
656	0	NA	4	0:17:47
657	1	0:15:15	3	0:20:13
658	0	NA	2	0:15:46
659	0	NA	2	0:07:36
660	1		5	0:19:39
661	4	0:02:48	2	0:16:08
Total	33	0:09:19	60	0:22:42
Case Share	37.3		45.5	

Average Time:

House of LaRose

- 7 Eleven – 9 min
- Speedway – 22 min
 - *7-11: 37.3 case share L4wk*
 - *Speedway: 45.5 case share L4wk*

Store Orders (RIS)

$$F + M - I = O$$

FORECAST

The system uses the last 4 weeks' worth of by-item sales data to calculate the upcoming sales forecast for the next delivery (forecasts for 10 days' worth of sales if once/week delivery, 5 days if twice/week delivery).

MINIMUM

This is for emergency back stock and is typically the amount of product needed to stock the shelf (~ 3 days' worth of sales). Adjustments should be made seasonally or to support upcoming programming.

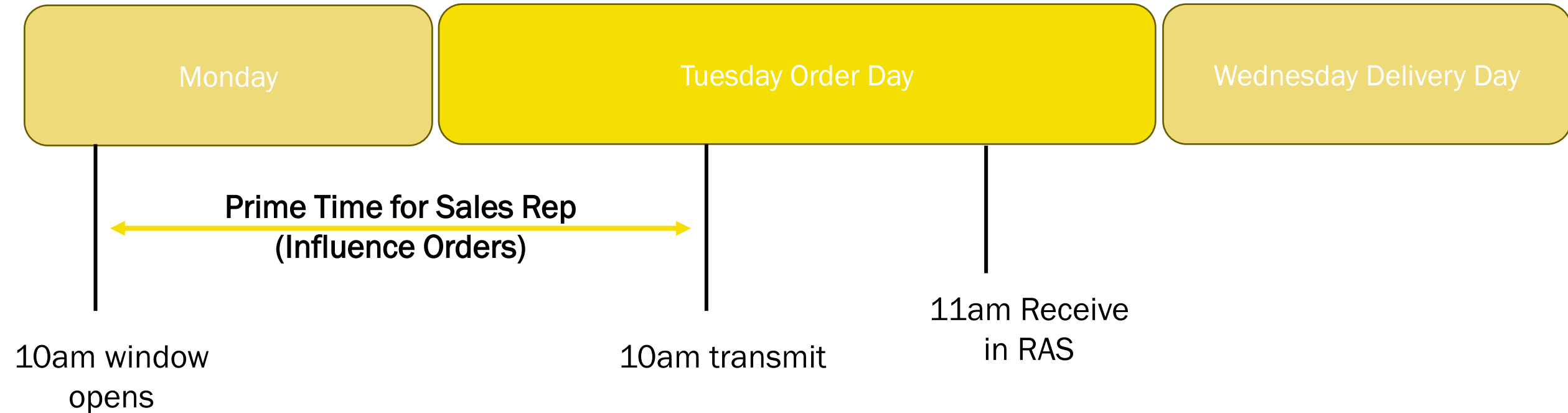
INVENTORY

This is the on-hand inventory in the store on the day order is placed. It is critical that by-item inventory is accurate as this can under-order product and lead to out of stocks.

ORDER

IF ANY OF THE ELEMENTS ARE OFF, THEN YOUR "O" WILL BE OFF IN TURN....

Order Day Visual (Tuesday/Wednesday)

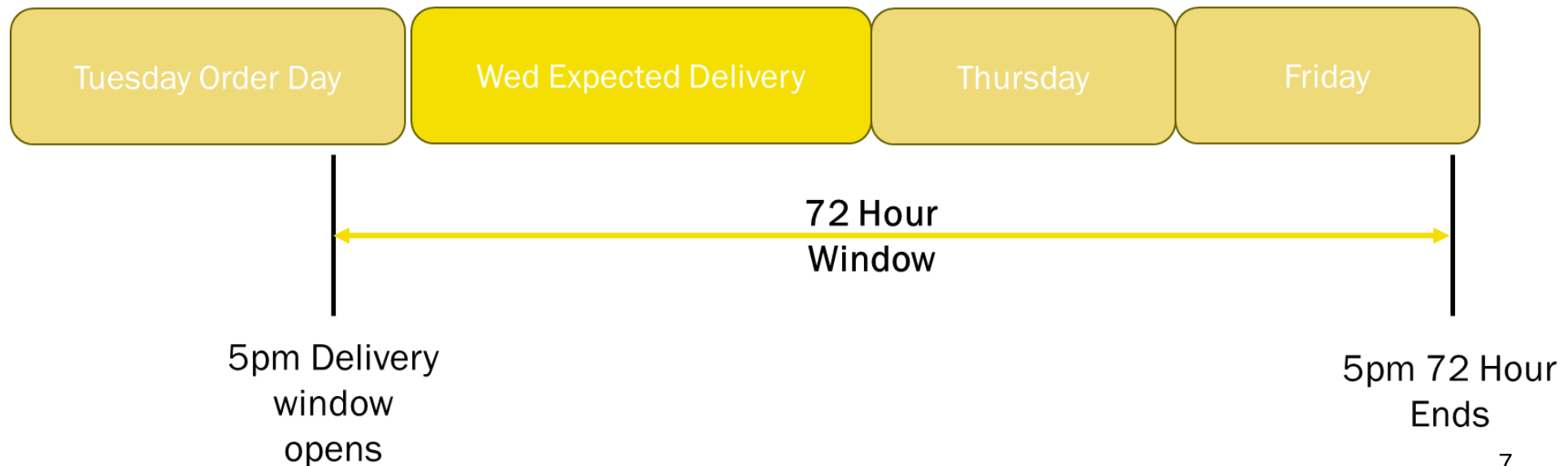


Vendor Delivery

Since deliveries for non-alcohol are paid via store scan-in, it's critical to make the delivery to the store within the 72 hour “receiving window.”

- The receiving window opens at 5pm the *night before* the delivery day and closes *2 days after* the delivery day at 5pm.
 - Example: WED delivery day – delivery can be made Thursday or Friday up until 5pm and the delivery will still scan in.
 - The 72 hours window is to accommodate unforeseen issues that can impact deliveries (inclement weather, etc.)

72 Hour Delivery Window Visual (Tuesday/Wednesday)



Differences between Beer & NA

	Beer	NA
Orders	EDI 850	EDI 850
Check-in	Electronic check-in (Scan)	Electronic check-in (Scan)
Invoicing/Payment	Payment based on EDI 810 – items at vendor cost and quantity Invoices can be retransmitted via EDI if payment wasn't received (up until 90 days after the delivery).	Scan-in initiates payment based on quantity of items scanned * cost in 7E system. <u>Final Exception Report</u> lists items ordered by store but <u>not</u> received (not scanned-in). Driver should ensure alignment on items not received.
Remittance	EDI 820 – references vendor invoice #	EDI 820 – references PO# from store order
Item add-ons/off-system orders (hot shots)	Items can be added to beer invoice and transmitted via EDI for payment (exceptions only).	Items cannot be added after store transmitted order as they won't be recognized by store scanner and payment won't initiate. Store must pay via COD.
Late delivery (outside 72 hour receiving window) <i>Receiving window starts from the delivery day + 2 days until 5pm.</i>	Product won't scan-in. Transmit EDI invoice for payment. Store will need to manually add product received to inventory (BOH).	Product won't scan-in. Submit signed invoice copy to 7E Accounting for manual processing of payment. The store needs to manually add product received to inventory.



Retailer Initiative Acceleration



Anheuser-Busch's Approach to Winning at 7-Eleven Has Not Changed



**Playing to Win
Local by Going to
the Store**



**Selling in Key
Items**



**Executing
Planner With
Displays**

Anheuser-Busch's Approach to Winning at 7-Eleven Has Not Changed

Playing to Win Local by Going to the Store

- Visit Store Leader
- Check Order
- Check Cycle Counts
- Look for opportunities
- Merchandise displays & cooler/cave

Selling in Key Items

- Carry New Items
- Sell in for display
- Cooler or Cave placement

Executing Planner With Displays

- Execute programmed displays
- Look for additional opportunities on Sales Floor and/or Cave POD

7-11/Speedway P6 Programming (OH)

(10/30 – 1/7/25)



Ultra Display

Utilize \$5 Rebate start of P6 & finish the year with Ultra Holiday Sweater to drive sales during the holiday selling season

Displayable package opportunities:

- Ultra 12pk 16oz Can (NEW) - available Nov 2024
- Ultra 12pk Can (Both 12pks have a \$3 rebate)
- Ultra 18pk & 24pk - \$5 rebate

Day 1 P6 (10/30)

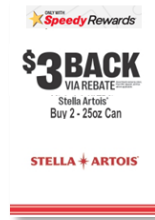


Post Thanksgiving (12/2)



Stella Artois Suction Cup

Place Stella 25oz Can on suction cup beginning P6, replacing GI Big Juicy 25oz Can
Supported with a Buy 2, get \$3 rebate & Coolie



Get a Free Stella Holiday Coolie
Day 1 of P6 (10/30)
While supplies last

Bud LT Meal Deal

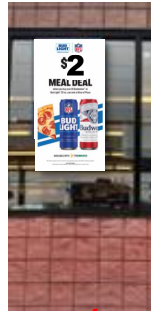
Singles Meal Deal @ Speedway

- ✓ Exclusive Bud & Bud Light 25oz Cans
- ✓ Buy a slice of Pizza + 25oz Can receive \$2 back (Through Speedy Rewards)

(Note: \$2 on beer only)

Day 1 P6 (10/30)

Execution: Table Tent placed by Pizza case up front & Cooler Sticker in the Bud/LT Singles door.



NUTRL & Cutwater Singles

Flavor up your Holiday Party!



New Approved Flavors!



Add new flavors! (In RIS stores)



Buy 4, Save \$4 (Mix n Match)

Execution: Merch opportunities (Full shelf, undermount racks and/or display rack/3pk rack)

Tis the season to Cranberry!

Cranberry is the flavor of Thanksgiving & Christmas. Make sure to emphasize this brand on display and/or Cave POD



\$5 Rebate



Execution: X-Merch w/ Ultra Holiday Sweater or on Cave POD

Target before Thanksgiving

Bud LT "Go for 7"

Program – Go For 7, With the GOAT of Game Day
In-Store offer – Go for 7: We're asking shoppers to Take a photo of a Bud Light Logo and their favorite food pairing to instantly win \$7 (hence Go for 7).



Execution: Display near food area or Cave POD & Signage (Table Tent, Case Card & Cooler Sticker)

Busch LT Trail Rider Giveaway

Shopper visits Speedway, sees Signage/BYBE Offer (OH)
Shopper can Purchase/Enter to WIN a Trail Rider



Execution: Display on Cave POD & Signage (Case Card & Cooler Sticker)

10/2-11/30 – Execute before Thanksgiving

Beer Cave POD



Beer Cave POD Opportunity

- Ultra 24pk - \$5 rebate (\$19.99 after)
- Bud LT 15pk Alum - \$5 rebate (\$12.99 after)
- Busch LT 15pk Alum - \$5 rebate (\$9.99 after)

Merchandise Rebate POP



\$5 Ultra 15pk or larger
\$5 Bud/LT 15pk or larger
\$5 Busch/LT 15pk or larger



\$5 NUTRL 8pk
(Includes Fruit, Lemon & Cranberry)
Cutwater Singles Buy 4, get \$4
*\$9.96 4pk after rebate

Execution: Ensure all shelf wobblers are merchandised in the store

7-11/Speedway P6 Reasons to Believe (10/30 – 1/7/25)



Ultra Holiday

Utilize Ultra Ugly Sweater to drive sales during the holiday selling season



Performance (L12wk):

- 18pk Can:
 - Dollars: \$145k, +30.7%
 - Units: 7k, +26.9%
- 24pk Can:
 - Dollars: \$452k, +6.5%
 - Units: 17k, +3.7%

#4 Overall package in SW

\$5 Rebate (BYBE) on 15pk or larger:

- 18pk Can \$19.99 (\$14.99 after)
- 24pk Can \$24.99 (\$19.99 after)

Ultra Holiday Sweater Pole Toppers are limited & for display purposes ONLY on the sales floor.

