

CONGO™



Alani
NL

PRIME

3D

MERCHANDISING BRAND STANDARDS

ALANI ENERGY STANDARDS

01

PRIME HYDRATION STANDARDS

02

DUAL BRAND COOLER STANDARDS

03

PRIME ENERGY STANDARDS

04

NATIONAL ACCOUNTS POGS

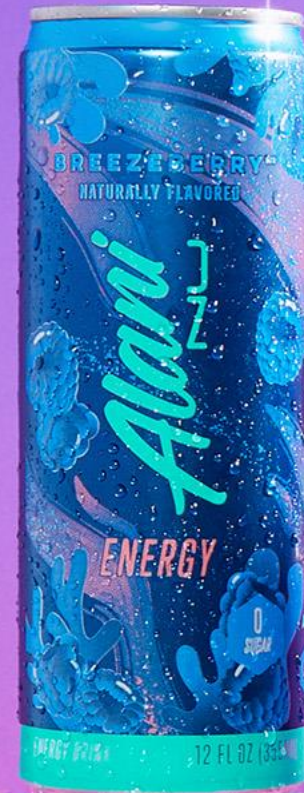
05

TABLE OF CONTENTS

Jump to sections using links on the left.

This document contains merchandising brand standards for Congo Brands products. All information is highly confidential.

Alani



ALANI ENERGY – FLAVOR FLOW



CHERRY
SLUSH

ORANGE
KISS

JUICY
PEACH

PINK
SLUSH

CHERRY
TWIST

WATERMELON
WAVE

COSMIC
STARDUST

DREAM
FLOAT

HAWAIIAN
SHAVED
ICE

BREEZE-
BERRY

BLUE
SLUSH

In Vault/Cold Box or on Shelf: follow flavor flow left to right, leading with core

Racks / Stackers/ Shippers: follow flavor flow top to bottom, starting with core on top

CONGO BRAND STANDARDS

ALANI ENERGY – FLAVOR FLOW – MULTIPACKS



CHERRY
SLUSH 6PK



ORANGE
KISS 6PK



JUICY
PEACH 6PK



CHERRY
TWIST 6PK



COSMIC
STARDUST 6PK



12PK 8.4OZ VTY



CHERRY TWIST
MINI 4PK



JUICY PEACH
MINI 4PK



ORANGE KISS
MINI 4PK



CHERRY SLUSH
MINI 4PK

INNOVATION CASE STACKERS



- ONLY display innovation/LTO product
- ALWAYS include pricing
- Add innovation case card

MASS FLOOR DISPLAY

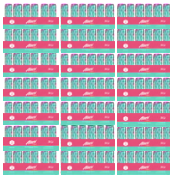
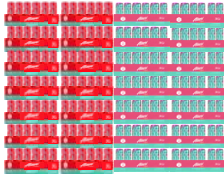
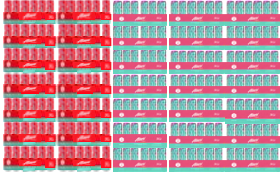
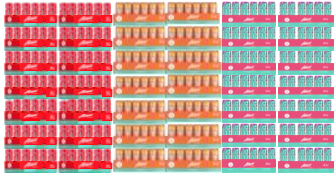
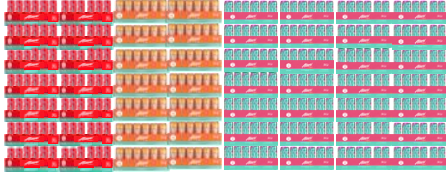
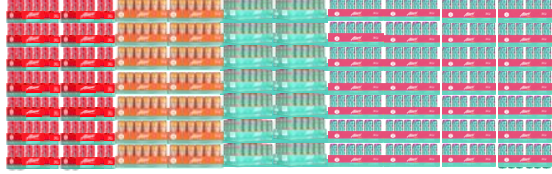
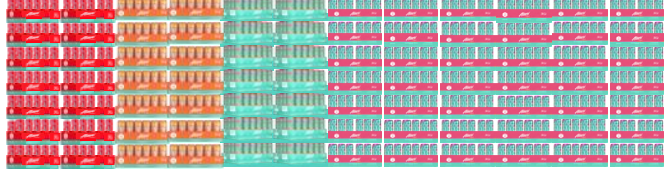


