



7-11/Speedway P5 Programming (OH)

(8/26 – 10/27)



1 Bud/LT Football

Sell in Bud Family display



**Bud & Bud LT 18pk
\$5 Rebate**

Utilize POCM



Note: Be sure to “Carry” Bud 18pk Can even if not in the planogram. Authorized for all stores.

Suction Cup Approved Bud/LT 16oz Aluminum (Buy 4, Get \$2 - \$.89/ea. after rebate)



89¢



Also look for opportunity to add to Bud Football Display

Additional Offers:

- \$2 rebate - Bud Family 12pk (12oz & 16oz)
- \$2 rebate - Ultra 12pk (12oz & 16oz)
- \$5 rebate - Ultra 18pk & 24pk
- \$4 rebate - NUTRL 8pk

2 Beatbox

1. Planogram – Verify Accuracy & items are set to “Carry”
 2. Additional SKUs - Look for opportunities to gain space (Targeting slower moving singles)
 3. Display Bins – Target display on the floor near check-out/Queuing lanes and/or Beer
 4. POP – Make sure shelf and display advertise the **Buy 3, get \$6**
- 7E Category Approved Case Stackers & Fully Support Beatbox**

**Note: Wine items (Beatbox) is not automatically ordered, need to add to the order each time.*
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3 Cutwater

Find Additional Merch opportunities:

- Add a shelf
- Undermount Rack
- Metal Racks
- Gravity Feed Rack

Merch all areas with NEW Offer:

Buy 3, get \$6 Back (\$1.49/ea. after rebate)



4 PHORM ENERGY PROMO!



**Buy one, get one for \$1
(8/26 – 10/27)**

1. Cooler – Make sure that we have 4+ SKUs placed in the cooler – Strike Zone
2. POP – Merch shelf wobblers, vault cling and display signage (If applicable) with **Buy 1, get one for \$1**