Stella Artois Suction Cup

Reasons to Believe

Stella Artois was the beer originally crafted for Christmas. Stella volume above industry average in Nov/Dec.

Stella Artois 25oz +17.9% Dollar Sales YTD TUS C-Store

Incremental Stella Media Investment in OH 2.5xvs. LY (\$1.4M)

Beer Offers are **FUNDED** by Anheuser-Busch (BYBE), not 7-11/Speedway and drive consumers to Speedy Rewards App.

Buy 2 - 25oz Cans, Get \$3 back

100% of Speedway Stores should have Stella Artois 25oz Can on Suction Cup (Approved by Corporate & Field Teams)

Bud LT Meal Deal

Singles Meal Deal @ Speedway

- ✓ Exclusive Bud & Bud Light 25oz Cans
- ✓ \$2 rebate on each Bud/LT 25oz Can **(\$.49/ea. after rebate)**

L4wk

- Bud LT 25oz Can:
 - Dollars: +4.3%, +0.06 share
 - Units: +7.2%, +0.23 share
- Bud 25oz Can:
 - Dollars: +5.1%, +0.05 share
 - Units: +7.3%, +0.19 share



NUTRL & Cutwater Singles

Flavor up your Holiday Party!



Rebate: Buy 4, get \$4 (Mix 'n Match)
CUTWATER IS THE #1 CONTRIBUTOR TO ALL HARD BEVERAGE GROWTH YEAR-TO-DATE



Merchandise with free Coolie



Plus \$5 Rebate:

- 8pk \$17.99 (\$12.99 after)
- Coozies are limited & for display purposes ONLY.**

Bud LT Football w/ Friends & Family



- Bud LT #1 Brand in OH
- Bud LT 24pk Can #2 pkg in C

\$5 Rebate (BYBE) on 15pk or larger:

- 15pk Alum \$16.99 (\$11.99 after)
- 18pk Can \$18.99 (\$13.99 after)
- 30pk Can \$22.99 (\$17.99 after)

Busch LT Trail Rider Giveaway



- Busch LT 30pk Can #1 Package in OH
- Busch LT #3 Brand in OH

\$5 Rebate (BYBE) on 15pk or larger:

- 15pk Alum \$14.99 (\$9.99 after)
- 18pk Can \$16.99 (\$11.99 after)
- 30pk Can \$21.99 (\$16.99 after)



Speedway – Executing at the Store



Cooler Sets

- Adjust Merchandising space
- Remove Duplicates (I.e. Seltzer)
- Balance DOS or
add/replace new items



7-Eleven Terminology

Acronym	Stands for	Definition
Terms		
APSD	Avg Per Store Day	Dollar and unit performance measured by total sales per store per day for every item
CRP	Custom Retail Price (done at store level)	The price that a franchisee establishes; override of suggested retail price
EDI	Electronic Data Interchange	Electronic transmission of orders, invoices and payment
FOD	First On Delivery	First date for an authorized item to be ordered, equivalent to AB's STR date
FOQ	First Order Quantity	First initial order amount for a new item
GP	Gross Profit \$	Net dollar amount made per item sold. $GP = \text{Revenue} - \text{Cost}$
GM	Gross Margin %	Percentage of revenue that exceeds cost. $GM\% = GP / \text{Revenue}$
KVI	Key Value Item	Item(s) per category that 7E dictates as a low-price leader to help drive foot traffic
LDU	Lowest Deliverable Unit	Number of sellable units delivered in one case. Ex. There are 4 LDUs in a 4/6/12 LN pkg
NRI	Non-recommended Item	An item that is not authorized by HQ
RIS	Retail Information System	Main computer program used for all business ops
SRP	Suggest Retail Price	The price that 7E HQ sends down to store level
SSI	Store Supported Item	An item that is not initially recommended by HQ, but gets submitted at store level for approval
Personnel		
FC	Field Consultant/Area Leader	Corporate employee that typically oversees entire business of 8-10 stores
FMM	Field Merchandising Manager	Responsible for guiding & training store leaders and programming opportunities.
MM	Market Manager	Responsible for specific Zone Markets; oversees teams of Field Consultants
VZM	Vault Zone Merchandiser	Responsible for all Vault business ops within a Zone
ZML	Zone Merchandising Lead	Oversees all VZM, MM, FC within a Zone; top state level contact
Other		
Zones		Large-scale geographic area. Ex. North Pacific (WA, OR), Heartland (CO), Southwest (UT)
Zone Market		Local-scale geographic area. Ex. North Puget Sound, West Denver, etc.
Vault		Entire cooler including adult beverages, energy drinks, single serves, etc.

Tools of the Trade



BOH (Beer on hand)



Cycle Counts



28 Day Reports



Printing Shelf Tags



Carry Items



Custom Retail Pricing (CRP)



Balance on Hand (BOH)

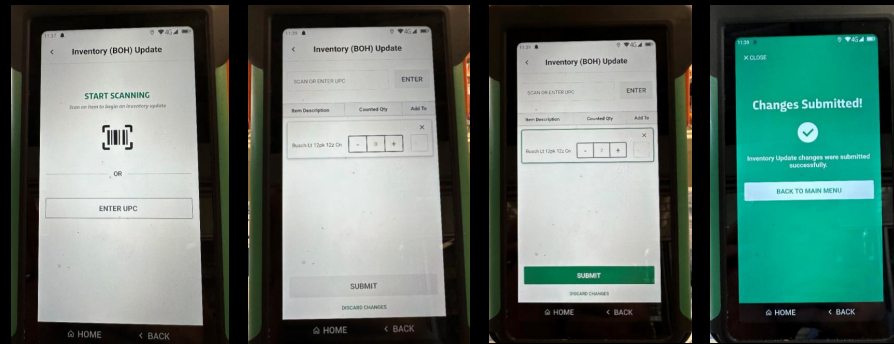
The What:

Balance on hand adjustments allow for you to easily add items to inventory. (BOH adjustments are typically only used to check in items not on the EDI invoice all other inventory adjustments should be done through cycle counting)

The Why:

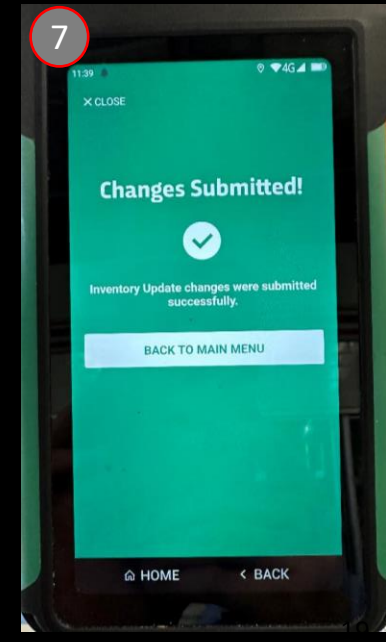
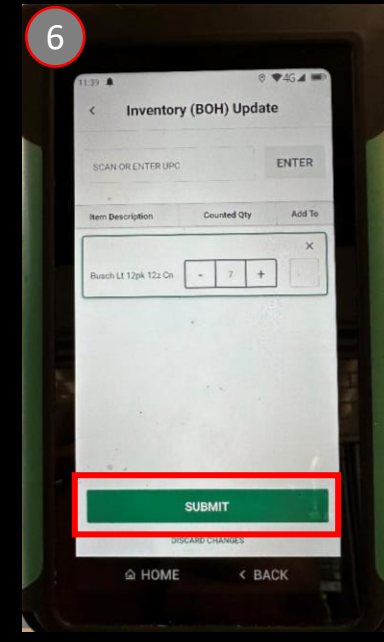
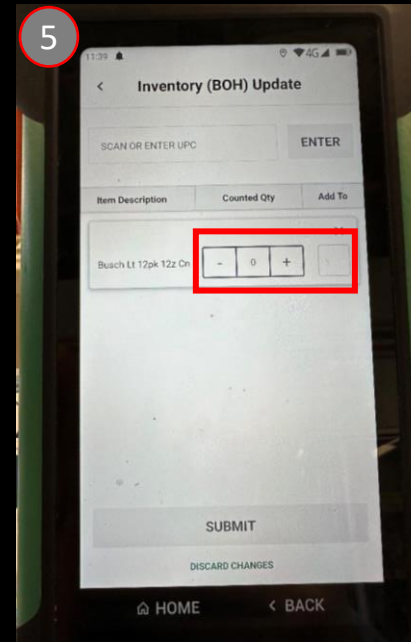
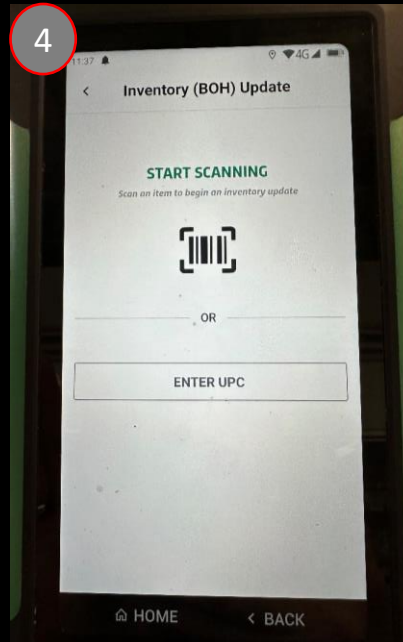
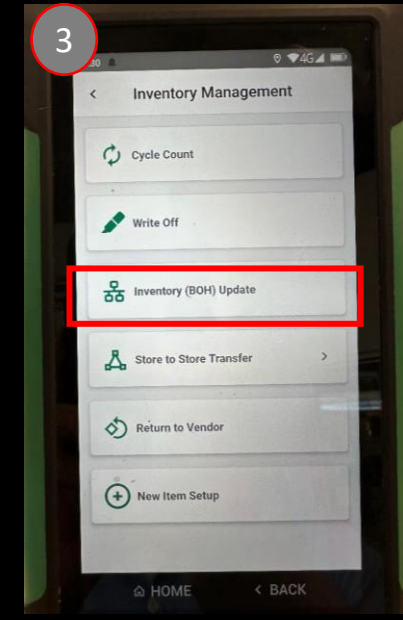
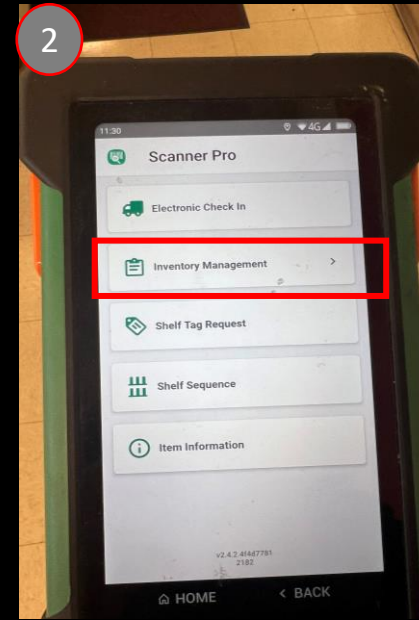
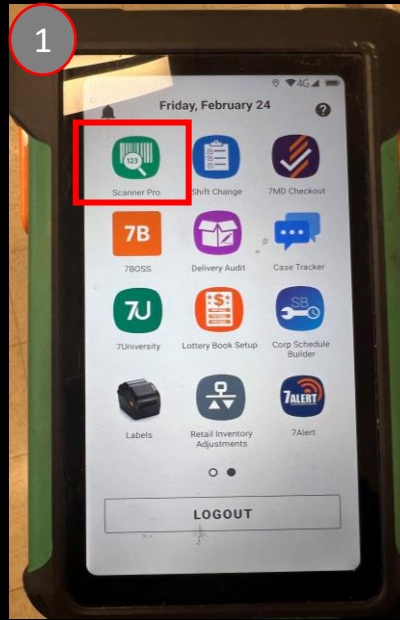
Accurate inventory is essential for the EDI system to order correct quantities weekly. Incorrect Inventory can lead to excessive or low in-stock conditions

The How...



