State Call OH

August 18th 2026

Go To The Store | Expectations On Store Visits

Day 1

Speak to the Store Leader about Executing the planner (Display, signage, etc.)

Merchandise Floor & Cave POD displays
(Sales Reps should pre-sell these ahead of Period changeover)

Ensure all applicable POS is placed from either the Sign kit or wholesaler printed (Alc & NA):

- Window Sign (If applicable)
- Vault Cling/Cooler Stickers
- Shelf tags, wobblers, talkers
- Tuck-Cards for all displayable packages

*Note: Ensure old programming/templates are removed

Every Visit

Quick conversation with Store Leader
(Issues, opportunities, etc.)

Ask for the 7E Handheld:
Verify planogram & all items are set to "Carry"

Check/Fix Price Tags & Verify Cycle Counts

Verify RIS order or communicate needs for next order

Check that POS is still placed or replace damage/missing

Day 1 Visit – Should fully execute the planner →
All other visits – Should look for at least 1 opportunity

Focus On The Fundamentals To Win & Achieve These Targets

Playing to Win Local by Going to the Store

WEA Call Freq. Ask: 90%+

Accts Meeting WEA Requirement

94.17 %

TTS Ask: Minimum 30 Mins+

Wholesaler	Stores	Average TTS 2025	Average TTS 2026	Diff
(03413) CLASSIC BRANDS	13	00:23:48	00:08:01	↓
(03420) THE COLUMBUS DIST CO INC	59	00:26:35	00:23:21	↓
(03453) DELMAR DISTRIBUTING	9	00:26:49	00:16:40	↓
(03461) MATESICH DISTRIBUTING CO	21	00:29:52	00:36:02	↑
(13426) DAYTON HEIDELBERG MORAINE		00:33:07		
(23430) BEERCO	8	00:20:40	00:13:47	↓
(23460) CITY BEVERAGE CO	3	00:03:48	00:07:55	↓
(23486) TREU HOUSE OF MUNCH INC	28	00:14:30	00:10:38	↓
(33441) PDI OF IRONTON INC	4	00:07:41	00:07:18	↓
(33496) R L LIPTON DISTRIBUTING LLC	10	00:09:56	00:10:24	↑
(43458) CLASSIC BRANDS ATHENS	10	00:24:49	00:28:29	↑
(53409) MUXIE DISTRIBUTING COMPANY	4	00:19:28	00:26:09	↑
(93405) OHIO PRODUCTS DIST CO	2	00:16:12	00:09:42	↓
(93421) OHIO BEVERAGE DISTRIBUTING LLC	111	00:17:18	00:14:16	↓
(93457) MANSFIELD DISTRIBUTING CO	17	00:07:45	00:10:57	↑
(93462) THE MAPLE CITY ICE CO	19	00:11:37	00:27:46	↑
Total	142	00:22:04	0:18:33	↓

Share Driving Brands

BUD LIGHT Budweiser

Goal 100% for P5

Bud Light	81.4%
Budweiser	32.6%

Wholesaler	18pk Can	Dist %
03413 - CLASSIC BRANDS	BUD LIGHT	75.0%
	BUDWEISER	50.0%
03420 - COLUMBUS DIST CO	BUD LIGHT	69.0%
	BUDWEISER	29.3%
03453 - DELMAR DIST.	BUD LIGHT	66.7%
	BUDWEISER	22.2%
03461 - MATESICH	BUD LIGHT	90.5%
	BUDWEISER	33.3%
13426 - HEIDELBERG	BUD LIGHT	84.1%
	BUDWEISER	42.7%
23430 - BEERCO	BUD LIGHT	85.7%
	BUDWEISER	28.6%
23460 - CITY BEVERAGE CO	BUD LIGHT	66.7%
	BUDWEISER	33.3%
23486 - TREU HOUSE	BUD LIGHT	86.7%
	BUDWEISER	46.7%
33441 - PDI OF IRONTON INC	BUD LIGHT	100.0%
	BUDWEISER	0.0%
33496 - R L LIPTON	BUD LIGHT	90.0%
	BUDWEISER	20.0%
43458 - CLASSIC - ATHENS	BUD LIGHT	81.8%
	BUDWEISER	27.3%
53409 - MUXIE DIST.	BUD LIGHT	75.0%
	BUDWEISER	75.0%
93405 - OHIO PROD.	BUD LIGHT	100.0%
	BUDWEISER	0.0%
93421 - OH BEVERAGE	BUD LIGHT	82.7%
	BUDWEISER	40.0%
93457 - MANSFIELD	BUD LIGHT	58.8%
	BUDWEISER	17.6%
93462 - MAPLE CITY	BUD LIGHT	90.0%
	BUDWEISER	55.0%

