

Giant Eagle Upcoming TPRs/Ads



Package	Cost Start Date	Cost End Date	Frontline Cost	OI	Invoice cost	Promo Start Date	Promo End Date	SRP	SRP Multiples	Retailer Margin
17 oz Singles	3/13/2025	4/6/2025	\$10.80	\$0.70	\$10.10	3/13/2025	4/9/2025	\$1.25	4/\$5	33%
17 oz Singles	3/31/2025	4/23/2025	\$10.80	\$1.56	\$9.24	4/3/2025	4/23/2025	\$1.00	10/\$10	23%
17 oz Singles	4/24/2025	4/27/2025	\$10.80	\$0.70	\$10.10	4/24/2025	4/30/2025	\$1.25	4/\$5	33%
17 oz Singles	4/28/2025	5/14/2025	\$10.80	\$1.56	\$9.24	5/1/2025	5/14/2025	\$1.00	10/\$10	23%

Variety Packs	1/27/2025	4/23/2025	\$10.80	\$1.80	\$9.00	1/30/2025	4/23/2025	\$10.99	\$10.99	18%
Variety Packs	4/24/2025	5/18/2025	\$10.80	\$1.08	\$9.72	4/24/2025	5/21/2025	\$11.99	\$11.99	19%

Caffeine 16oz Singles	3/6/2025	5/25/2025	\$12.75	\$1.50	\$11.25	3/6/2025	5/28/2025	\$1.33	3/\$4	30%
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17oz 6 Packs	1/27/2025	3/23/2025	\$22.00	\$2.00	\$20.00	1/30/2025	3/26/2025	\$6.99	\$6.99	28%
17oz 6 Packs	3/24/2025	9/24/2025	\$22.00	\$4.80	\$17.20	3/27/2025	9/24/2025	\$5.99	\$5.99	28%

7.5oz 10pk Mini Cans	1/2/2025	3/23/2025	\$20.00	\$0.00	\$20.00	1/2/2025	3/26/2025	\$7.99	\$7.99	30%
7.5oz 10pk Mini Cans	3/24/2025	6/22/2025	\$20.00	\$3.20	\$16.80	3/27/2025	6/25/2025	\$6.99	\$6.99	29%



Popwell Q1 Support

PRICING & OFFERS

Digital Offer			
Package	Timing	Retail	Retailer Margin %
Popwell 12 oz Singles	3/13-5/18	2/\$4	40.5%

AD FEATURES | DISPLAY | POS ACTIVITY

DISPLAY LOCATION:

- ☐ Local Display Planner Selling



DETAILS & ACTION ITEMS

PROGRAM OVERVIEW: 3/13-5/18

- Mailer: In homes on 5/2/25
- Offer: Get 1 Free Popwell 12 oz single; expires 6/8/25
- Support:
- Social: Facebook and Instagram (500K impressions)
- Off-site Display (550K impressions)
- On-site media - (350K impressions)
- Email block supporting 3/\$5

SELLING INSIGHTS:

- 2024 Sparkling Ice Winter Omni Results
 - 2024 Mailer redemption rate: 19% (ave. 13%)
 - +2.5% incrementality [v 11 weeks]
 - Email - 1.5 million users
 - Open rate: 42.7% (ave: 40%)
 - CTR: 2.28% (ave: 1.1%)

ACTION ITEMS:

- ☐ Increase on-hand inventory to support
- ☐ Upsell to pallet displays for holding power

We have a robust 360 Sales and Marketing plan with deep promotions, and customer + consumer engagement

February is GO TIME!

