

# Prime Hydration 8pk/12oz January TPR



Point of Sale

No POS

Execution Details

## Prime Hydration 6pks TPR

### Action Items:

- Print Sale Tag for \$1 OFF promo and place on shelf
- Fill main shelf placement with product.
- Increase inventory to support TPR
- Keep shelf space full
- Use promo to sell through existing inventory in preparation for new sets



Acceptance

| # of Cases Load In | Promotional Dates | Promotional Cost | Promotional Retail |
|--------------------|-------------------|------------------|--------------------|
| Sell through       | 1/4/26 – 2/1/26   | \$22.50          | \$10OFF → \$8.99   |

### Additional Execution Information:

- Promotion funded through scan back.
- Displays are license to hunt
- Both 8pks have been pulled from sets so use this promotion as an opportunity to clear out existing inventory at store level.