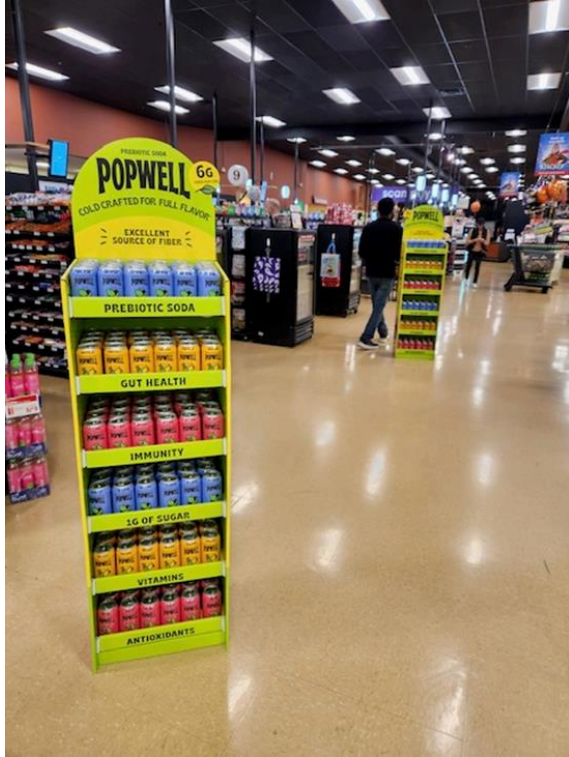


January 2025 Popwell DSD Incentive



\$30

Per New Shipper Placement

Only new shippers to be paid

\$20

Per New Cold Placement

*Minimum four (4) facings

\$1

Per Case Sold in January

From "case 1" starting 1/1/25

- *Rep minimum 5 shippers placed to qualify for shipper payout
- *Only new placements to be paid
- *Pictures of new placements required for payout
- *\$1 per case will be measured via DSD VIP Data
- *Payout capped at \$400/rep

POPWELL™

PREBIOTIC SODA

SPECS

- **TI/HI:** 20 cases/layer x 10 layers high
- **Pallet Count:** 200 cases
- **Pallet Dimensions:** 48" x 40" x 55.5" (L x W x H)
- **Pallet Weight:** 2,015 lbs
- **Pallet Cube:** 61.66 cu ft
- **Can Dimensions:** 4.83" x 2.6" (H x D)
- **Case Count:** Twelve (12) 12 oz cans
- **Case Dimensions:** 10.5" x 8" x 5" (L x W x H)
- **Case Weight:** 9.8 lbs
- **Case Cube:** 0.23 cu ft



**Never heated, never bland,
always delicious.**



Juicy Orange
FG00555



Cherry Citrus
FG00557



Tropical Mango
FG00556



Blackberry Lime
FG00558



	Frontline	Promo 1	Promo 2
Case Cost:	\$22.00	\$14.28	\$14.00
Unit Cost:	\$1.83	\$1.19	\$1.17
Recommended Retail:	\$2.99	2/\$4 (\$2.00/unit)	\$1.79
Profit Dollars per Unit:	\$1.16	\$0.81	\$0.62
Profit Dollars per Case:	\$13.92	\$9.72	\$7.44
Gross Profit Rate:	39%	40.5%	35%

POPWELL™

The Perfect product to enhance the growth in the pre-biotic soda category



Prebiotic SODA



Supports Immunity



1Gr of sugar



Starting Non-GMO Certification*



Cold Crafted for Full Flavor



4 unique flavors



- *Fruit Forward Cues for Easy Navigation*
- *Bright Colors to POP shinier*
- *Flat Design cues reminiscent to old-school sodas*
- *Easy to navigate claims and benefits*
- *Bright tray to outshine competitors*