2/3

Web
Store Live



2/17

Start of
Ship



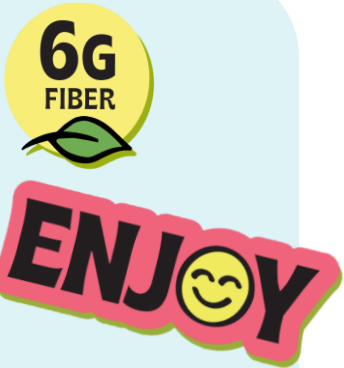
2/26

Website and
Social Media
Launch



3/3

National Retail
On shelf Launch
&
Campaign



Channel	MAR	APR	MAY	JUN	JULY	AUG	SEP	OCT	NOV	DEC
Display & Search	"Cold Crafted for Fresh Flavor" Google DV 360									
Website	DrinkPopwell.com (education, engagement & where to buy store locator)									
Social Media	Meta, TikTok, Instagram									
Influencers	Meta, TikTok, Instagram									
PR Blitz (Event)	LA / Chi			LA / Chi						
In-Market Sampling	Retail Events At Purchase Occasion In-Store									
Thematic POS	Shipper, Metal Racks, Paper and Sticker Collateral									
Retail Tentpole			"The Art of More Pop in your Pop" Mini-Campaign							
Advertising (AMZ)	Amazon Search Ads (including in-feed Static/Video); Amazon Display Ads (On & Offsite)									
Promotions (AMZ)		\$4 Off Trial Coupon			Prime Day			Fall Prime		
IRC Coupons		B3GIF			B3GIF				B3GIF	
Shopper Marketing	RMN + 360 Tactics (Including Sampling)									

National Campaign & Promotion:

Drive trial & awareness
(Frontloaded)

3/\$5: 16 Weeks
\$1.79: 20 Weeks

12oz Can	# Weeks
Frontline	0
2/\$4	16
\$1.79	20
3/\$5	16

Sparkling Ice x K9s for Warriors

SPARKLING
ICE®

X

K9s
FOR
WARRIORS**When:**

- April – Jul 2025

What:

- Sparkling Ice 6pk 17oz. | Donation activation
 - Black Raspberry
 - Orange Mango
 - Lemonade

Insight(s):

- When polled, 37% of SI consumers said they would be interested in donating to animal related charities and 19% said military or veteran related
- 80% of Libbie's own pets, reflecting their strong interest
- Veterans continue to be a key community pillar supported by Sparkling Ice

National Marketing:

- POS
- Social Media
- Influencers
- Memorial Day activation
- 4th of July activation

Regional Marketing:

- Giant Eagle Partnership – More details to come...

Paring struggling Warriors with a shelter dog
trained to help veterans with PTSD



FPO



Target March and April Priorities

March Activity

- Sparkling Ice 17oz
 - Promo Date: 3/9 - 3/22 at 5/\$5



- Sparkling Ice Variety 12 Pack
 - Promo Date : 3/2 - 3/29 at \$10.99



- Sparkling Ice Caffeine 16oz
 - Promo Date: 1/5 - 4/26 at 4/\$5



SI 12pk Savor Spot
(2/16 - 3/29)
102 Stores

- Display Information:
- Savor Spot: 2/16 – 3/29

April Activity

- Sparkling Ice 17oz
 - Promo Date: 4/13 - 4/26 at 5/\$5



- Sparkling Ice Variety 12 Pack
 - Promo Date : 4/27 - 5/17 at \$10.99



- Sparkling Ice Caffeine 16oz
 - Promo Date: 1/5 - 4/26 at 4/\$5



SI 12pk Savor Spot
(3/30 - 4/20)
68 Stores

- Display Information:
- Savor Spot: Sparkling Ice 12pks
3/30 – 4/20

Sparkling Ice Planning

PROMOTIONS

2025	March	April	May
17oz Singles	5/\$5 (3/2-3/15)	5/\$5 7/\$7 (4/6-4/19);(4/20-5/3)	5/\$5 (5/18-5/31)
12pk 17oz	B5S\$5 (3/23-4/5)	EDLP \$11.99	B5S\$5 (5/11-5/24)
16oz +Caffeine	UAD: 4/\$5 (3/16-4/5)	EDLP \$1.48	UAD:4/\$5 (5/11-5/24)
6PK 17oz	\$5.99 (3/16-4/5)	EDLP \$6.99	\$5.99 (5/4-5/17)
10pk 7.5oz	EDLP \$6.99	\$6.49 (4/20-5/3)	EDLP \$6.99

PLANNED ACTIVITY



17oz TPR 5/\$5
(3/2-3/15)
Local Selling Opportunity



UPCOMING ALERTS

12oz Energy 3/\$5
(2/2-5/3)



12pk Variety B5S\$5
(3/23-4/5)
Local Selling Opportunity



17oz TPR 5/\$5
(4/6-4/19)
Local Selling
(4/20-5/3) 7/\$7
½ Pallet Display



16oz UAD 4/\$5
(3/16-4/5) End Cap
Display 91 stores



MARCH PRIORITIES



Package: 17oz Singles

Timing: Mar. 2nd Thru Mar 15th

SRP: 5/\$5 TPR

Display: Incremental Selling
(Starburst Watermelon Authorized)



