

2025 CONGO INFLUENCER (SHELF) PROGRAM

Gold Tier

24+ Total Facings

- Alani Nu – Min 10 Facings - 6 SKUs
- Prime Hydration – Min 10 Facings 6 SKUs
- Prime Energy - Min 4 Facings 4 SKUs



Silver Tier

10+ Total Facings

- Alani Nu – Min 5 Facings 5 SKUs
- Prime Hydration – Min 5 Facings 5 SKUs



Requirements

- MUST** place SKUs in Primary Cold Vault Beverage Set ... Not on Top Shelf or Bottom Shelf
- Retail Price Promotion** - **MUST** run a “2/for” promo for Consumer (EX. Alani 2/\$5.00, Prime Hydration 2/\$4.00, Prime Energy 2/\$5.00)
- Congo Cooler Eligible** ... Display QR Program eligible (50/50 Mix & Match, Energy & Hydration)

Gold Pricing

Silver Pricing

FRONTLINE CASE COST

Brand	Net Case	Brand	Net Case	Brand	Net Case
Alani Nu Energy	\$40.00	Net Alani Nu Energy	\$37.00	Net Alani Nu Energy	\$39.00
Prime Hydration	\$16.00	Net Prime Hydration	\$14.00	Net Prime Hydration	\$15.50
Prime Energy	\$20.00	Net Prime Energy	\$20.00	Net Prime Energy	\$20.00

OPTIONAL PROGRAMMING



Cooler Placement

- Must be placed in flow of traffic**

Free Fill – 2x per Year

- 6cs Alani & 7cs Prime Hydration Per Fill



Promo Periods - Mar, Jul, Aug, Oct, Nov

➤ Prime Hydration

- Buy 10cs Get 2cs Free
- Buy 10cs Get \$2 off Per Case

➤ Alani Nu Energy

- Buy 5cs Get 1cs Free
- Buy 5cs Get \$3 off Per Case

ACCOUNT NAME:

ADDRESS:

CITY / STATE / ZIP

PHONE:

OWNER:

SIGNATURE:

DATE:

DISTRIBUTOR:

ACCOUNT #:

ROUTE#:

REP NAME:

REP SIGNATURE:

DATE:

- THIS IS NOT A CONTRACT. ACCOUNT MAY REDUCE OR REMOVE ANY REQUIREMENTS OF PARTICIPATION AT ANY TIME AT THEIR SOLE DISCRETION.
- ANY ACCOUNT WHO CHOOSES TO REMOVE OR REDUCE PARTICIPATION REQUIREMENTS UNDERSTANDS THEY WILL BE FORFEITING ASSOCIATED DISCOUNTS ON FUTURE PURCHASES.
- BY SIGNING ACCOUNT ACKNOWLEDGES AWARENESS OF THE PROGRAM AND PARTICIPATION.
- ASSOCIATED DISCOUNTS ARE DEPENDENT UPON REQUIREMENTS BEING IMPLEMENTED WITHIN THE LOCATION AS STATED IN THE ABOVE SECTIONS

NOTES

Gold Tier Pricing

Silver Tier Pricing



FRONTLINE CASE COST

Brand	Net Case
Alani Nu Energy	\$40.00
Prime Hydration	\$16.00
Prime Energy	\$35.00

Brand	Net Case
Net Alani Nu Energy	\$37.00
Net Prime Hydration	\$14.00
Net Prime Energy	\$35.00

Brand	Net Case
Net Alani Nu Energy	\$39.00
Net Prime Hydration	\$15.50
Net Prime Energy	\$35.00

Brand	Net Case
Net Alani Nu Energy	\$40.00
• Cost Per Unit	\$1.67
• SRP	\$2.99
• Margin %	44.3%

Brand	Net Case
Net Alani Nu Energy	\$37.00
• Cost Per Unit	\$1.54
• SRP	\$2.99
• Margin %	48.4%
• Promo Price	2/\$5.00
• Margin %	38.3%
• Blended Margin	44.4%

Brand	Net Case
Net Alani Nu Energy	\$39.00
• Cost Per Unit	\$1.63
• SRP	\$2.99
• Margin %	45.7%
• Promo Price	2/\$5.00
• Margin %	35.0%
• Blended Margin	41.4%

Net Prime Hydration	\$16.00
• Cost Per Unit	\$1.33
• SRP	\$2.49
• Margin %	46.8%

Net Prime Hydration	\$14.00
• Cost Per Unit	\$1.17
• SRP	\$2.49
• Margin %	53.1%
• Promo Price	2/\$4.00
• Margin %	41.7%
• Blended Margin	48.6%

Net Prime Hydration	\$15.50
• Cost Per Unit	\$1.29
• SRP	\$2.49
• Margin %	48.1%
• Promo Price	2/\$4.00
• Margin %	35.4%
• Blended Margin	43.0%

Net Prime Energy	\$20.00
• Cost Per Unit	\$1.67
• SRP	\$2.49
• Margin %	41.4%

Net Prime Energy	\$20.00
• Cost Per Unit	\$1.67
• SRP	\$2.49
• Margin %	33%
• Promo Price	2/\$5.00
• Blended Margin %	----

Net Prime Energy	\$20.00
• Cost Per Unit	\$1.67
• SRP	\$2.49
• Margin %	33%
• Promo Price	2/\$5.00
• Margin %	----