BOH Adjustment

- 1 Have store manager log you in to the scan gun and click on Scanner Pro
- 2 Click on Inventory Management
- 3 Select Inventory (BOH) Update
- 4 Scan or enter the UPC of the item you are updating
- 5 Count by pressing “+” or enter the total quantity in the highlighted field.
- 6 Press Submit
- 7 You will get a “Changes Submitted” screen when completed





Cycle Counts

The What:

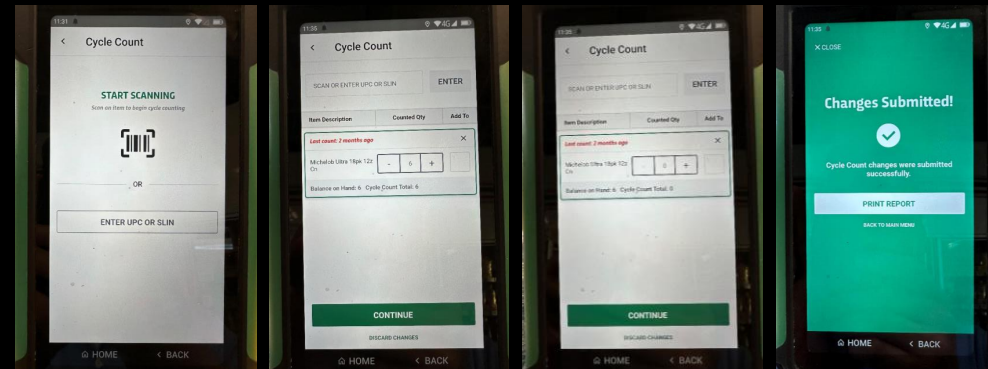
Cycle counts allow for you to update the system inventory for any item (Cycle counting is the only way to override the total inventory shown in the system)

The Why:

Accurate inventory is essential for the EDI system to order correct quantities weekly. Incorrect Inventory can lead to excessive or low in-stock conditions

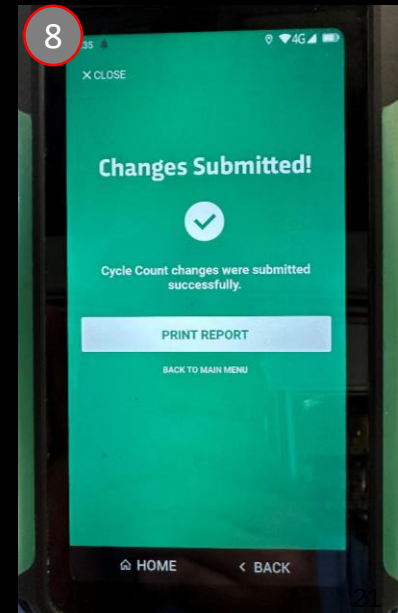
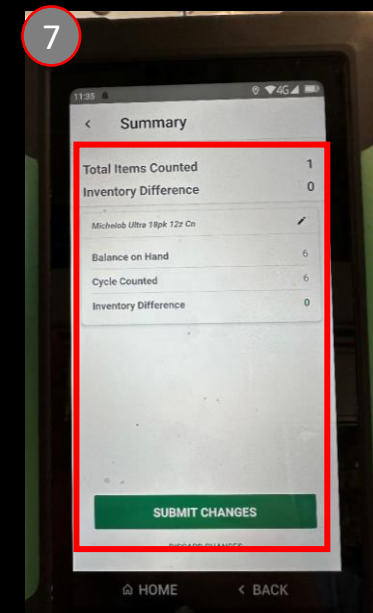
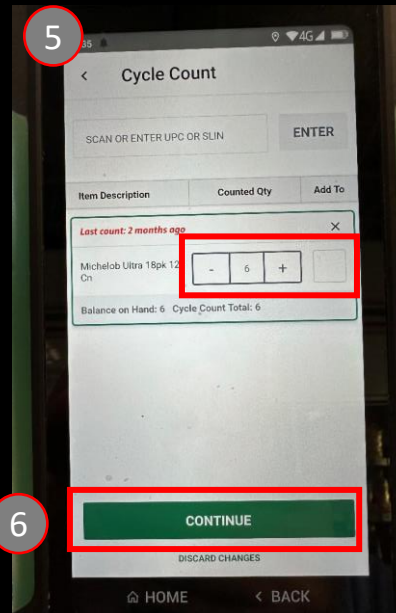
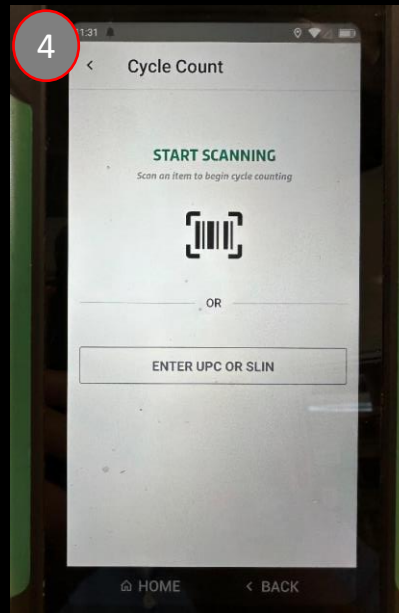
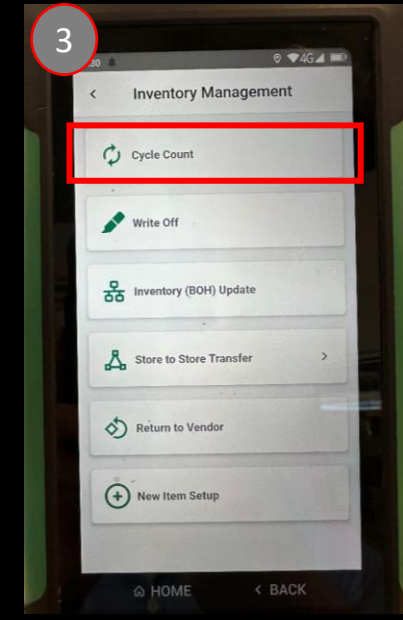
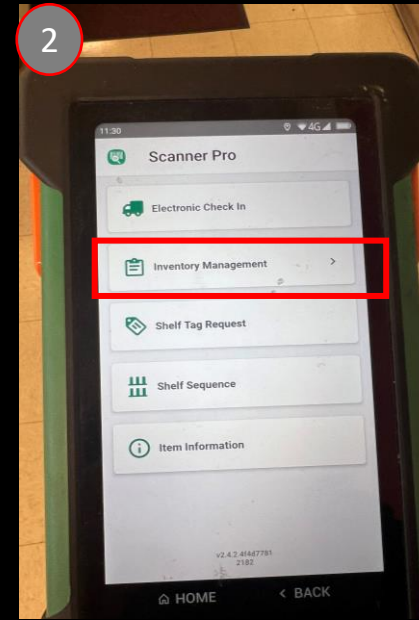
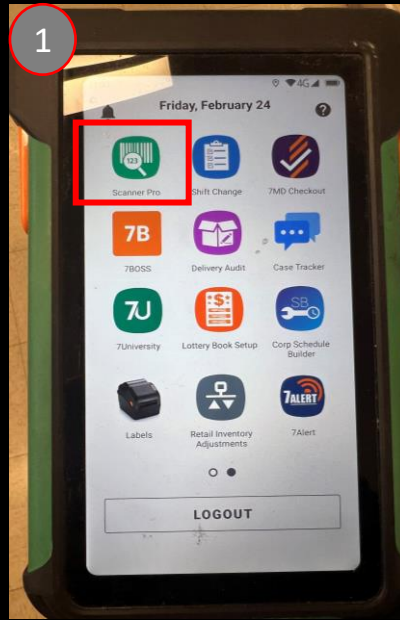
Cycle counts must be completed on the scanner (7MD)

The How...



Cycle Count

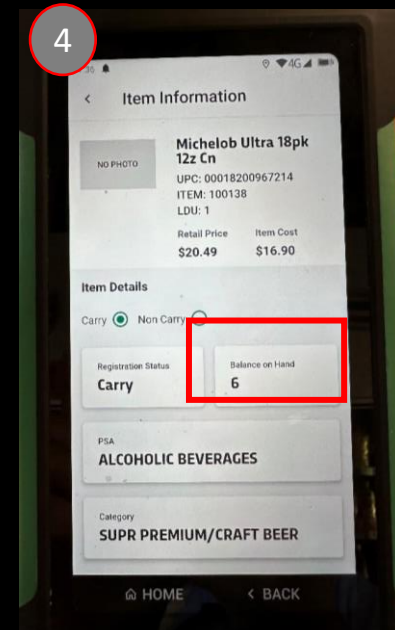
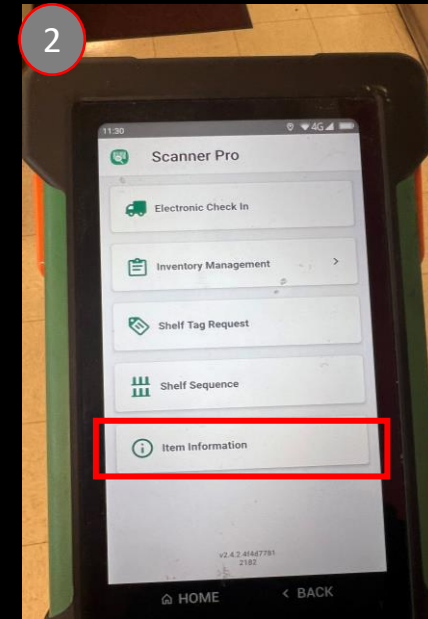
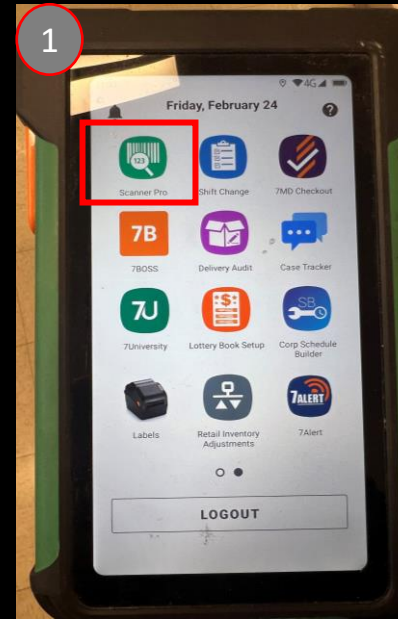
- 1 Have store manager log you in to the scan gun and click on Scanner Pro
- 2 Click on Inventory Management
- 3 Select Inventory Cycle Count
- 4 Scan or enter the UPC of the item you are Cycle Counting
- 5 Count by pressing “+” or enter the total quantity in the highlighted field.
- 6 Press continue
- 7 Review summary screen to ensure the count is accurate and press submit Changes
- 8 You will get a “Changes Submitted” screen when completed