Executing Planner With Displays

EDGE EVERY DAY GREAT EXECUTION

Display 90%+

Wholesaler Name	Display %
CITY BEVERAGE CO	100%
CLASSIC BRANDS ATHENS	90%
BEERCO	83%
DELMAR DISTRIBUTING	72%
TREU HOUSE OF MUNCH INC	65%
OHIO BEVERAGE DISTRIBUTING LLC	59%
PDI OF IRONTON INC	50%
MANSFIELD DISTRIBUTING CO	50%
THE MAPLE CITY ICE CO	50%
CLASSIC BRANDS	47%
THE COLUMBUS DIST CO INC	41%
MATESICH DISTRIBUTING CO	36%
OHIO PRODUCTS DIST CO	0%
R L LIPTON DISTRIBUTING LLC	
MUXIE DISTRIBUTING COMPANY	
Total	54%

Bud & Bud LT 16oz Aluminum Promo

Rebate: Buy 4, get $2 Back

Everyday Retail: $1.39

Promo: **$.89/ea.** (After rebate retail)

Timeframe: P5 (Aug 26 – Oct 27)

Packages:

- Budweiser SLIN: 100610
- Bud Light SLIN: 106190

Merchandising Opportunities

Vault Cling

Suction Cup

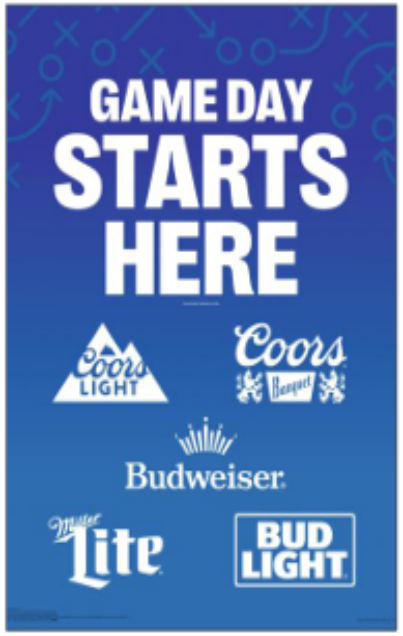
Display

(Full Cases on Floor and/or Beer Cave)

P5 PROMOTIONS

BIG BET: LOYALTY OFFER

- **Promo Dates: 8/26 – 10/27**
- **Brands Included:** Coors Light, Coors Banquet, Budweiser, Bud Light, Miller Lite
- **Funding:** Fully Funded at Retail!
- **Markets Included:** AZ, CA, CO, FL, GA, ID, IL, KS, KY, LA, MI, NV, NH, NM, NY, NC, OK, OH, OR, SC, TN, TX, UT, VT, VA, WI, WA
- **Changes from Big Bet due to Regionality**
  - MI: $2.00 Off Premium Beer 15 Packs
  - IL: $2:00 Off Premium Beer 24, 15, & 12 Packs (Funded State)