Next Event: 4/6-4/19

Package: 12pk Variety

Timing: Mar 23rd thru April 5th

SRP: \$10.99 (B5S\$5)

Display: TBD



Authorized

Next Event: 5/11-5/24

Package: 16oz Singles

Timing: Mar 16th thru April 5th

SRP: 4/\$5

Display: End Cap Display (91 stores)



Next Event: 5/11-5/24

APRIL PRIORITIES



Package: 17oz Singles

Timing: April 6th Thru April 19th

SRP: 5/\$5 TPR

Display: Incremental Selling
(Starburst Watermelon Authorized)



Next Event: 5/18-5/31

Package: 17oz Singles

Timing: April 20th Thru May 3rd

SRP: 7/\$7 UAD

Display: ½ Pallet Display
(Starburst Watermelon Authorized)



Next Event: 6/15-6/21

Package: 10pk 7.5oz

Timing: April 20th thru May 3rd

SRP: \$6.49

Display: Incremental Selling



Next Event: 6/1-6/14

Sparkling Ice 17oz Rollback \$.97

Timing: 02/17/24 – 06/08/25



Pricing & Offers

Promotional/TPR Pricing:			
Package	Timing	Retail	Retail Margin %
SI 17oz ss	02/17 - 06/08	\$.97	31%



2 more pts of margin than last Rollback

Ad Features/Display/POS Activity

DISPLAY LOCATION:

Local Sell In - Action Alley Recommended 355cs



Actionable Items

SELLING INSIGHTS:

- ❑ Sparkling Ice #1 selling sparkling water brand.**
- ❑ Sparkling Ice 17oz ss Vol grew +32.6% in 2024 Rollback (DOES NOT INCLUDE STARBURST SALES).*
- ❑ Starburst sales topped 900k cs. And were NOT IN THE MOD.*
- ❑ Sparkling Ice Variety 12pks grew+19.9% during Rollback.*

*Walmart Luminate data 13Wk ending 05/10/24.
**Walmart Luminate data 52Wk ending 12/31/24.

PROGRAM TIMING:

- ❑ 01/06/25 : Sell in displays to stores.
- ❑ 02/10/25 - Off Invoice to Walmart starts & Displays delivered .
- ❑ 02/17/25 - 06/08/25 - Rollback \$.97 pricing.
- ❑ 06/15/25 - Off invoice discount ends.

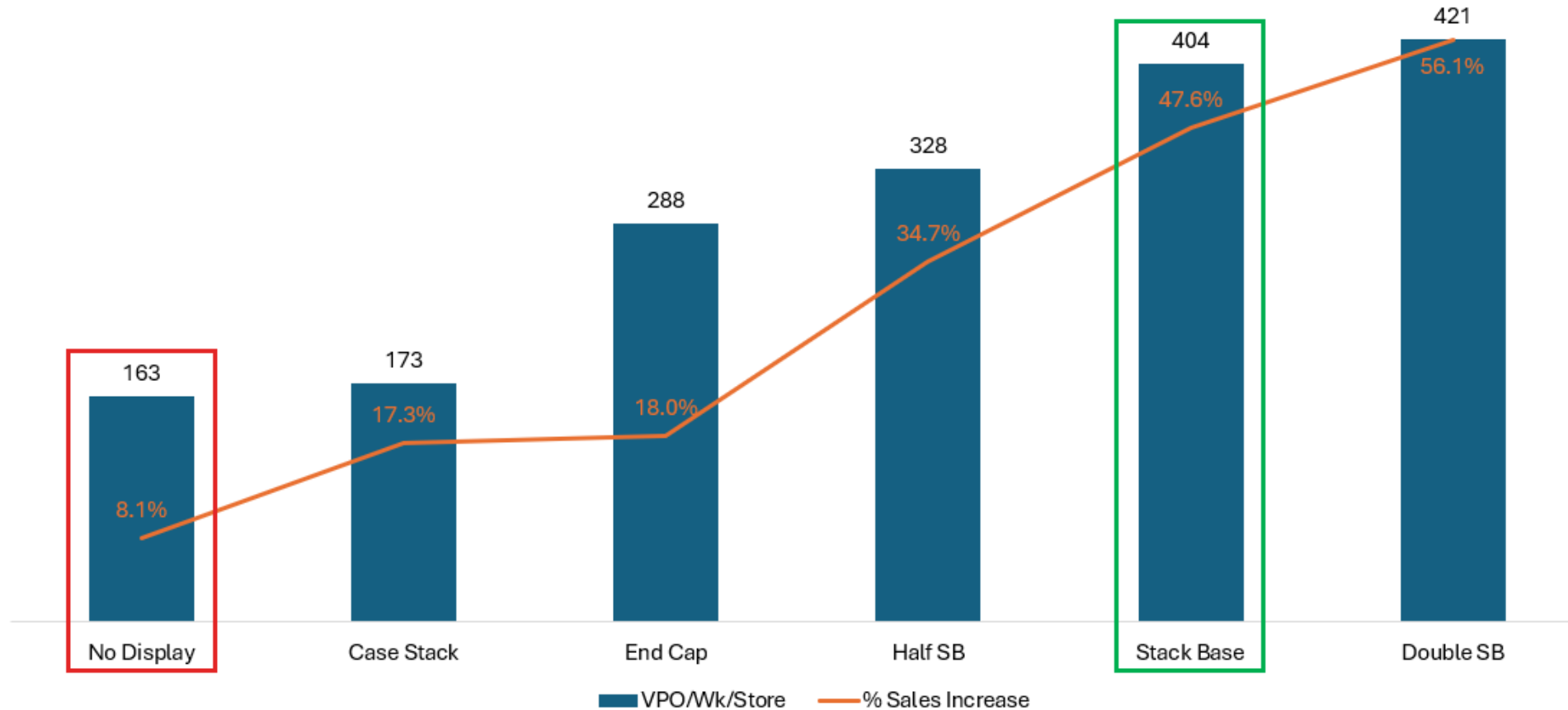
ACTION ITEMS:

