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How our program works

- Lower Invoice Cost
- Promotional Discounts
- Rebates
- Member Appreciation Events
- Cooler Funding
- NCB Space Funding
- Marketing Support



Coca-Cola



	Regular Price	Promotion Price	Rebate **
Coke Core 20oz	\$ [REDACTED]	\$ [REDACTED] (+Promo Rebate)	\$ [REDACTED]* \$ [REDACTED]^
Fanta Flavor 20oz	\$ [REDACTED]	\$ [REDACTED]	
Monster 16oz	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
12pk Cans	\$ [REDACTED]	\$ [REDACTED] (+Promo Rebate)	\$ [REDACTED]^
Powerade 32oz	\$ [REDACTED]	\$ [REDACTED]	

*Rebate during regular price

^Rebate during promotion price



Other Companies





SUNBELT
MERCHANT GROUP

DEDICATED TO GROWING YOUR BUSINESS

Marketing Support

SUNBELT SPECIALS

12 BUY 3 GET 1 FREE!

Mix & Match OR ONE AT REGULAR PRICE

Mix & Match
All Monster 16 oz.

2/\$4

OR ONE AT REGULAR PRICE

Mix & Match
All Snapple 18.5 oz.

2/\$2

OR ONE AT REGULAR PRICE

20 Ft Banner

Mix & Match
ALL Dr Pepper 20oz

2/\$2⁵⁰

OR ONE AT REGULAR PRICE

Mix & Match
ALL Gatorade 28oz

2/\$3

OR ONE AT REGULAR PRICE

Mix & Match
ALL Rockstar 16oz

2/\$3

OR ONE AT REGULAR PRICE

15 Ft Banner

SUNBELT Mix & Match

ALL Big Red & 7up 20oz

2/\$2⁵⁰

OR ONE AT REGULAR PRICE

SUNBELT Mix & Match

ALL Gatorade 28oz

2/\$3

OR ONE AT REGULAR PRICE

SUNBELT Mix & Match

ALL Rockstar 16oz

2/\$3

OR ONE AT REGULAR PRICE

Window Posters

SUNBELT Mix & Match
ALL Dr Pepper 20oz

2/\$2⁵⁰

OR ONE AT REGULAR PRICE

Mix & Match
ALL Gatorade 28oz

2/\$3

OR ONE AT REGULAR PRICE

SUNBELT Mix & Match
ALL Red Bull 12oz

2/\$5³³

OR ONE AT REGULAR PRICE

SUNBELT Mix & Match
ALL Rockstar 16oz

2/\$3

OR ONE AT REGULAR PRICE

Mix & Match 2/\$2⁵⁰ | **Mix & Match** 2/\$2⁵⁰

OR ONE AT REGULAR PRICE

Mix & Match
ALL Rockstar 16 oz. Cans

2/\$3⁰⁰

OR ONE AT REGULAR PRICE

SUNBELT NEED REFRESHMENT? Come inside for these and other specials!

Mix & Match 2/\$3 | **Mix & Match** 2/\$4

OR ONE AT REGULAR PRICE

Mix & Match
All Dr Pepper 2 Liters

2/\$3

OR ONE AT REGULAR PRICE

FEELING LUCKY!!!! Come inside for these and other specials!

Pump Topper

SUNBELT Mix & Match
ALL Crush, Twist, Manzanita 20oz

2/\$2

OR ONE AT REGULAR PRICE

ALL Coke
12 Packs
Mix & Match

2/\$9

OR ONE AT REGULAR PRICE

Cooler Clings & Shelf Talker

SUNBELT July - August 2018 Marketing

SUNBELT
SPECIALS

Mix & Match
ALL Pepsi 20oz

**BUY 1/
GET 2nd for \$1**

OR ONE AT REGULAR PRICE

Panel 1

SUNBELT
SPECIALS

Mix & Match
ALL Red Bull 12oz

2/\$5

OR ONE AT REGULAR PRICE

Panel 2

SUNBELT
SPECIALS

Mix & Match
ALL Powerade 32oz

2/\$2⁵⁰

OR ONE AT REGULAR PRICE

Panel 3

20 Ft
Banner

SUNBELT
SPECIALS

Mix & Match
ALL Pepsi 20oz

**BUY 1/
GET 2nd for \$1**

OR ONE AT REGULAR PRICE

SUNBELT
SPECIALS

Mix & Match
ALL Red Bull 12oz

2/\$5

OR ONE AT REGULAR PRICE

SUNBELT
SPECIALS

Mix & Match
ALL Powerade 32oz

2/\$2⁵⁰

OR ONE AT REGULAR PRICE

15 Ft
Banner

SUNBELT
SPECIALS

Mix & Match
ALL F&W 20oz

2/\$3

OR ONE AT REGULAR PRICE

Pump Topper

Pump Topper

The Sunbelt Advantage!