Window Banner & Windmaster

Select Markets will include Surfside

Case Cards

Shelf Tags

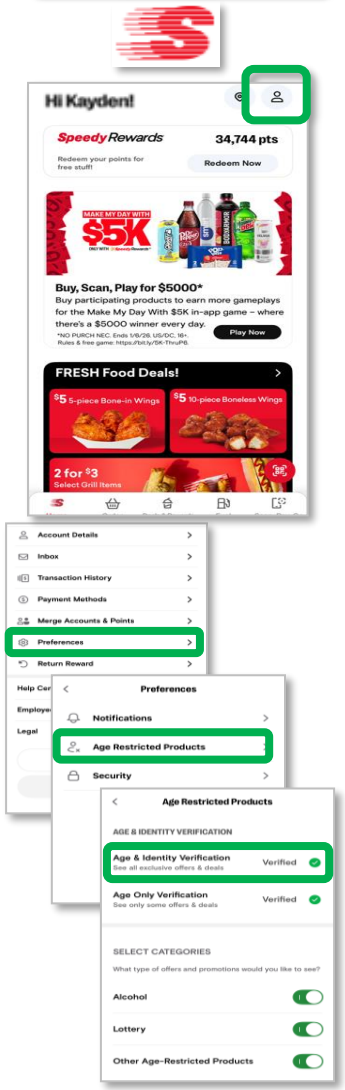
OH

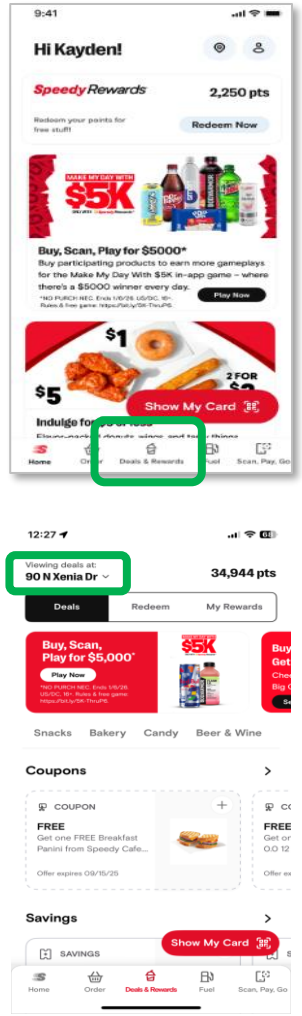
Brand	Package	Description	Rebate $
Bud Family	18pk Can	When you buy 1	$5
Bud Family	12pk (12oz & 16oz)	When you buy 1	$2
Ultra	12pk (12oz & 16oz)	When you buy 1	$2
Ultra	18pk & 24pk	When you buy 1	$5
Cutwater	Singles	When you buy 3	$6
Beatbox	Singles	When you buy 3	$6
NUTRL	8pk	When you buy 1	$4

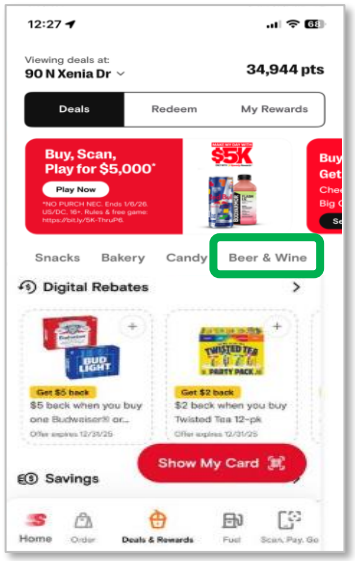
7-ELEVEN Speedway LAREDO TACO stripes 7 now