- Additional 4 weeks of Rollback vs 2023.
- #1 Unit Driver in Beverage Category during 2024 Rollback.
- Sparkling Ice brought 4.2 million new customers to the category of which 1.9 million had not shopped Walmart prior to Rollback.*

* Walmart Luminate data 52Wk ending 4/19/24

Stack Base Displays drive +39.5% increase vs. shelf alone

Sparkling Ice 17oz Core Singles Unit Sales 2024 Rollback



- Stack Base driving +39.5% incremental volume on display vs. shelf alone & +13% vs. Half Stack Base

2025 Walmart DSD Rollback Incentive

TIMING

February 17th – June 8th, 2025

FOCUS

Walmart SI 17oz. Singles Rollback

OBJECTIVE

Display Execution for 17oz Rollback

PAYOUT

- Secure a Display:
 - In February = \$100
 - In March = \$75
 - In April = \$50
 - In May = \$25
- BONUS!!!**
 - House hits 100% execution at any time and earn an additional \$1,000 for the total house

Tracking

- Payout is paid on a per-store basis.
- Once a display is placed, that is the total payout achieved for that store.
- Execution tracked through Walmart Luminate (“back door”) scan data.
 - Report to be provided by TRBC.
- Minimum 50 cases triggers a display.**
 - Minimum 20 cases for D1 Stores.**



4 Ft in Cart Rail



Grocery Endcap



Bulk Endcap



Full Stack Base



Dbl. Stack Base



4-Way Pallet

Sparkling Ice 17oz ss Rollback Tracker Thru 3/9/25

Distributor	# Stores	17oz Vol	Vol / Str	# Stores W/No Display	% of Stores With Display
House of LaRose	27	4,189	155	17	37.0%

