



7-11/Speedway P3 & P4 Programming (OH)

(4/29 – 8/25)



FIFA



- \$5 Ultra 18pk +
- \$5 Bud 15pk +
 - (Bud/LT 15pk Alum \$17.79 promo + \$5 rebate = \$12.79)
- \$5 Busch LT 15pk +
 - (Busch LT ends 6/2 - \$9.99 after rebate)
- \$5 NUTRL 8pk
- \$4 Cutwater – 4 Singles



July 4th



Tie Ultra FIFA into July 4th Celebration



Innovation (Busch LT Apple/Lime & CW RWB Package) rolls out in P3 & P4

PHORM Energy \$2 Deals!



\$2 Dollar Deals

5.19-5.28

New
Flavors
Available



Priority Items

Important
Reminders

Spring Resets

- Execute Cluster Planogram
- Focus on PRIORITY ITEMS
- Look for opportunities (Add/delete) items that work best for the store.

Cutwater 2+ Placements

SLIN:	105132	601274	116984	102063
	1	2	3	4

Busch LT 12pk 16oz Cans



Busch LT 18pk 12oz Cans



Summer Plans (P3 – P4) – Floor Displays



Beer End-Cap



FIFA

July 4th (USA 250/Bud 150)

FIFA

P3

P4

4/29 – 6/23

6/24 – 8/25

May

June

July

Aug

Summer Plans (P3 – P5) – Add. Merch

Cave POD



Top Pkg/KVI (Incl Bud 150th)
Add BL Apple/Lime

July 4th (USA 250/Bud 150)

Top Pkg/KVI – Kick-Off Football
(NFL/College)

Suction Cups



While Supplies Last (Not all wholesalers carrying)

\$2 Deals

2 for \$5

P3

P4

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[illegible]

Summer Plans (P3 – P5) – Floor Displays



FIFA

July 4th (USA 250/Bud 150)

FIFA

Football (NFL/College)

P3

P4

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