Verifying a Cycle Count

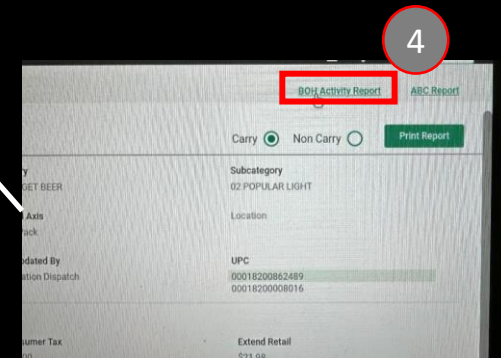
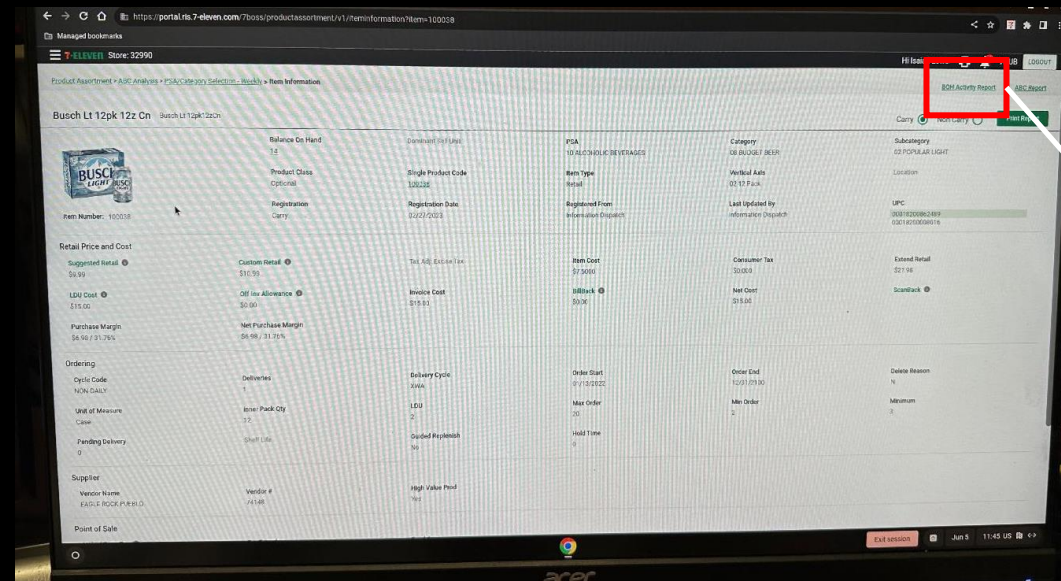
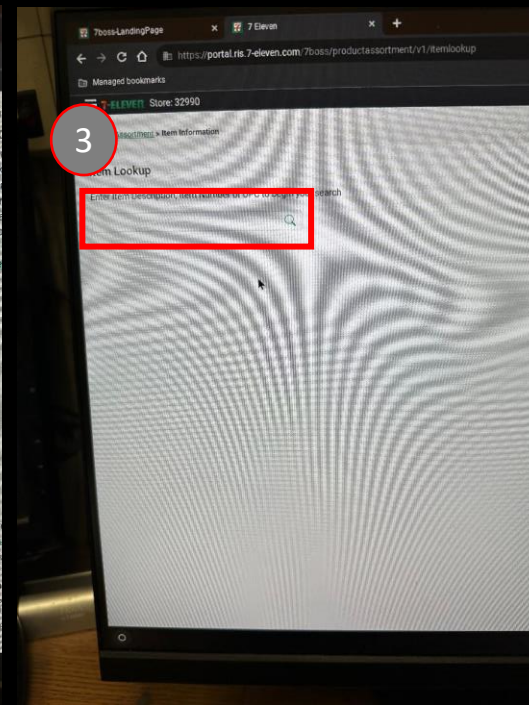
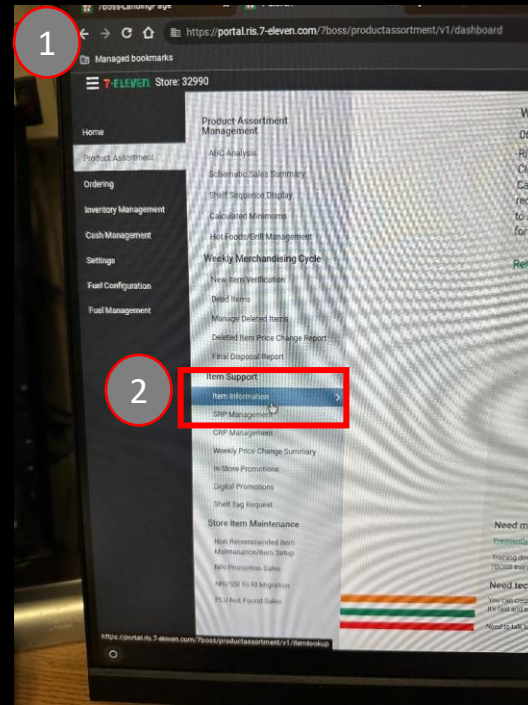
Scanner

- 1 Have store manager log you in to the scan gun and click on Scanner Pro
- 2 Click on Item Information
- 3 Scan or enter the UPC of the item you are looking up
- 4 Review Inventory on hand to verify it is correct



Verifying a Cycle Count Computer

- 1 Access the back-office computer and go to product assortment.
- 2 Select Item Information from the drop-down menu
- 3 Look up item by name UPC or SLIN #
- 4 Select BOH Activity Report from top right corner of the item information screen



Verifying a Cycle Count

Computer

- 5 From this screen you can see all adjustments made to the inventory of the item
- 6 Total inventory on hand is in the bottom right corner

5

7-Eleven Store: 32990

Product Assortment > ABC Analysis > PSA/Category Selection - Weekly > Item Information > Balance on Hand Activity Report

From: 05/08/2024 To: 06/05/2024 Item: Busch Lt 12pk 12z Cn

Date	Begin BOH	EOI	Deliveries/Purchase Summary			Cash Report	Ordering Adj.	Manual Adjustments		Write Offs	Sales	End BOH
			Purchase Summary Adj.	Transfers	Vendor Returns			BOH Change	Cycle Count Adj.			
05/08/2024	2	-	-	-	-	-	-	-	-	-	-	2
05/09/2024	2	-	-	-	-	-	-	-	-	-	-	1
05/10/2024	1	0	-	-	-	-	-	-	-	-	-	1
05/11/2024	1	-	-	-	-	-	-	-	-	-	-	1
05/12/2024	1	-	-	-	-	-	-	-	-	-	-	1
05/13/2024	1	-	-	-	-	-	-	-	-	-	-	1
05/14/2024	1	-	-	-	-	-	-	-	-	-	-	0
05/15/2024	0	-	-	-	-	-	-	-	-	-	-	0
05/16/2024	0	-	-	-	-	-	-	-	-	-	-	0
05/17/2024	0	0	-	-	-	-	-	-	-	-	-	0
05/18/2024	0	-	-	-	-	-	-	-	-	-	-	0
05/19/2024	0	-	-	-	-	-	-	-	-	-	-	0
05/20/2024	0	-	-	-	-	-	-	-	-	-	-	0
05/21/2024	0	-	-	-	-	-	-	-	-	-	-	0
05/22/2024	0	-	-	-	-	-	-	-	-	-	-	0
05/23/2024	0	-	-	-	-	-	-	-	-	-	-	0
05/24/2024	0	0	-	-	-	-	-	-	-	-	-	0
05/25/2024	8	-	-	-	-	-	-	-	-	-	-	8
05/26/2024	8	-	-	-	-	-	-	-	-	-	-	8
05/27/2024	8	-	-	-	-	-	-	-	-	-	-	8
05/28/2024	8	-	-	-	-	-	-	-	-	-	-	8
05/29/2024	8	-	-	-	-	-	-	-	-	-	-	8
05/30/2024	8	-	-	-	-	-	-	-	-	-	-	7
05/31/2024	8	-	-	-	-	-	-	-	-	-	-	7
06/01/2024	7	-	-	-	-	-	-	-	-	-	-	7
06/02/2024	7	-	-	-	-	-	-	-	-	-	-	7
06/03/2024	7	-	-	-	-	-	-	-	-	-	-	7
06/04/2024	7	-	-	-	-	-	-	-	-	-	-	7
Summary:	2	8	0	0	0	0	0	7	0	0	-	14

6



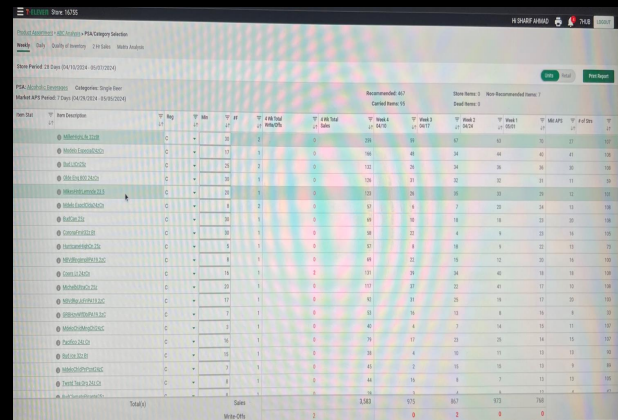
The What:

7-Eleven provides detailed, segment level sales reports in units or dollars that show how products are moving in the store and market over the last 4 weeks (28 days)

The Why:

Understand where products are performing (or underperforming) to make fact-based recommendations on space, displays, and new items

The How...