- 50% CORE / 50% INNOVATION
- ALWAYS include pricing; 1 price point for every 4-6 feet
- POS:
 - Evergreen case card on core product
 - Innovation case card on innovation product
 - Mass display diecut topper
 - Evergreen basewrap



Look Of Success



STACK FACINGS	RULES	DISPLAY PROGRESSION
1-3 Stacks	• Exclusive Innovation • Includes Stacker or SM Floor Display • No mixing stacks	 OR 
4-5 Stacks	• Left: #1 Progression • Right: Innovation • No mixing stacks	 OR 
6 Stacks	• Left: #1 Progression • Middle: #2 Progression • Right: Innovation • If 7 stacks, add 1 LTO stack	
8 Stacks	• Left: #1 Progression • Middle: #2 Progression • Right: Innovation • If 9 stacks, add 1 LTO stack	
10 Stacks	• Left: #1 Progression • Middle: #2 Progression / #3 Progression • Right: Innovation • If 11 stacks, add 1 LTO stack	
12 Stacks	• Left: #1 Progression • Middle: #2 Progression / #3 Progression • Right: Innovation	

ALANI LOOK OF SUCCESS

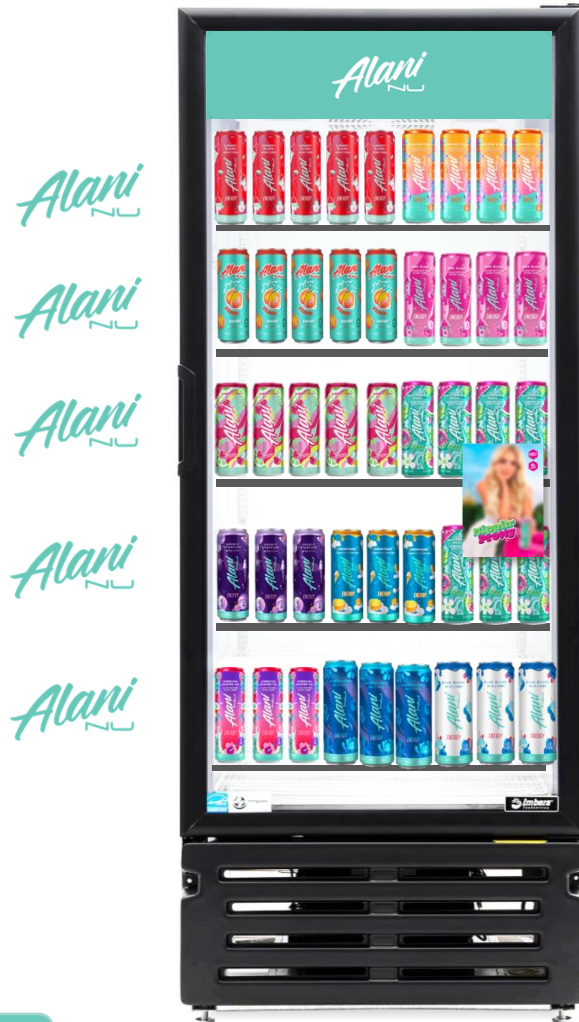


****ALL displays, shelf placements, and coolers MUST have pricing****

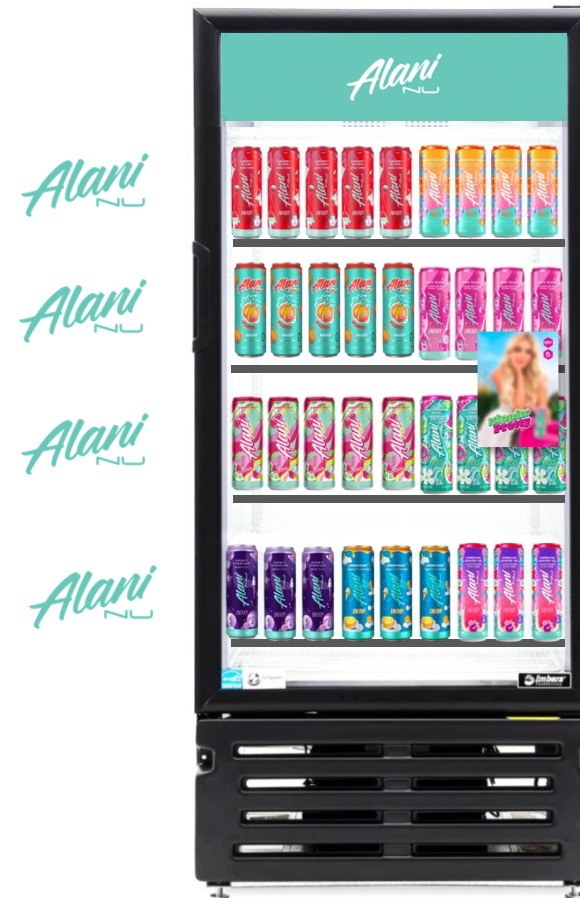
FREESTANDING ALANI NU COOLERS



5 SHELVES (G12/VR12/A11)



4 SHELVES (G10/VR10)



[BACK TO MENU](#)