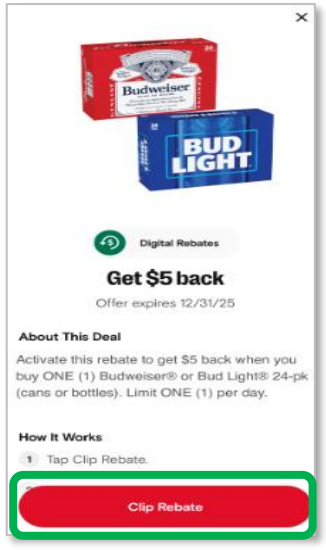
Speedy Rewards (BYBE) Digital Rebate

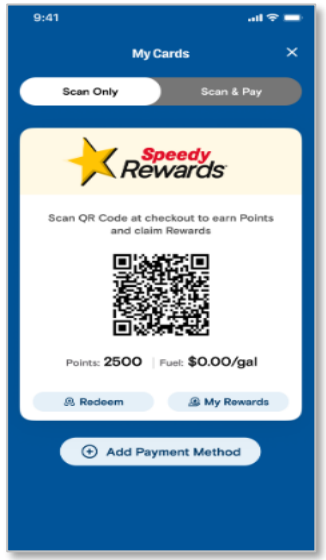
1. **Open Speedy Rewards App**
   Verify Age
2. ***Select Deals & Location***
3. ***Select Beer & Wine***
   Search Digital Rebate Offers
4. **Choose Offer**
   Click "Clip Rebate"
5. **Scan/Enter Rewards Info at Register during Purchase**
6. **Receive Email Confirmation within the Hour**
   Select Cash Out Option

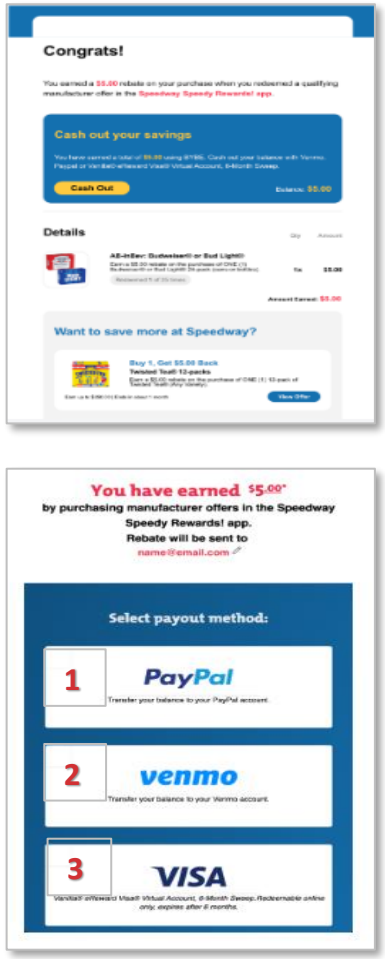












OH Chain State of Union I NRS Convenience

BEATBOX

7-Eleven/Speedway

Beatbox Plans

Planogram:

- **Corporate**: Store Level Planogram (Mandate)
- **Franchisee**: Cluster Planogram (Sell In)

Authorizations:

- Approval on all flavors
  - ***Note: Store Leaders have autonomy to add additional flavors beyond the planogram***

Merchandising:

- Floor: Work with Store Leaders to place display bins on sales floor
- Beer Cave: Utilize stackers or 3pk hanging racks in Beer Caves.

Programming/Pricing:

- P5 – 7E Running a Buy 3, get $6 back
  ($2.49/ea. After Rebate Retail)

Cooler Placement

Verify Planogram Accuracy & items are set to "Carry"

Look for opportunities to gain additional SKUs (Targeting slower moving singles)

A-B Wholesaler	BLUE RAZZBERRY	CHERRY LIMEADE	FRUIT PUNCH	ORANGE BLAST	PINK LEMONADE	Total SKUs
	Number of Planogrammed Placements					
Beerco	8	7	8	7	8	38
City Beverage (OH)	3	2	3	2	3	13
Columbus Distributing	86	75	79	74	86	400
Ohio Beverage Co.	55	49	54	47	55	260
Heidelberg	165	144	164	142	164	779
Mansfield Distributing	10	9	9	8	10	46
Maple City Ice	15	13	14	13	14	69
Matesich	16	15	15	15	16	77
Muxie Distributing	4	3	4	3	4	18
RL Lipton Ashtabula	1	1	1	1	1	5
RL Lipton Youngstown	7	6	6	4	7	30
Treu House Of Munch	24	16	24	16	24	104
Total =	394	340	381	332	392	1,839

Merchandising

Display Bins, Racks, etc.