28 Day Report

Breakdown of all item sales by category

1

7-ELEVEN Store: 16755

Home

Product Assortment

Ordering

Inventory Management

Cash Management

Settings

Fuel Configuration

Fuel Management

Place Order

Order Detail Reports

Order Support Functions

Store Order Errors

DSD Order By Vendor

Transmit Delivery Calendar

Min. Case Quantity Config

Blocked Items Report

2

Product Assortment Management

ABC Analysis

Schematic Sales Summary

Shelf Sequence Display

Calculated Minimums

Hot Foods/Grill Management

Weekly Merchandising Cycle

New Item Verification

Dead Items

Manage Deleted Items

Deleted Item Price Change Report

3

Product Assortment > ABC Analysis

PSA/Category Selection

Market Top 200

PSA Number

PSA Description

10

ALCOHOLIC BEVERAGES

11

SSI ALCOHOLIC BEVERAGES

12

CIGARETTES

13

COLD DISPENSED BEVS

14

CONFECTIONERY

15

DAIRY

16

ELECTRONICS/BATTERY/FILM

17

FOOD SERVICE

18

FROZEN FOOD

19

FROZEN TREATS

20

NON-FOODS

21

PACKAGED FOODS

22

HEALTH & BEAUTY CARE

4

Category

Category Description

02

Liquor

04

Wine

06

Premium Beer

07

Supr Premium/Craft Beer

08

Budget Beer

09

Single Beer

10

Imports

11

Flavored Malt Beverages

12

Low Spirit Based

13

Growler Beer

14

Growler Wine

15

Hard Seltzer

5

7-ELEVEN Store: 16755

Hi SHARIF AHMAD

7HUB

LOGOUT

Product Assortment > ABC Analysis > PSA/Category Selection

Weekly

Daily

Quality of Inventory

2 Hr Sales

Matrix Analysis

Store Period: 28 Days (04/10/2024 - 05/07/2024)

PSA: Alcoholic Beverages

Categories: Single Beer

Recommended: 467

Carried Items: 95

Store Items: 0

Non-Recommended Items: 7

Dead Items: 0

Units

Retail

Print Report

Item Stat	Item Description	Reg	Min	#F	4 Wk Total Write/Offs	4 Wk Total Sales	Week 4 04/10	Week 3 04/17	Week 2 04/24	Week 1 05/01	Mkt APS	# of Strs
	MillerHighLife 32zBt	C	30	2	0	259	59	67	63	70	27	107
	Modelo Especial24zCn	C	17	1	0	166	48	34	44	40	41	108
	Bud LtCn25z	C	25	2	0	132	26	34	36	36	30	108
	Older Eng 800 24zCn	C	30	1	0	126	31	32	32	31	11	59
	MikesHrdLemnda 23.5	C	20	1	0	123	26	35	33	29	12	101
	Modelo Especial24zCn	C	8	2	0	57	6	7	20	24	13	108
	BudCan 25z	C	30	1	0	69	10	18	18	23	20	108
	CoronaEml32z Bt	C	30	1	0	58	22	4	9	23	16	105
	HurricaneHighCn 25z	C	5	1	0	57	8	18	9	22	13	73
	NBvdRnglmpLPA19 2zC	C	8	1	0	69	22	15	12	20	16	100
	Coors Lt 24zCn	C	16	1	2	131	39	34	40	18	18	108
	MichelbUltra 25z	C	20	1	0	117	37	22	41	17	10	108
	NBvdRgrJcFPA19 2zC	C	17	1	0	92	31	25	19	17	20	103
	GRBHzyWfDbLPA19 2zC	C	7	1	0	53	16	13	8	16	8	33
	ModeloChldMngChl24zC	C	3	1	0	40	4	7	14	15	11	107
	Pacifico 24z Cn	C	16	1	0	79	17	23	25	14	15	107
	Bud Ice 32z Bt	C	15	1	0	38	4	10	11	13	13	90
	ModeloChldPnPort24zC	C	7	1	0	45	2	15	15	13	9	89
	Twstd Tea Org 24z Cn	C	8	1	0	44	16	8	7	13	13	105
	BudClamatoRica24zC	C	8	1	0	78	7	4	9	17	17	67
Total(s)						3,583	975	867	973	768		
Write-Offs						2	0	2	0	0		

28 Day Report

X = DEAD
ITEM, auto
non-carry
N = NEW item

C = Carried item (item in system, can be ordered)
U = Un-carried item (has not been elected for ordering)
N = Non-carry (FZ elected to delete item from selection).

Items
available in
specific
category

Minimum on-
hand units
before repln.

of facings
per unit, if
shelf
sequenced

Total unit
sales for latest
4 weeks

Unit sales by
week over a 4
week period

Average unit
sales per day,
per store in
the specific
market

of stores currently
selling an item in a
specific market

Item Stat	Item Description	Reg	Min	#F	4 Wk Total Write/Offs	4 Wk Total Sales	Week 4 04/10	Week 3 04/17	Week 2 04/24	Week 1 05/01	Mkt APS	# of Strs
	MillerHighLife 32zBtl	C	30	2	0	259	59	67	63	70	27	107
	LY B4SingleXoff	U	0	0	0	172	64	48	60	-	0	0
	Modelo Especial24zCn	C	17	1	0	166	48	34	44	40	41	108
	Bud LtCn25z	C	25	2	0	132	26	34	36	36	30	108
	Coors Lt 24zCn	C	16	1	2	131	39	34	40	18	18	108
	Olde Eng 800 24zCn	C	30	1	0	126	31	32	32	31	11	59
	MikesHndrl emnde 23.5	C	20	1	0	123	26	35	33	29	12	101
	MichelbUltraCn 25z	C	20	1	0	117	37	22	41	17	10	108
	NBVdRgrJcFrIPA19.2zC	C	17	1	0	92	31	25	19	17	20	103
	Pacifico 24z Cn	C	16	1	0	79	17	23	25	14	15	107
	BudCan 25z	C	30	1	0	69	10	18	18	23	20	108
	NBVdRngImpIP19.2zC	C	8	1	0	69	22	15	12	20	16	100
	ModeloEspecial32zBtl	C	40	2	0	67	21	27	13	6	18	106
	TwstdT Hf & Hf 24zCn	C	8	1	0	65	22	12	26	5	14	103
	PacificoBelina32z Btl	C	15	1	0	61	8	23	19	11	11	75
	ModlChldLmn&Sal24zCn	C	12	1	0	60	20	9	19	12	15	108
	CoronaFmlr32z Btl	C	30	1	0	58	22	4	9	23	16	105
	Mdelo EspclClda24zCn	C	8	2	0	57	6	7	20	24	13	108
	HurricaneHighCn 25z	C	5	1	0	57	8	18	9	22	13	73
	GRBHzzWlFdhIPA19.2zC	C	7	1	0	53	16	13	8	16	8	72
Total(s)					Sales	3,583	975	867	973	768		
					Write-Offs	2	0	2	0	0		

Anheuser-Busch

To view as printable click 'Print Report'

The printable version will populate in ascending or descending order of whichever column metric you chose on the previous screen (filter total units from high to low)

NOTE: The 28 Day Report has to be individually ran for each PSA (Recommended Alcohol [10] and SSI Alcohol [11]) AND by category (Premium, Super Premium, Singles, etc.) Make sure and select the exact pages needed that have data.



Printing Shelf Tags

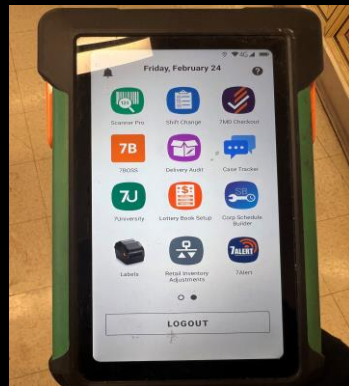
The What:

Shelf Tags communicate to the consumer how much a given product costs. If it's got a price, it's for sale!

The Why:

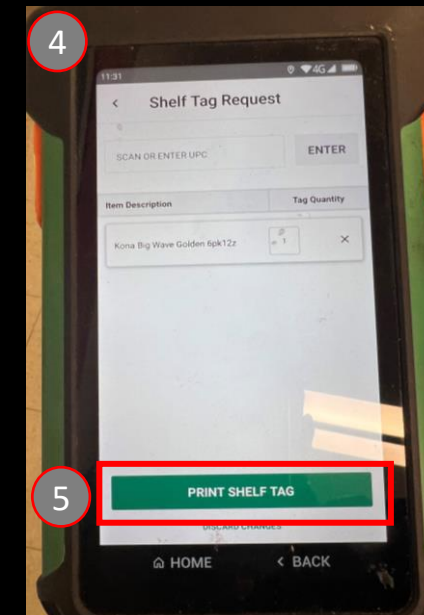
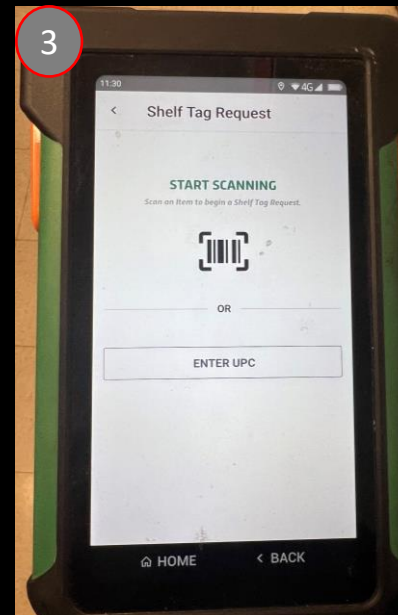
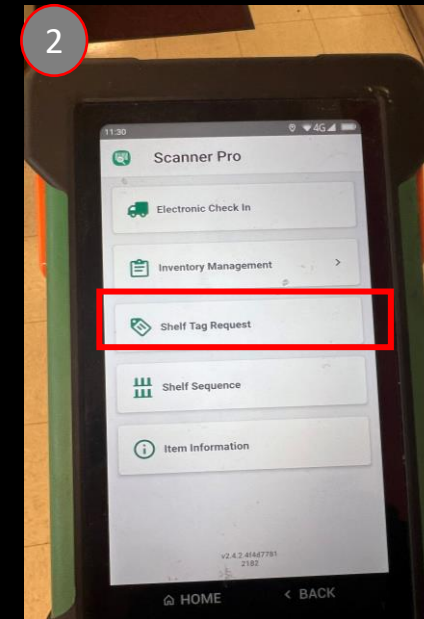
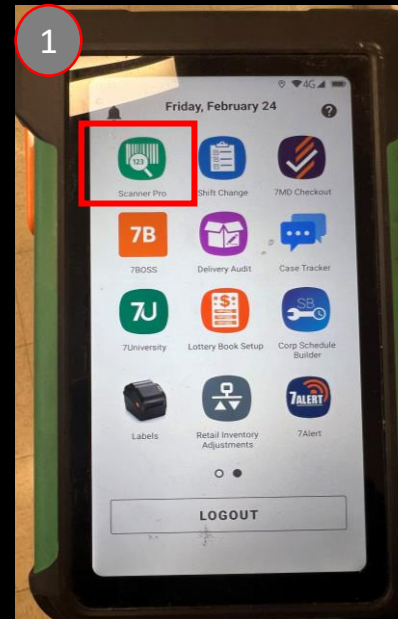
Price changes can occur throughout the year and having accurate pricing can determine whether our product sells, or someone else's sells instead...

The How...



