

Prime Hydration January TPR 5 for \$5



Point of Sale

Execution Details

ACTION – Starting 1/14/26

- 5 For \$5 TPR
- Get with store manager to place display to promote the ad & 5 for \$5 TPR
- Put up displays featuring Prime Zero lineup
- Print Tag for 5 for \$5 promo and place on display and shelf
- Send in enough product to support the program

Acceptance

# of Cases Load In	Promotional Dates	Promotional Cost	Promotional Retail
10 cases	1/14/26 – 1/28/26	\$17.60	5 for \$5

Additional Execution Information:

- Sale Tag TPR 1/4 – 1/28
- Reorder when necessary & keep shelves full
- TPR is funded through scan back.
- Increase inventory of all SKUs to support the TPR
- Shippers & Dump Bins are authorized – License to hunt