7E Category Approved Case Stackers

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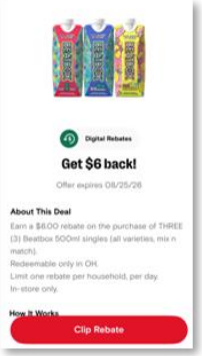
Look for Additional Opps: Stackers, 3pk Hanging Racks, etc.

Promo

Buy 3, Get $6



Incentive

Take Advantage of Uncapped Summer

Phorm Energy Buy 1, Get one for $1

Vault Cooler Execution:

GOOD | BETTER | BEST

1. 4 Priority SKUs in Progression Order and leading from the door handle
2. Promo Pricing Insert Tag placed in correct location
3. Additional 7-Eleven approved Static Clings

7-11/Speedway P5 Programming (OH)

(8/26 – 10/27)

Beer

1 Bud/LT Football

Sell in Bud Family display

Utilize POCM

Bud & Bud LT 18pk
$5 Rebate

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)

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

RTD

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 Cave
4. **POP – Make sure shelf and display advertise the Buy 3, get $6**

7E Category Approved Case Stackers & Fully Support Beatbox

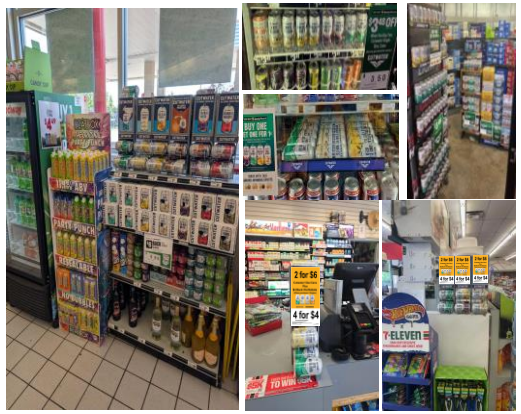
***Note: Wine items (Beatbox) is not automatically ordered, need to add to the order each time.**

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
($1.99/ea. after rebate)