****ALL displays, shelf placements, and coolers MUST have pricing****

PRIME

HYDRATION

PRIME HYDRATION FLAVOR FLOW

PRIME



In Vault/Cold Box or on Shelf: follow flavor flow left to right, leading with core

Racks / Stackers/ Shippers: follow flavor flow top to bottom, starting with core on top

BACK TO MENU

PRIME HYDRATION MULTIPACK FLOW

PRIME



ICE POP
16.9OZ 6PK



CHERRY FREEZE
16.9OZ 6PK



BERRY FREEZE
16.9OZ 6PK



STRAWBERRY BANANA
16.9OZ 6PK



12oz 15PK
VARIETY #1



CLUB 18PK
VARIETY

[BACK TO MENU](#)

PRIME HYDRATION DISPLAY STANDARDS

PRIME

INNOVATION SHIPPER OR CASE STACKER



- ONLY display innovation/LTO product
- ALWAYS include pricing
- Add innovation case card

MASS FLOOR DISPLAY

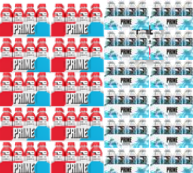
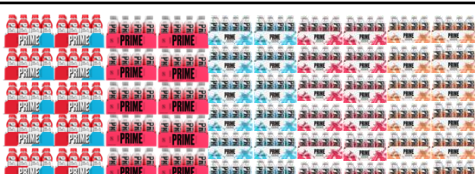


- 50% CORE / 50% INNOVATION – OR 100% ICE (January only)
- ALWAYS include pricing; 1 price point for every 4-6 feet
- POS:
 - Evergreen case card on core product
 - Innovation case card on innovation product
 - Mass display diecut topper
 - Evergreen basewrap

BACK TO MENU

PRIME HYDRATION FLOOR DISPLAY RULES

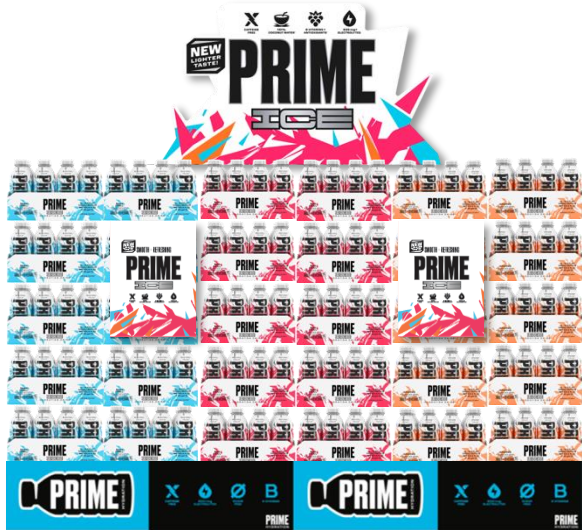
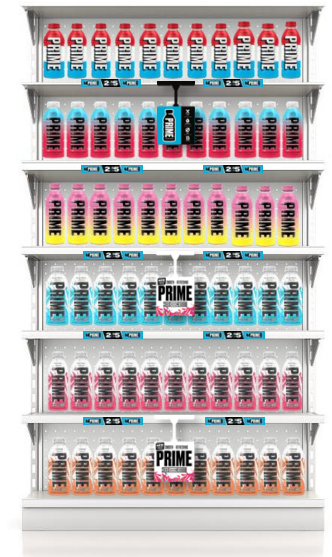
PRIME