Str #	Store Type	Address	City	DSD	Total Cases Delivered	Display Type	2025 Display Minimum	MAX
1863	WM Supercenter	33752 VINE ST	EASTLAKE	House of LaRose	335	NONE	48	36
1894	WM Supercenter	4141 PEARL RD	MEDINA	House of LaRose	166	NONE	48	13
1895	Wal-Mart	3750 W MARKET ST	FAIRLAWN	House of LaRose	25	NONE	20	4
1911	WM Supercenter	2887 S ARLINGTON RD	AKRON	House of LaRose	280	NONE	48	22
1927	WM Supercenter	8160 MACEDONIA COMMONS BL	MACEDONIA	House of LaRose	139	NONE	48	12
2073	WM Supercenter	10000 BROOKPARK RD	CLEVELAND	House of LaRose	141	NONE	20	13
2266	WM Supercenter	8585 PEARL RD	STRONGSVILLE	House of LaRose	319	NONE	48	30
2313	WM Supercenter	905 SINGLETARY DR	STREETSBORO	House of LaRose	254	NONE	48	28
2323	WM Supercenter	3520 HUDSON DR	STOW	House of LaRose	196	NONE	20	18
2359	WM Supercenter	3551 N RIDGE RD E	ASHTABULA	House of LaRose	97	NONE	48	16
2361	Wal-Mart	4572 MEGA ST NW	NORTH CANTON	House of LaRose	41	NONE	20	7
2362	WM Supercenter	1868 WARRENSVILLE CENTER RD	SOUTH EUCLID	House of LaRose	182	NONE	48	19
2506	WM Supercenter	2600 STATE ROUTE 59	RAVENNA	House of LaRose	201	NONE	48	17
2541	WM Supercenter	2700 W STATE ST	ALLIANCE	House of LaRose	117	NONE	48	31
4285	WM Supercenter	3400 STEELYARD DR	CLEVELAND	House of LaRose	111	NONE	48	24
5285	WM Supercenter	3200 ATLANTIC BLVD NE	CANTON	House of LaRose	126	NONE	48	23
5410	WM Supercenter	4004 TUSCARAWAS ST W	CANTON	House of LaRose	233	NONE	48	30
1857	Wal-Mart	9303 MENTOR AVE	MENTOR	House of LaRose	82	NM/D1	20	25
5082	WM Supercenter	8303 W RIDGEWOOD DR	PARMA	House of LaRose	201	NM/D1	20	20
2316	WM Supercenter	24801 BROOKPARK RD	NORTH OLMSTED	House of LaRose	400	EC	20	48
2966	WM Supercenter	222 E SMOKERISE DR	WADSWORTH	House of LaRose	427	EC	48	48
2914	WM Supercenter	1 MASSILLON MARKETPLACE DR	MASSILLON	House of LaRose	559	1/2 SB	48	70
3250	WM Supercenter	7235 MARKET PLACE DR	AURORA	House of LaRose	366	1/2 SB	48	70
3293	WM Supercenter	PO BOX 118	CHARDON	House of LaRose	392	1/2 SB	48	76
3608	WM Supercenter	6067 N RIDGE RD	MADISON	House of LaRose	275	1/2 SB	48	82
3722	WM Supercenter	250 TALLMADGE RD	KENT	House of LaRose	597	1/2 SB	48	104
5387	WM Supercenter	15050 S SPRINGDALE AVE	MIDDLEFIELD	House of LaRose	131	1/2 SB	48	76

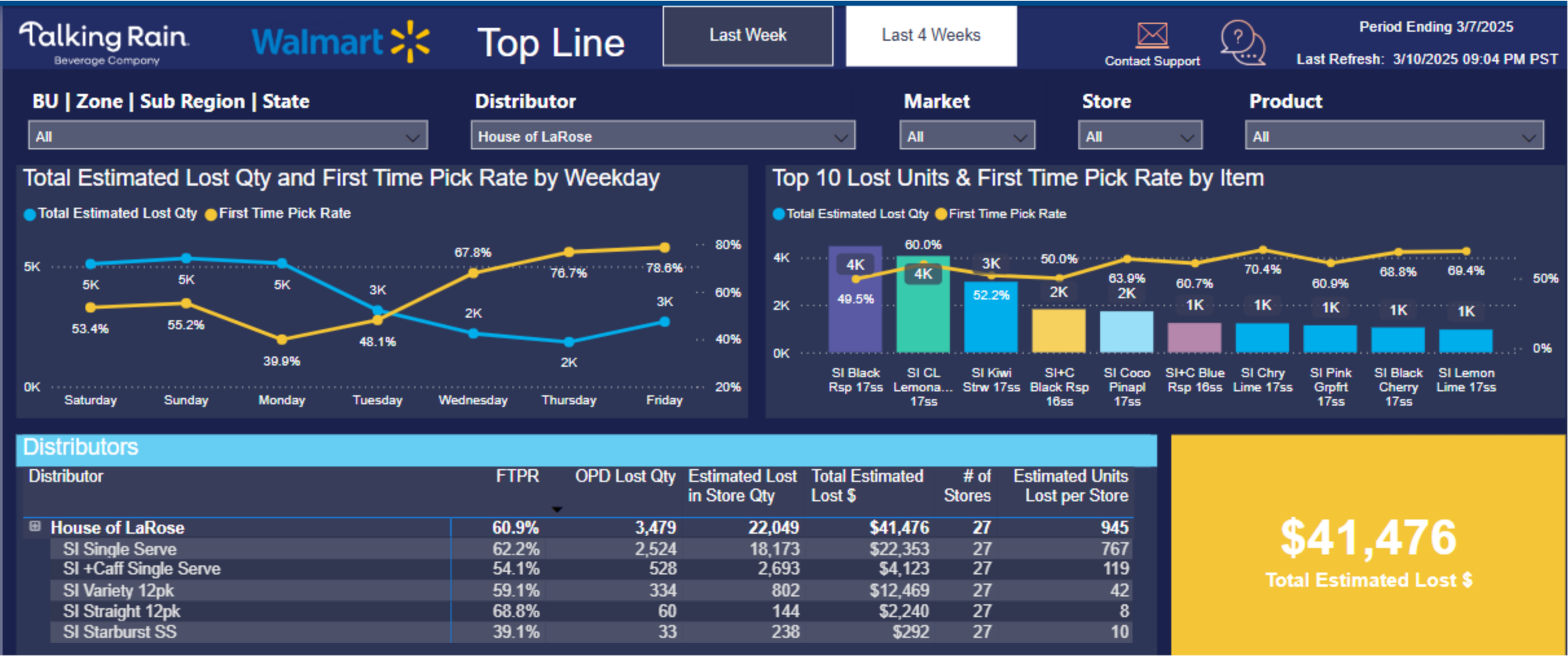
House of LaRose Walmart Sales Overview – W.E. 3/7/25