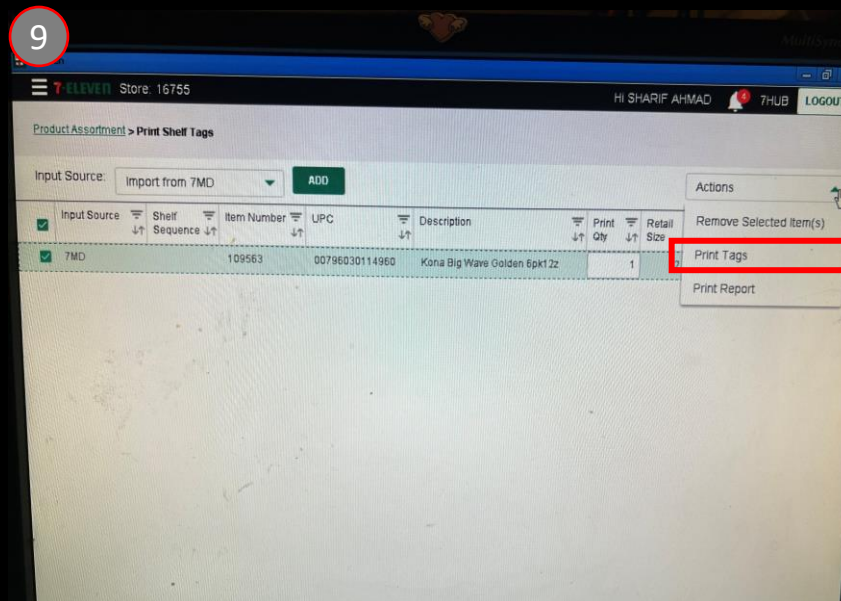
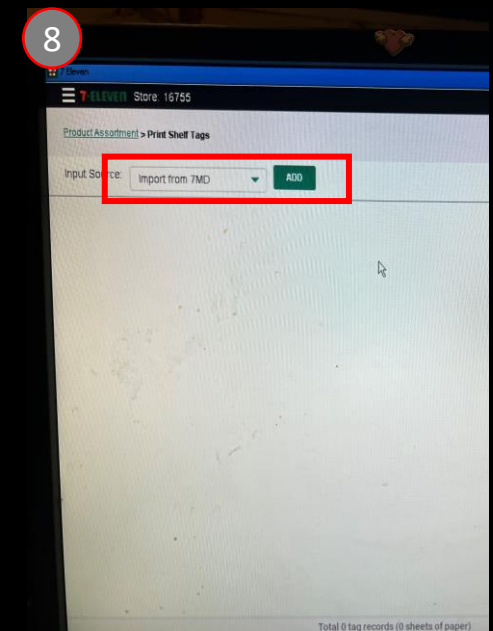
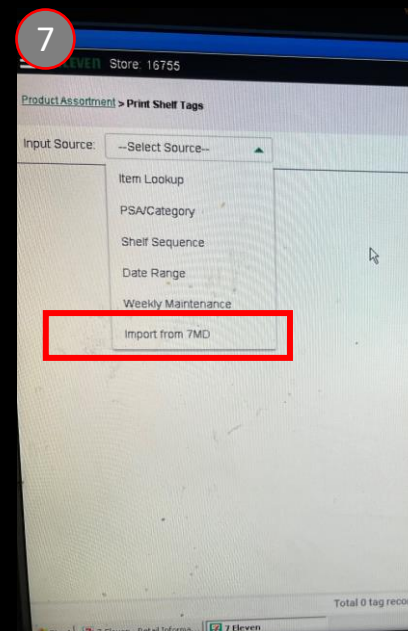
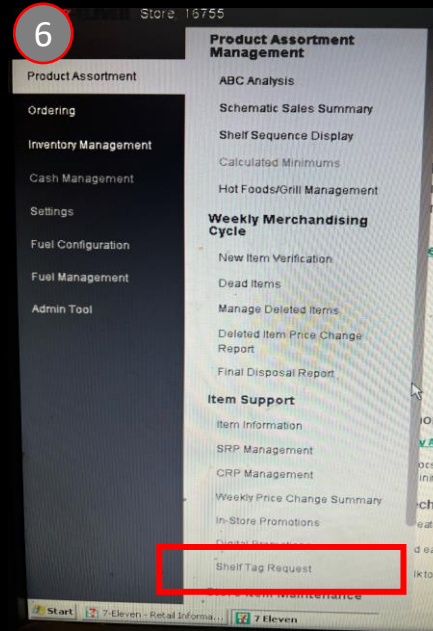
Printing Shelf Tags

- 1 Have store manager log you in to the scan gun and click on Scanner Pro
- 2 Click on Shelf Tag Request
- 3 Begin Scanning items or enter UPC for desired item
- 4 After item is scanned you will have an option to change the quantity for the tag, it automatically defaults to one. If you need tags for more than one items just continue scanning and they will appear on the screen
- 5 When done click Print Shelf Tag



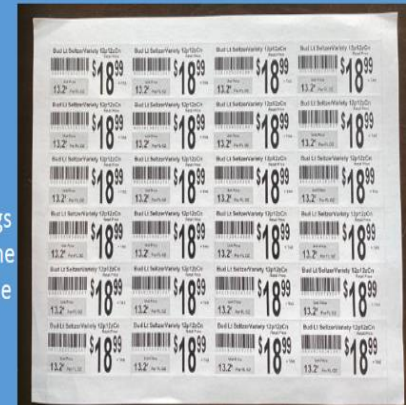
Printing Shelf Tags

- 6 Have store manager log you into the computer and select Product Assortment and scroll down and click on Shelf Tag Request
- 7 Select Source and click on Import from 7MD
- 8 Click on Add and all items that were scanned will populate. Only click on items you wish to print tags for
- 9 Now that your ready to print tags make sure and load the 6x4 price tag paper sheet into the printer. Now you can click on the Actions box and choose Print Tags to print



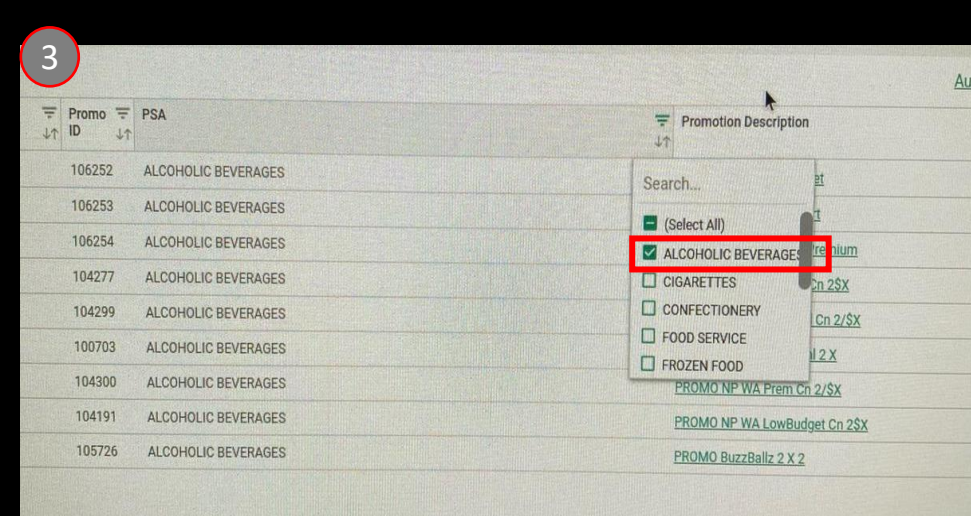
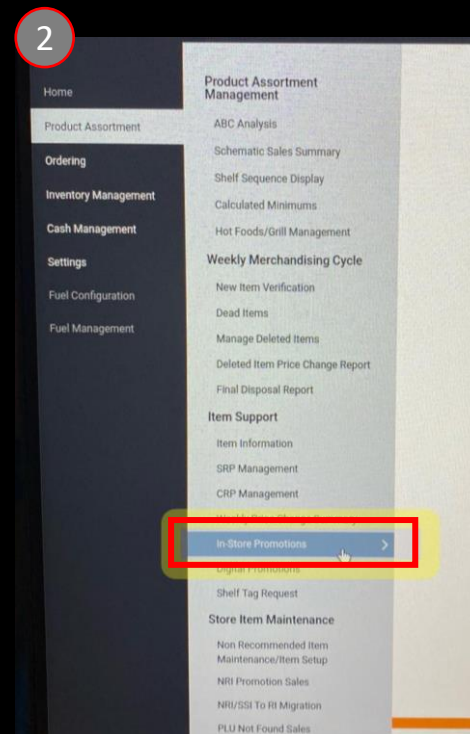
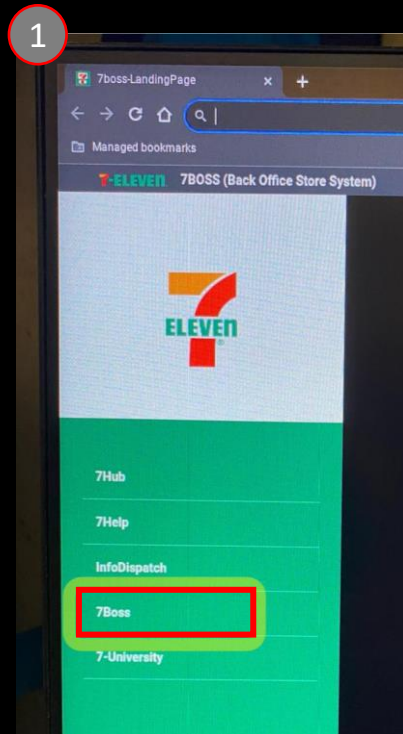
Helpful tip:

When you know you need tags for multiple stores, print by the sheet rather than wasting time printing single tags per store!
EX. New items like BDL Seltzer



2-For Buckets

- 1 Have store manager log you into 7BOSS
- 2 Go to Product Assortment and select In-Store Promotions
- 3 Sort PSA column alphabetically or use drop down menu to select Alcoholic Beverages
- 4 All available 2-For Promo segments buckets will be listed. Click on a bucket to view item information.
- 5 Sort Item Description column alphabetically for easier viewing. This screen will show the SRP of the bucket or if a store has changed to a CRP. It will also show whether the store is participating or not.



Auto Approve: New promos: OFF | Promo changes: ON | Info: Participate In All

Promotion Description	SRP	CRP	Effective Date	Promotion End Date
PROMO Entire WA Budget	6.50		05/15/2024	12/31/2026
PROMO Entire WA Import	7.50		05/15/2024	12/31/2026
PROMO Entire WA Mid-Premium	6.50		05/15/2024	12/31/2026
PROMO NP WA Budget Cn 2/\$X	5.00	5.50	05/15/2024	12/31/2024
PROMO NP WA HighEnd Cn 2/\$X	7.00	7.00	05/15/2024	12/31/2024
PROMO Yosemite 750 ml 2 X	10.00		05/15/2024	12/31/2024
PROMO NP WA Prem Cn 2/\$X	6.00	6.79	05/15/2024	12/31/2024
PROMO NP WA LowBudget Cn 2/\$X	4.29		05/15/2024	12/31/2024
PROMO BuzzBallz 2 X 2	7.00		02/21/2024	01/07/2025

Assortment > In-Store Promotions

Promotion ID	Change Effective Date	Change Reason	Promotion Name	Promotion Description	Promotion Start Date	Promotion End Date	Promotion SRP	Promotion CRP	Participate	Transaction Limit
104299	05/15/24	Change to existing Promotion	PRM NP WA HighEnd Cn	PROMO NP WA HighEnd Cn 2/\$X	08/05/23	12/31/24	\$7.00	\$ 7.00	Yes ☒ No ☐	32



Carry Items

The What:

Carrying an item adds the item to 7-Eleven's Guided Replenishment Process

The Why:

Ensures that the item is added with their regularly transmitted EDI order as Sales Reps don't write the orders

The How...

Item Description	Unit	Case	Min	Max	First Order	CRP \$	CRP Effective Date	SRP \$
Bull Li Platinum 250 Ch	15	0						0.45

OK

Within influencing orders, it's important to note how new items work at 7-Eleven

New Items can be brought into stores in one of two ways.