STACK FACINGS	RULES	DISPLAY PROGRESSION
1-3 Stacks	- Exclusive Innovation - Includes Stacker or SM Floor Display - No mixing stacks	 OR 
4-5 Stacks	- Left: #1 Progression (Ice Pop) - Right: Innovation - No mixing stacks	 OR 
6 Stacks	- Left: #1 Progression (Ice Pop) - Middle: #2 Progression (Cherry Freeze) - Right: Innovation	 OR 
8 Stacks	- Left: #1 Progression (Ice Pop) - Middle: #2 Progression (Cherry Freeze) - Right: Innovation	
10 Stacks	- Left: #1 Progression (Ice Pop) - Middle: #2 Progression / #3 Progression (Cherry Freeze, then Strawberry Banana) - Right: Innovation	
12 Stacks	- Left: #1 Progression (Ice Pop) - Middle: #2 Progression / #3 Progression (Cherry Freeze, then Strawberry Banana) - Right: Innovation	

PRIME HYDRATION LOOK OF SUCCESS

JANUARY

PRIME



[BACK TO MENU](#)

****ALL displays, shelf placements, and coolers MUST have pricing****

PRIME HYDRATION COOLERS

JANUARY

PRIME

5 SHELVES (G12/VR12/A11)



4 SHELVES (G10/VR10)



BACK TO MENU

****ALL displays, shelf placements, and coolers MUST have pricing****

CONGO BRAND STANDARDS JAN 2025

FREESTANDING 2-BRAND COOLERS



5 SHELVES (G12/VR12/A11)



4 SHELVES (G10/VR10)



[BACK TO MENU](#)

****ALL displays, shelf placements, and coolers MUST have pricing****

2-BRAND DOUBLE-DOOR COOLER



[BACK TO MENU](#)

****ALL displays, shelf placements, and coolers MUST have pricing****

3-BRAND DOUBLE DOOR COOLER



[BACK TO MENU](#)

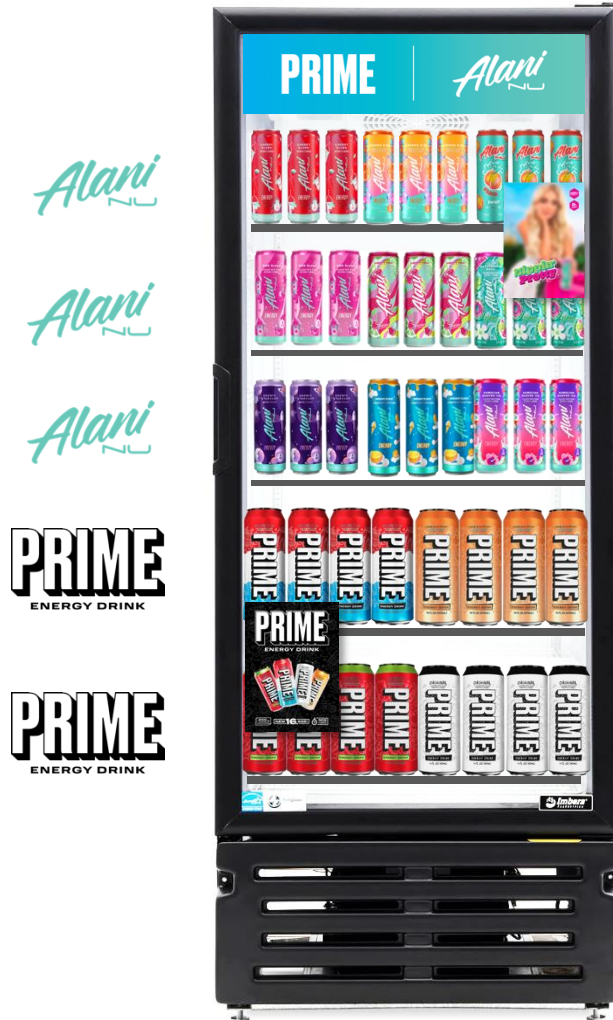
****ALL displays, shelf placements, and coolers MUST have pricing****