W.E. 3/7/25				L4W						L13W						L26W					
Store	Market	Address	City	\$ Chng			Cases			\$ Chng			Cases			\$ Chng			Cases		
Numb	Numb			\$ Sales	\$ Sales	(%)	Cases	Cases	Chng (%)	\$ Sales	\$ Sales	(%)	Cases	Cases	Chng (%)	\$ Sales	\$ Sales	(%)	Cases	Cases	Chng (%)
3250	209	7235 MARKET PLACE DR	AURORA	\$3,229	\$1,496	115.9%	272	122	122.7%	\$10,852	\$5,163	110.2%	891	409	117.8%	\$21,341	\$11,451	86.4%	1,741	934	86.3%
2316	214	24801 BROOKPARK RD	NORTH OLMSTED	\$3,283	\$2,014	63.0%	272	160	70.0%	\$9,130	\$7,306	25.0%	738	570	29.4%	\$15,769	\$13,785	14.4%	1,273	1,097	16.0%
3608	209	6067 N RIDGE RD	MADISON	\$3,526	\$2,143	64.5%	303	180	67.8%	\$8,294	\$6,911	20.0%	711	571	24.4%	\$15,217	\$14,845	2.5%	1,302	1,235	5.4%
1863	209	33752 VINE ST	EASTLAKE	\$2,972	\$1,969	50.9%	252	158	58.9%	\$9,422	\$6,004	56.9%	776	476	63.2%	\$16,828	\$11,697	43.9%	1,386	945	46.6%
3293	209	PO BOX 118	CHARDON	\$3,626	\$2,662	36.2%	307	214	43.5%	\$9,286	\$7,897	17.6%	763	620	22.9%	\$17,936	\$15,301	17.2%	1,460	1,229	18.9%
1927	209	8160 MACEDONIA COMMONS BLVD	MACEDONIA	\$1,811	\$1,371	32.0%	154	112	37.5%	\$5,985	\$4,990	20.0%	498	404	23.1%	\$11,837	\$10,033	18.0%	984	825	19.3%
1895	215	3750 W MARKET ST	FAIRLAWN	\$321	\$231	39.2%	28	20	37.3%	\$1,079	\$659	63.7%	93	58	60.9%	\$2,048	\$2,457	-16.7%	173	213	-18.9%
3722	208	250 TALLMADGE RD	KENT	\$5,263	\$4,142	27.1%	454	335	35.5%	\$15,932	\$9,227	72.7%	1,325	733	80.8%	\$29,347	\$16,824	74.4%	2,411	1,358	77.6%
2362	209	1868 WARRENSVILLE CENTER RD	SOUTH EUCLID	\$1,889	\$1,498	26.1%	163	122	33.7%	\$5,339	\$5,016	6.4%	444	399	11.1%	\$9,934	\$13,677	-27.4%	817	1,129	-27.6%
2359	209	3551 N RIDGE RD E	ASHTABULA	\$2,314	\$1,928	20.1%	202	164	23.7%	\$6,791	\$5,595	21.4%	588	467	25.9%	\$15,341	\$10,805	42.0%	1,315	905	45.3%
2966	215	222 E SMOKERISE DR	WADSWORTH	\$3,172	\$2,866	10.7%	267	226	18.3%	\$8,775	\$8,756	0.2%	724	676	7.1%	\$17,564	\$20,584	-14.7%	1,432	1,632	-12.3%
2361	215	4572 MEGA ST NW	NORTH CANTON	\$505	\$476	6.0%	43	42	2.6%	\$1,628	\$1,143	42.5%	138	101	36.5%	\$3,470	\$2,420	43.4%	287	217	32.3%
2914	215	1 MASSILLON MARKETPLACE DR SW	MASSILLON	\$4,652	\$4,552	2.2%	390	386	1.2%	\$15,213	\$13,630	11.6%	1,237	1,092	13.3%	\$28,858	\$27,019	6.8%	2,335	2,191	6.6%
