



P6 Programming (OH)

(10/28 – 1/5)



1

Bud/LT, Ultra & Stella

Bud/LT 18pk & Ultra 24pk \$5 Rebate



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



Target Stella 12pk on display (\$5 Rebate) for HE stores

Suction Cup - Every Store



Rebates

- Bud Family 18pk & 24pk - \$5 rebate
 - (\$13.99 & \$18.99 after)
- Ultra 18pk & 24pk - \$5 rebate
 - (\$14.99 & \$20.99 after)
- NUTRL 8pk - \$5 rebate
 - (\$14.99 after)
- Stella 12pk - \$5 rebate
 - (\$12.99 after)
- Cutwater Singles – Buy 3, get \$6 back
 - (\$1.99/ea.)
- Beatbox single Tetras – Buy 3, get \$6 back
 - (\$2.49/ea.)
- Bud/LT 16oz Alum – Buy 4, get \$2 back
 - (\$.89/ea.)

2

Beatbox

1. Shelf Placement:

- Focus on Fantastic 4 + Additional SKUs



2. Display Bins:

- Target display on the floor near check-out/Queuing lanes



3. LTO:

- Deliver the Cinnabon to the stores.



4. POP:

- Make sure shelf and display advertise the Buy 3, get \$6 Back



7E Category Approved Case Stackers & Fully Support Beatbox

3

Cutwater

1. Gain Distribution on top selling flavors



2. Utilize Seasonal Flavors over the holidays

3. Merch w/ Rebate POP

Buy 3, get \$6 Back (\$1.99/ea. after rebate)

4. Sell in displays & Additional Merch Ops where possible

Find Additional Merch opportunities:

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



Cutwater Marg 12pk VP Available to "Carry"

FOD 11/23/26



Select Chain

7-ELEVEN OH

Total Accounts: 467
Displayable: 226 Non-Displayable: 241

Reset

Add Objective

Save

Save and Spread

Last modified on: August 25, 2026

Do you have a 10+ case Bud Light Display with NFL and \$5 rebate POP that includes Budweiser executed in the account?
[Replaced w/ Feature question for ND accts](#)

Execution Type

Brand

Cases

Brand Moment

SKU

Retailer Moment

▼

🗑️

Display

Bud Light

10

NFL

18 Pack Cans

\$5 rebate POP that includes Bl

Do you have Budweiser + Bud Light Ice Bins/Bins/Racks with 16oz Alum & Buy 3, get \$2 (\$.89/ea.) Suction Cup & POP executed in the account?

Execution Type

Brand

POCM Type

Custom POCM Text

⬆️

⬆️

🗑️

Merch

Budweiser + Bud

Ice Bins/Bins/Racks

16oz Alum & Buy 3, get \$2 (\$.89

Do you have a 10+ case Michelob Ultra Display with Iconic POCM and rebate POP executed in the account?
[Replaced w/ Feature question for ND accts](#)

Execution Type

Brand

Cases

Brand Moment

SKU

Retailer Moment

⬆️

⬆️

🗑️

Display

Michelob Ultra

10

Iconic POCM

Any SKU

rebate POP

Have you grown 1+ Beatbox SKUs in the account?

Execution Type

Objective Type

Brand

MPD Cap

SKU

⬆️

⬆️

🗑️

Distribution

MPD Dynamic

Beatbox

10

Any SKU

Have you grown 1+ A-B IPA 19.2 Alum Can SKUs in the account?

Execution Type

Objective Type

Brand

MPD Cap

SKU

▲

🗑️

Distribution

MPD Dynamic

A-B IPA

5

19.2 Alum Can