Recommended Items (AKA: Authorized, Turned On)

- National Item: Sold in by Senior Sales Director to 7-ELEVEN category team in Las Colinas, TX
- Regional Item: Sold in by Senior Key Account Manager to 7-ELEVEN category team in Las Colinas, TX
- Must "Carry" the item through the 7-ELEVEN system to ensure it will be a part of the Guided Replenishment system



Store Supported Item (AKA: SSI)

- Sold in at account level to franchisee / decision maker
- Must go through the set-up process at every store you wish to sell in the new item
- Allows for customization of assortment to cater to specific shoppers for a given store

Carrying an Item

7-ELEVEN Store: 16755

1

Product Assortment

Place Order

Order Detail Reports

Order Support Functions

Store Order Errors

DSD Order By Vendor

Transmit Delivery Calendar

Min. Case Quantity Config

Blocked Items Report

7-ELEVEN Store: 16755

2

Product Assortment Management

ABC Analysis

Schematic Sales Summary

Shelf Sequence Display

Calculated Minimums

Hot Foods/Grill Management

Weekly Merchandising Cycle

New Item Verification

Dead Items

Manage Deleted Items

Deleted Item Price Change Report

Product Assortment > ABC Analysis

PSA/Category Selection Market Top 200

PSA Number	PSA Description
10	ALCOHOLIC BEVERAGES
11	SSI ALCOHOLIC BEVERAGES
12	CIGARETTES
13	COLD DISPENSED BEVS
14	CONFECTIONERY
15	DAIRY
16	ELECTRONICS/BATTERY/FILM
17	FOOD SERVICE
18	FROZEN FOOD
19	FROZEN TREATS
20	NON-FOODS
21	PACKAGED FOODS
22	HEALTH & BEAUTY CARE

Category	Category Description
02	Liquor
04	Wine
06	Premium Beer
07	Supr Premium/Craft Beer
08	Budget Beer
09	Single Beer
10	Imports
11	Flavored Malt Beverages
12	Low Spirit Based
13	Growler Beer
14	Growler Wine
15	Hard Seltzer

Carrying an Item

5 Sort Item Description
alphabetically to easily find
desired item
Ex. Bud Light Platinum 25oz Can

6 Verify in Reg column that its
status is currently U for
Uncarried/N for Non-Carry.

7 Single click on desired item to
open, then click Carry on the
upper right circle

Product Assortment > ABC Analysis > PSA/Category Selection

Weekly Daily Quality of Inventory 2 Hr Sales Matrix Analysis

Store Period: 28 Days (04/10/2024 - 05/07/2024)

PSA: Alcoholic Beverages Categories: Single Beer
Market APS Period: 7 Days (04/29/2024 - 05/05/2024)

Item Stat	Item Description	Reg	Min	#F
	Bud Lt Orange 12z Bt	U		0
	Bud LtCn25z	C		25
	BudCan 25z	C		30
	BudClamatoPicante25z	C		8
	BudLt Platinum25zCn	N		0
	BudLtChlidaMango25zCn	N		3
	BudLtChldaw/ExLm 25z	C		6
	BudLt Lime12zLn	N		0
	BudLt LimeCn 25z	N		2
	BudLtLimRita Cn 25z	N		3
	BudLtLimMngORta25zCn	N		6

Product Assortment > ABC Analysis > PSA/Category Selection > Weekly > Item Information

Bud Lt Platinum 25z Cn BudLt Platinum25zCn

Carry Non Carry

Item Number: 109417

Balance On Hand: 2

Dominant Sell Unit: Single Product Code 109417

PSA: 10 ALCOHOLIC BEVERAGES

Category: 09 SINGLE BEER

Subcategory: 04 SUPER PREMIUM LIGHT

Product Class: Focus

Registration: Non Carry

Registration Date: 04/03/2024

Registered From: Product Assortment

Vertical Axis: 04 24 Oz

Location: 00018200958205
00018200235434

UPC: 00018200235434

Retail Price and Cost

Suggested Retail: \$3.49

Custom Retail: \$0.00

Tax Adj: Excise Tax

Item Cost: \$2.1100

Consumer Tax: \$0.000

Extend Retail: \$52.35

LDU Cost: \$31.65

Off Inv Allowance: \$0.00

Invoice Cost: \$31.65

Billback: \$0.00

Net Cost: \$31.65

Scanback: \$0.00

Purchase Margin: \$20.70 / 39.54%

Net Purchase Margin: \$20.70 / 39.54%

Ordering

Cycle Code: NON-DAILY

Deliveries: 1

Delivery Cycle: XWA

Order Start: 10/05/2020

Order End: 12/31/2100

Unit of Measure: Can

Inner Pack Qty: 1

LDU: 15

Max Order: 150

Min Order: 15

Pending Delivery: 0

Shelf Life: 0.4m

Guided Replenish: No

Hold Time: 0

Delete Reason: N

Minimum: 0

Supplier

Vendor Name: ANHEUSER-BUSCH POMONA/ANTELOPE

Vendor #: 77347

High Value Prod: Yes

Carrying an Item

- 8 A separate box will open. This is where you will input two numbers:
- a Minimum units on hand for guided replenishment to kick in i.e., lowest amount of units on hand that will initiate an order for a specific item
 - b First Order: "0" will order 1 case automatically through initial Guided Replenish order placed
- Entering the exact number of LDU will automatically order 1 EXTRA case during initial Guided Replenishment order placed
- Example: Bud Light Platinum 25oz Can has an LDU of 15. Entering "15" for First Order would trigger one extra case ordered.

- 9 Verify that the item has changed status (instantaneously) to C for carried, which begins the process for an item to be ordered



8

Item Description	LDU	Min	First Order	CRP \$	CRP Effective Date	SRP \$
Bud Lt Platinum 25z Cn	15	0	0	3.49		

Product Assortment > ABC Analysis > PSA/Category Selection

Weekly Daily Quality of Inventory 2 Hr Sales Matrix Analysis

Store Period: 28 Days (04/10/2024 - 05/07/2024)

PSA: [Alcoholic Beverages](#) Categories: Single Beer

Market APS Period: 7 Days (04/29/2024 - 05/05/2024)

Item Stat	Item Description	Reg	Min
1	Bud Lt Orange 12z Bt	U	
1	Bud LtCn25z	C	
1	BudCan 25z	C	
1	BudClamatoPicante25z	C	
1	BudLt Platinum25zCn	C	
1	BudLtChlIdaMango25zCn	N	

Carrying an Item on the scanner

1 Have store manager log you in to the scan gun and click on Scanner Pro

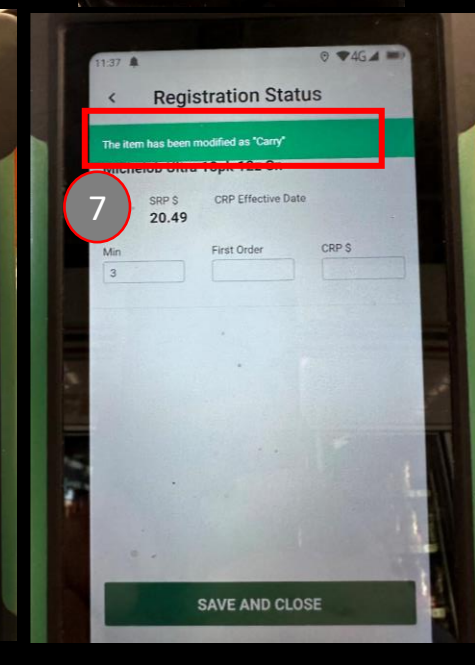
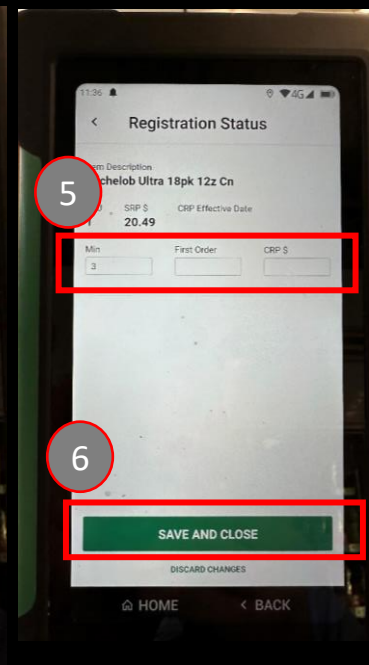
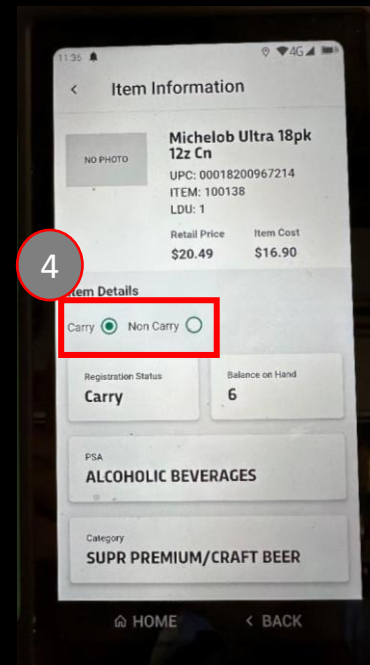
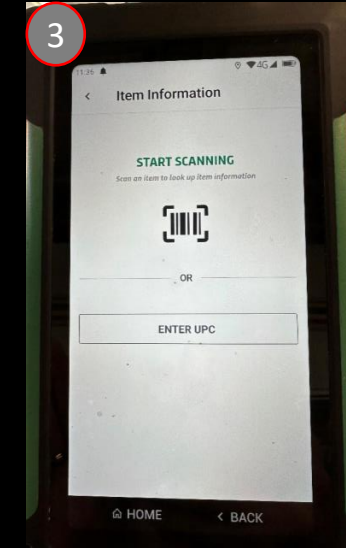
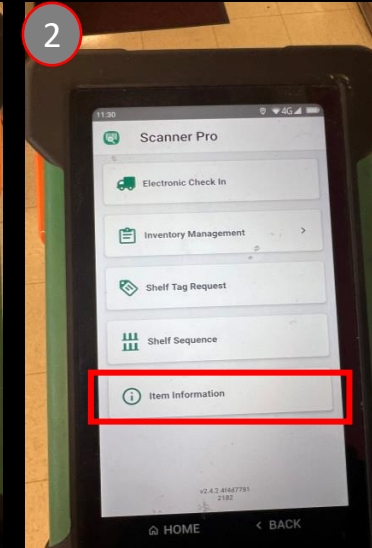
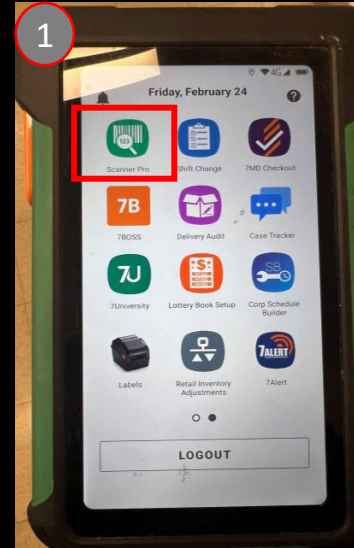
2 Click on Item Information

3 Scan or enter the UPC of the item you are looking up

4 Select Carry

5 Input Minimums and first order quantity.

5 Select save and close



EXAMPLE

Michelob Ultra 12pk 16oz Can



- Michelob Ultra is now the **#3 Largest Brand** at Speedway in dollars
- Michelob Ultra was the **#1 fastest growing brand**
- Ultra 12pk, 18pk & 24pk Cans growing share YTD, 12pk 16oz Cans new
 - *Note: Bud LT 12/12C & 12/16C are both growing share L4wk.*