1911	215	2887 S ARLINGTON RD	AKRON	\$2,373	\$2,477	-4.2%	202	200	1.1%	\$6,620	\$6,440	2.8%	550	516	6.5%	\$12,322	\$14,504	-15.0%	1,006	1,191	-15.5%
4285	214	3400 STEELYARD DR	CLEVELAND	\$1,174	\$1,226	-4.2%	99	100	-0.5%	\$3,223	\$3,467	-7.0%	266	276	-3.5%	\$5,987	\$6,886	-13.0%	492	559	-12.1%
5387	209	15050 S SPRINGDALE AVE	MIDDLEFIELD	\$1,510	\$1,584	-4.7%	127	134	-4.9%	\$4,603	\$4,826	-4.6%	384	400	-3.9%	\$8,885	\$9,382	-5.3%	740	788	-6.1%
2506	208	2600 STATE ROUTE 59	RAVENNA	\$2,012	\$2,301	-12.5%	171	181	-5.5%	\$6,742	\$7,298	-7.6%	563	571	-1.4%	\$13,159	\$14,424	-8.8%	1,093	1,151	-5.0%
2313	209	905 SINGLETARY DR	STREETSBORO	\$2,019	\$2,341	-13.7%	172	185	-6.9%	\$7,008	\$7,999	-12.4%	575	638	-10.0%	\$13,610	\$15,807	-13.9%	1,110	1,287	-13.8%
1857	209	9303 MENTOR AVE	MENTOR	\$841	\$895	-6.0%	73	79	-7.8%	\$2,599	\$2,924	-11.1%	223	256	-13.0%	\$5,555	\$5,360	3.6%	469	470	-0.4%
2073	214	10000 BROOKPARK RD	CLEVELAND	\$1,876	\$2,099	-10.6%	158	174	-8.9%	\$5,680	\$6,607	-14.0%	472	538	-12.4%	\$11,458	\$14,421	-20.5%	952	1,193	-20.2%
5082	214	8303 W RIDGEWOOD DR	PARMA	\$2,527	\$3,070	-17.7%	217	249	-13.0%	\$7,481	\$8,093	-7.6%	625	636	-1.7%	\$15,631	\$17,076	-8.5%	1,295	1,365	-5.1%
2541	208	2700 W STATE ST	ALLIANCE	\$1,514	\$1,822	-16.9%	130	155	-16.3%	\$5,532	\$5,521	0.2%	469	461	1.7%	\$11,222	\$10,925	2.7%	946	921	2.7%
2323	215	3520 HUDSON DR	STOW	\$1,998	\$3,178	-37.1%	170	257	-33.9%	\$6,645	\$8,042	-17.4%	551	635	-13.2%	\$12,915	\$14,943	-13.6%	1,065	1,205	-11.6%
1894	215	4141 PEARL RD	MEDINA	\$1,971	\$3,435	-42.6%	169	281	-39.8%	\$5,898	\$8,632	-31.7%	493	698	-29.4%	\$11,940	\$16,303	-26.8%	993	1,339	-25.8%
5410	215	4004 TUSCARAWAS ST W	CANTON	\$2,022	\$3,658	-44.7%	171	293	-41.5%	\$5,992	\$7,689	-22.1%	492	608	-19.1%	\$11,226	\$12,910	-13.0%	915	1,036	-11.7%
5285	215	3200 ATLANTIC BLVD NE	CANTON	\$1,230	\$3,200	-61.6%	106	265	-60.1%	\$3,582	\$5,362	-33.2%	300	440	-31.8%	\$7,185	\$9,888	-27.3%	595	826	-28.0%
2266	214	8585 PEARL RD	STRONGSVILLE	\$2,628	\$7,608	-65.5%	222	624	-64.5%	\$8,393	\$15,937	-47.3%	690	1,267	-45.5%	\$17,847	\$24,729	-27.8%	1,454	1,986	-26.8%