Please note that cooler resets will begin soon, and we will contact you once your store has been scheduled. If your store is in urgent need of a reset, please contact your zone manager or our office.

July - August POSTER PROGRAM FOR ALL SUNBELT STORES WITHOUT SUNBELT BANNER !

STORES WITHOUT BANNERS MUST HAVE (3) POSTERS UP INCLUDING POS INSIDE STORE

Increase Sales, Profits + Loyalty with repeat purchase's with Sunbelt Marketing Banners, Posters & POS

Please reach out to Sunbelt with ANY issues, concerns, questions or support.



SUNBELT
MIX & MATCH



ALL Pepsi 20oz

BUY 1/ GET 2nd for \$1
OR ONE AT REGULAR PRICE

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SUNBELT
MIX & MATCH



ALL Red Bull 12oz

2/\$5
OR ONE AT REGULAR PRICE

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SUNBELT
MIX & MATCH



ALL Powerade 32oz

2/\$2.50
OR ONE AT REGULAR PRICE



Sunbelt in Partnership with Coca Cola, Pepsi and Dr Pepper is proud to announce National Fountain Pricing for our members



Package	Coca-Cola Brands	Pepsi Brands*	Dr Pepper Brands
5 Gallon BIB	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
3 Gallon BIB	-	\$ [REDACTED]	\$ [REDACTED]
2.5 Gallon BIB	\$ [REDACTED]	-	\$ [REDACTED]

* Prices valid for Pepsi-Cola, Diet Pepsi, Wild Cherry Pepsi, Mountain Dew, Diet Mountain Dew, Mug, Sierra Mist, Crush, Mirinda, Lipton Brisk, Iced Tea & Tropicana Lemonade.

For more information contact your local sales rep or call Sunbelt Office



**White Milk NOW AVAILABLE OFF
your COCA-COLA truck!!!!**

PROGRAM DETAILS

PROGRAM VISUALS

- Timing:**
 - March - April 2018
- Brand:**
 - FAIRLIFE YUP
- Offer:**
 - **Buy 1 Get 1**
 - \$█ case cost (with \$█ funded by Fairlife)
 - **Retail \$1.99 PLUS BOGO**
- Objective:**
 - Leverage this great tasting shelf stable Milk Product to enhance your excitement and Profit in the Milk category!
- Execution:**
 - Grow the category by ordering this new product
 - Cut into your "Option" Space or Milk Door
- POS:**
 - Static clings sent to all stores





5 case minimum

Coca-Cola is THE Authorized Distributor of Topo Chico
 NOW AVAILABLE OFF your **Coca-Cola** truck!!!!



Small Store

Package	Packed	Trade Letter EDV	SS Retail		
			Retail Units	Retailer Margin	Price Proposed
12 ounce glass	24 units	\$	24	%	\$1.59
20 ounce PET	24 units	\$	24	%	\$1.59
1 liter PET	12 units	\$	12	%	\$1.79
1.5 liter PET	8 units	\$	8	%	\$2.29

Monster

All Stores



July - August

Promo Pricing

Promotional Dates:	7/01 - 8/31
Package:	16 oz. & 15.5 oz.
Invoice Case Cost:	\$
Promotional Discount:	\$
Net Case Cost (24 Ct):	\$
Net Unit Cost:	\$
SMG Retail:	2/ \$4
Bundle Margin (2):	% (\$ Profit)
Single Margin (@ \$2.69):	% (\$ Profit)



1 at Regular Price = % Margin



Silver Eagle Distributors



Prices valid for Silver Eagle Distributors Only

Promo Pricing

Promotional Dates:	12/10 - 12/23
Package:	Bud Family 16 oz. 6pk
Package Cost:	\$
Promotional Discount:	\$
Net Case Cost:	\$
Suggested Retail:	\$7.99/6pk
Single Cans:	2/\$3
Retail Margin:	% 6pk
Single Cans:	%



- Pricing is for Silver Eagle only. Other distributors may have different pricing.
- Please buy in between 12/10 -12/23 to bridge \$ cost.
- Single 16 oz can costs \$, 2 / \$3 gives % margin.
- Ask your Silver Eagle team for Texans football POS!