EXAMPLE

High End Craft 19.2oz Cans

Tropical Beer Hug 19.2oz  SLIN: 100003  7 36920 21108 9	Juicy Beer Hug 19.2oz  SLIN: NEW  7 36920 21368 7	Elysian Space Dust 19.2oz  SLIN: NEW  8 17904 00689 8
---	---	---

GOAL	Drive High End Singles MPD & PODs while closing the gap on Mega Brand Singles
TIMING	11/1/24 – 12/31/24 (or Until Bank Breaks)
GEO	All States
BANNER	All 7Eleven Banners
PAYOUT	\$20 Per POD over baseline PODs: \$50,000 Bank
BASELINE	L13W Distro Ending 11/3/24



As a predominantly Franchisee Owned Organization, 7-Eleven allows Franchisees to edit pricing to meet their local market margin and revenue needs

Influence Franchisee decisions through discussing margins, revenue, and opportunities for our brands and competition in real time

[illegible]

Custom Retail Pricing

Home

Product Assortment

Ordering

Inventory Management

Cash Management

Settings

Fuel Configuration

Fuel Management

Product Assortment Management

ABC Analysis

Schematic Sales Summary

Shelf Sequence Display

Calculated Minimums

Hot Foods/Grill Management

Weekly Merchandising Cycle

New Item Verification

Dead Items

Manage Deleted Items

Deleted Item Price Change Report

Final Disposal Report

Item Support

Item Information

SRP Management

CRP Management

Weekly Price Change Summary

In-Store Promotions

Digital Promotions

Shelf Tag Request

Store Item Maintenance

Non Recommended Item Maintenance/Item Setup

NRI Promotion Sales

NRI/SSI To RI Migration

PLU Not Found Sales

	Reg	Min	#F
	U		0
	C		25
	C		30
	C		8
	C		0
	N		3
	C		6
	N		0
	N		2
	N		0
	N		3
	N		0
	N		6
	N		0
	N		3
	U		0
	N		0
	N		3
	N		0
	N		0
	U		0

Sales

In step 2, search by either
UPC, Item Number, or Item
Description

OR

Click on the drop-down menu
next to PSA to bring up a menu
of options based on segments

T-ELEVEN Store: 16755

Assortment > Custom Retail Price Management

2 make a selection to get started

Select PSA or Search by: Item Desc, Item Number, UPC or Show all items with CRP

10 ALCOHOLIC BEVERAGES

11 SSI ALCOHOLIC BEVERAGES

12 CIGARETTES

13 COLD DISPENSED BEVS

14 CONFECTIONERY

15 DAIRY

16 ELECTRONICS/BATTERY/FILM

12

78

Total CRPs below SRP

In step 3, Select the desired category

Product Assortment > Custom Retail Price Management

Please make a selection to get started

10 ALCOHOLIC BEVS or Search by: Item Desc, Item Number, UPC or Show all items with CRP

3

	Category	Description
☐	02	LIQUOR
☐	04	WINE
☐	06	PREMIUM BEER
☐	07	SUPR PREMIUM/CRAFT BEER
☐	08	BUDGET BEER
☒	09	SINGLE BEER
☐	10	IMPORTS
☐	11	FLAVORED MALT BEVERAGES
☐	15	HARD SELTZER



Custom Retail Pricing

4

Select the desired item you wish to adjust

Ex. Platinum 25oz Can

Review the columns that include Current Suggested Retail

Select the Custom Retail \$ in the far right column and enter adjusted retail price.

Product Assortment > Custom Retail Price Management > Custom Retail Price Maintenance

Info: View by: PSA/Category Groups All Items Filter by: Show all Actions

☐ Item Description	Product Class	Item Number	Reg	Item Cost \$	SRP \$	CRP \$	Diff \$	CRP Effective Date	CRP Reason Code Desc.	Custom Retail \$
☐ Bud Lt 40zBt		101637	C		3.01	4.19				
☐ Bud Lt Chelada Fuego 25ozCn		100069	N		2.01	3.49		09/10/2020		
☐ Bud Lt Chelada Mangonada 25zCn		105796	N		2.11	3.49				
☐ Bud Lt Chelada w/Ex Lime 25z		107142	C		2.11	3.49				
☐ Bud Lt Clamato Chelada 25z Cn		100248	C		2.11	3.49				
☐ Bud Lt Cn 25z	CO	100608	C		1.87	2.89				
☐ Bud Lt Lime 12z Ln		101885	N		0.00	1.99				
☐ Bud Lt Lime a Rita Cn25z		108253	N		2.59	3.49		09/10/2020		
☐ Bud Lt Lime Mang-O-Rita 25z Cn		100337	N		2.59	3.49				
☐ Bud Lt LimeCn 25z		100694	N		2.11	3.49				
☐ Bud Lt Orange 12z Bt		101972	U		1.18	1.99				
☐ Bud Lt Platinum 25z Cn	FC	109417	C		2.11	3.49				
☐ Bud Lt Platnm SltzrWldbry25zCn		100010	N		2.69	3.89				
☐ Bud Lt Seltzer Mango 25z Cn		106272	U		2.69	3.89				
☐ Bud Lt Seltzer Seasonal 25z Cn		105169	N		2.69	3.89				
☐ Bud Lt Straw-ber-RitaCn25z		107851	N		2.59	3.49		09/10/2020		
☐ BudLightSeltzerBlkCherry25ozCn		105779	N		2.59	3.89				
☐ BudLt Sltzr HardSoda Cola25zCn		107045	N		2.69	3.89				
☐ BudLtChelada TajlnChlYlmm25zCn		107097	N		2.11	3.49				
☐ Busch Cn 25z		101649	N		1.66	2.49				
☐ Busch Lt Cn 25z		100088	N		1.66	2.49				
☐ Cali Squeeze BloodOrange 24zCn		105581	U		2.63	3.49				
☐ Cantaritos HS Mandarin 25zCn		106127	N		2.68	3.89				

Custom Retail Pricing

5

After you have entered the desired Custom Retail, you will have to enter a CRP Reason Code Description

Options include:
Competitive
Mark Down
No Reason Provided

Product Assortment > Custom Retail Price Management > Custom Retail Price Maintenance

Info: View by: PSA/Category Groups All Items Filter by: Show all Actions

☐	Item Description	Product Class	Item Number	Reg	Item Cost \$	SRP \$	CRP \$	Diff \$	CRP Effective Date	CRP Reason Code Desc.	Custom Retail \$
☐	Bud Lt 40zBt		101637	C	3.01	4.19					
☐	Bud Lt Chelada Fuego 25ozCn		100069	N	2.01	3.49			09/10/2020		
☐	Bud Lt Chelada Mangonada 25zCn		105796	N	2.11	3.49					
☐	Bud Lt Chelada w/Ex Lime 25z		107142	C	2.11	3.49					
☐	Bud Lt Clamato Chelada 25z Cn		100248	C	2.11	3.49					
☐	Bud Lt Cn 25z	CO	100608	C	1.87	2.89					
☐	Bud Lt Lime 12z Ln		101885	N	0.00	1.99					
☐	Bud Lt Lime a Rita Cn25z		108253	N	2.59	3.49			09/10/2020		
☐	Bud Lt Lime Mang-O-Rita 25z Cn		100337	N	2.59	3.49					
☐	Bud Lt LimeCn 25z		100694	N	2.11	3.49					
☐	Bud Lt Orange 12z Bt		101972	U	1.18	1.99					
☐	Bud Lt Platinum 25z Cn	FC	109417	C	2.11	3.49		+0.20			3.69
☐	Bud Lt Platnm SltzrWldbry25zCn		100010	N	2.69	3.89					
☐	Bud Lt Seltzer Mango 25z Cn		106272	U	2.69	3.89					
☐	Bud Lt Seltzer Seasonal 25z Cn		105169	N	2.69	3.89					
☐	Bud Lt Straw-ber-RitaCn25z		107851	N	2.59	3.49			09/10/2020		
☐	BudLghtSeltzerBlkCherry25ozCn		105779	N	2.59	3.89					
☐	BudLt Sltzr HardSoda Cola25zCn		107045	N	2.69	3.89					
☐	BudLtChelada TajinChlYlmm25zCn		107097	N	2.11	3.49					
☐	Busch Cn 25z		101649	N	1.66	2.49					
☐	Busch Lt Cn 25z		100088	N	1.66	2.49					
☐	Cali Squeeze BloodOrange 24zCn		105581	U	2.63	3.49					
☐	Cantantios HS Mandarin 25zCn		106127	N	2.68	3.89					

NO REASON PROVIDED

MARK DOWN

COMPETITIVE

OK

4

5



Custom Retail Pricing

6

After you have selected the CRP Reason Code Description a dialogue box pops up to confirm the pricing change is effective immediately

After clicking 'OK' this window closes and will return you back to the homepage

To confirm that the price has been updated you can review item information within ABC Analysis

Product Assortment > Custom Retail Price Management > Custom Retail Price Maintenance												
Info: View by: PSA/Category Groups All Items Filter												
☐ Item Description	Product Class	Item Number	Reg	Item Cost \$	SRP \$	CRP \$	Diff \$	CRP Effective Date				
☐ Bud Lt 40zBt		101637	C	3.01	4.19							
☐ Bud Lt Chelada Fuego 25ozCn		100069	N	2.01	3.49			09/10/2020				
☐ Bud Lt Chelada Mangonada 25zCn		105796	N	2.11	3.49							
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☐ Bud Lt Lime a Rita Cn25z		108253	N	2.59	3.49			09/10/2020				
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☐ Bud Lt LimeCn 25z		100694	N	2.11	3.49							
☐ Bud Lt Orange 12z Bt		101972	U	1.18	1.99							
☐ Bud Lt Platinum 25z Cn	FC	109417	C	2.11	3.49	3.69	+0.20	05/08/2024	COMPETITIVE		3.69	
☐ Bud Lt Platnm SltznWdbrn25zCn		100010	N	2.69	3.89							
☐ Bud Lt Seltzer Mango 25z Cn		106272	U	2.69	3.89							
☐ Bud Lt Seltzer Seasonal 25z Cn		105169	N	2.69	3.89							
☐ Bud Lt Straw-ber-RitaCn25z		107851	N	2.59	3.49			09/10/2020				
☐ BudLightSeltzerBlkCherry25ozCn		105779	N	2.59	3.89							
☐ BudLt Sltzn HardSoda Cola25zCn		107045	N	2.69	3.89							
☐ BudLtChelada TajinChYlmo25zCn		107097	N	2.11	3.49							
☐ Busch Cn 25z		101649	N	1.66	2.49							
☐ Busch Lt Cn 25z		100088	N	1.66	2.49							
☐ Cali Squeeze BloodOrange 24zCn		105581	U	2.63	3.49							
☐ Cantaritos HS Mandarin 25zCn		106127	N	2.68	3.89							

6

Custom Retail Price Changed
Detail Price Change is required for all price changes. These price changes are effective immediately and shelf tags should be printed for them.

5

4



Important Tips to Remember

- If the store transition day is the same day as their scheduled delivery day, the delivery will not come until the following week.
- Weeks leading up to the transition → reps should work with store to order extra inventory to prepare.
- Ideally, stores will receive a weekly delivery. Stores that get deliveries every 2 weeks will need to increase their minimums to accommodate 2 weeks worth of sales. Orders do not “hold” in the system for 2 weeks.
- Area Leaders & Store Leaders have autonomy to make decisions in RIS stores by adding/removing items, planogram adjustments, programming opportunities.
 - *Note: FMM/Market Leaders are still guiding stores on how and what to program for all categories.*