NA

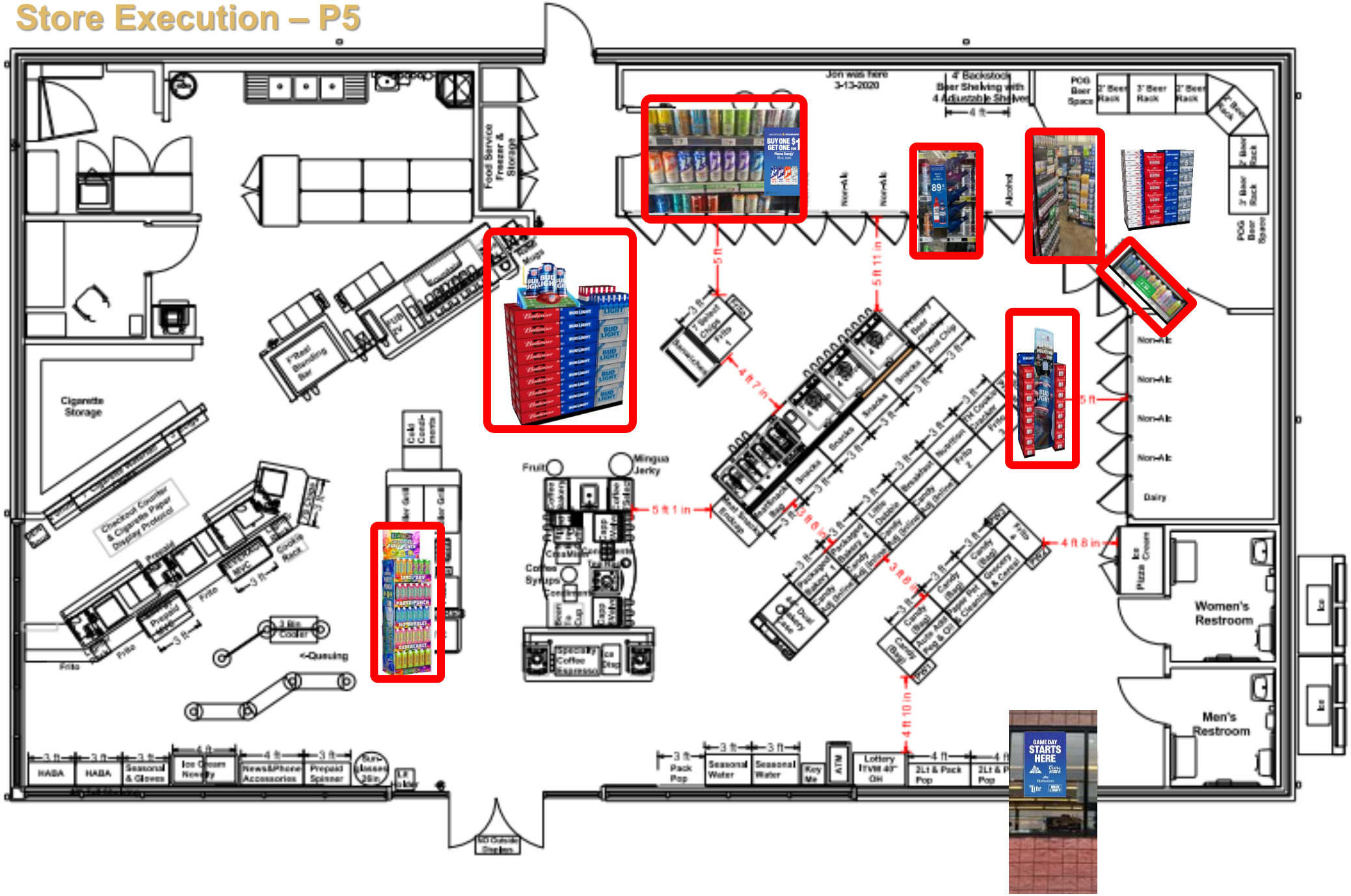
4 PHORM ENERGY PROMO!

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 wobbler, vault cling and display signage (If applicable) with

Buy 1, get one for $1

Store Execution – P5



P5 Checklist:

- ❑ **Bud & Bud LT 18pk Can** – Displays & Signage
  - ❑ Bud Family 18pk display on Sales Floor with Football POCM

    Note: Gain distribution on both Bud & Bud Light 18pk packages in all stores.
  - ❑ Beer Cave POD (If applicable) *Add Ultra & Busch LT with Bud/LT 18pk Cans (Rebate Items)*
- ❑ **Beatbox –** Core, Door, Floor
  - ❑ Secure Planogram space (Add additional SKUs where possible)
  - ❑ Sell in 5 /10 Case Shippers in all stores (Sales floor by checkout lanes and wing off Beer Cave POD)
- ❑ **Cutwater –** Look for additional opportunities
  - ❑ Gain additional SKUs in cooler
  - ❑ Evaluate which flavors are the best sellers for the Fall/Winter (Seaonality)
  - ❑ Display & Merch opportunities in the store and/or Beer Cave
- ❑ **Phorm Energy** – Buy 1, Get one for $1
  - ❑ Ensure 4+ Core items placed, preferable in the strike zone
  - ❑ Merch door with Cooler Sticker and shelf wobbler (Sign kit)
  - ❑ Display where possible