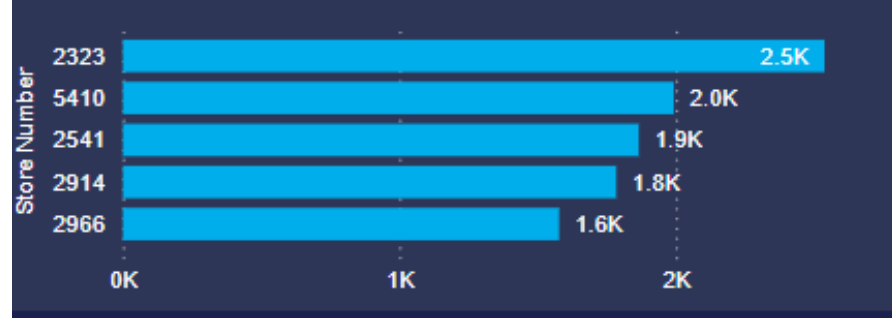
House of LaRose FTPR Overview – W.E. 3/7/25



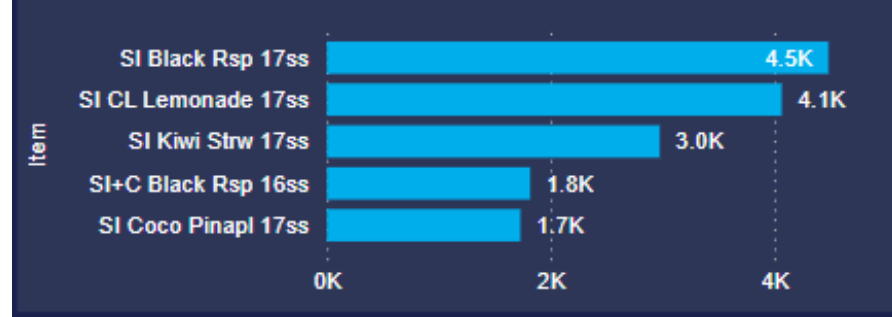
House of LaRose FTPR Overview – W.E. 3/7/25



Top Five Store Opportunities (Lost Qty)



Top Five Product Opportunities (Lost Qty)



Store Number	City	Market Number	FTPR	OPD Lost Qty
2323	STOW	215	44.4%	326
2541	ALLIANCE	208	27.5%	261
5410	CANTON	215	50.1%	252
2914	MASSILLON	215	72.2%	238
2966	WADSWORTH	215	61.7%	222
2362	SOUTH EUCLID	209	52.4%	206
1894	MEDINA	215	34.4%	189
1911	AKRON	215	66.4%	181
3722	KENT	208	63.2%	155
5082	PARMA	214	52.0%	155
1863	EASTLAKE	209	72.9%	135
2506	RAVENNA	208	60.9%	133
3608	MADISON	209	49.0%	130
2359	ASHTABULA	209	65.7%	127
2316	NORTH OLMSTED	214	65.2%	119
3293	CHARDON	209	73.4%	117
2073	CLEVELAND	214	56.8%	110
2266	STRONGSVILLE	214	72.6%	106
2313	STREETSBORO	209	68.3%	72
4285	CLEVELAND	214	61.1%	68
5285	CANTON	215	62.2%	65
1927	MACEDONIA	209	64.9%	56
5387	MIDDLEFIELD	209	80.2%	24
3250	AURORA	209	87.9%	22
2361	NORTH CANTON	215	72.7%	11
1857	MENTOR	209	100.0%	1
1895	FAIRLAWN	215	95.5%	-2