CONGO BRAND STANDARDS JANUARY

FREESTANDING DUAL ENERGY COOLERS



5 SHELVES (G12/VR12/A11)



4 SHELVES (G10/VR10)



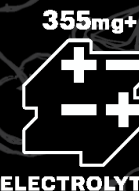
[BACK TO MENU](#)

****ALL displays, shelf placements, and coolers MUST have pricing****



PRIME
ENERGY DRINK

NEW
16oz SIZE



This information is **STRICTLY CONFIDENTIAL** and must not be disclosed, shared, or discussed with anyone outside of this communication until the official launch announcement is made via PRIME social media and marketing materials on 01/13/2025.



NEW 16oz SIZE

LOOK OF SUCCESS

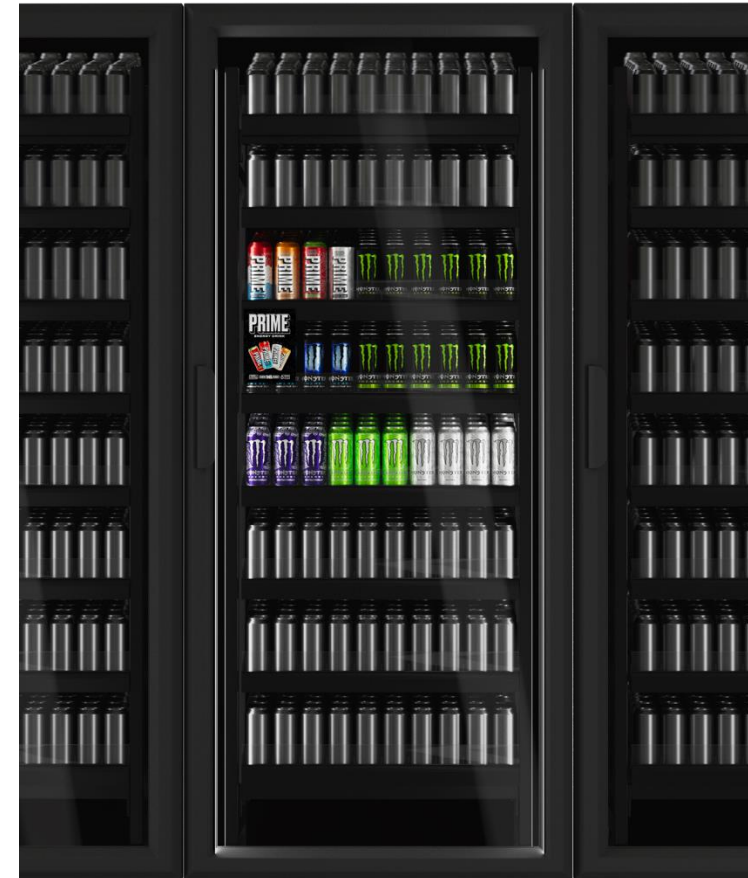
FLAVOR FLOW



SHIPPER DISPLAY



COLD DOOR PLACEMENT



[BACK TO MENU](#)



NEW 16oz SIZE

LOOK OF SUCCESS

SMALL DISPLAY



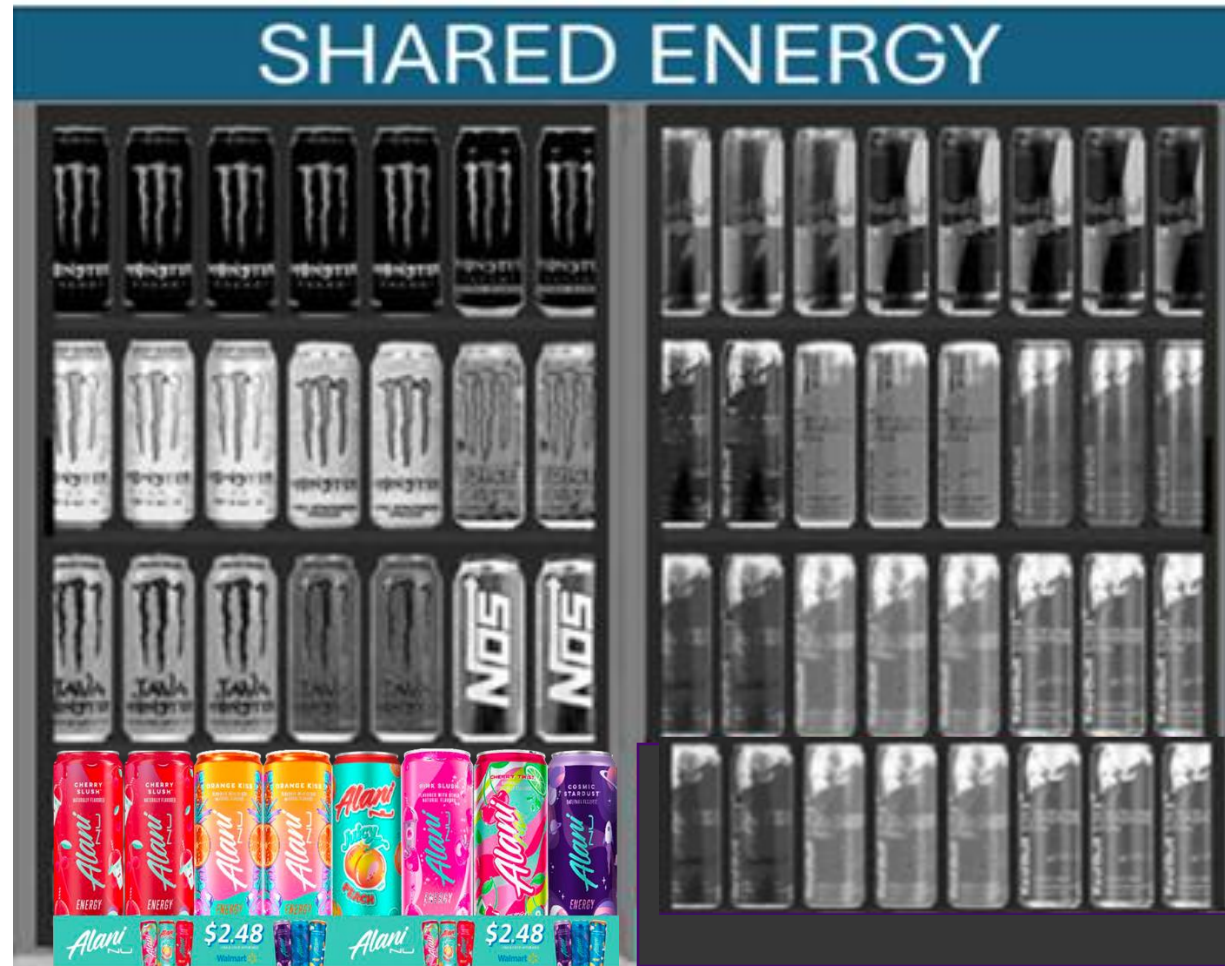
COOLER DISPLAY



NATIONAL ACCOUNTS

National chain shelf & cooler POGs

WALMART SHARED ENERGY COOLER



*If LTO available, place in Cosmic Stardust location