NEWSLETTER
JUNE 2025

NXGA
NexGen Alliance Group

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JUNE

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PREFERRED VENDOR LIST

VENDOR	CONTACT	PHONE	EMAIL
Ace Petro, LLC	Al Tailor	(832) 228-5677	al.acepetro@gmail.com
Air Up Vending	Robert Upton	(888) 272-5980	sales@airupvending.com
Amazon Lockers	Jordan Smith	(972) 242-0100	jordongs@amazon.com
Anheuser-Busch	Douglas, Lauren	(270) 860-8771	Lauren.Douglas@anheuser-busch.com
Bajaria Law	Favad Bajaria	(214) 888-3070	favadbajaria@bajarialaw.com
Barcels	Luis Champsaur	(214) 972-9094	luis.champsaur@grupobimbo.com
Ben E. Keith Beverages	Cliff Reece	(214) 876-0387	cliffreece@benekeith.com
BIMBO PASTRIES	Jesse Apolinar	(210) 488-3544	jesse.apolinar@grupobimbo.com
Biolyte	Griffin Nichols	(978) 660-5147	griffin.nichols@drinkbiolyte.com
Black Rifle Coffee	Josh Gallagher	(801) 718-6183	Joshua.Gallagher@blackriflecoffee.com
Blue Triton Brands	Kris Tidmore	(281) 642-1412	kris.tidmore@bluetriton.com
C Store Pro / PDI	Prasla, Alvin	(281) 207-3106	APrasla@pdisoftware.com
Campbell del by Yumi	Richard Araujo	(469) 389-9921	richard_araujo@campbellussales.com
Celsius	Bobby Pickens	(469) 766-9562	Bobby.pickens@pepsico.com
Coca-Cola	Tim Sullivan	(214) 864-2039	timothy.sullivan@cocacolaswb.com
CoinFlip	Kendal K. Brice	(312) 931-0824	kbrice@coinflip.tech
Community Coffee	Tommy Martin	214) 991-7154	tmartin@communitycoffee.com
Congo Brands	Leslie Holloway	(210) 324-3519	lholloway@CongoBrands.com
Crompco	Garrett Brodie	(610) 276-5977	garrett.brodie@crompco.com
Dippin' Dots	Matthew Stark	(615) 584-9477	matsta@dippindots.com
Dr Pepper	Ron Anello	(972) 505-5077	Ron.Anello@kdrp.com
Dyna Distributing	Brian Johnson	(214) 709-7917	Admin@dynadistribution.com
Electrolit	Ron Anello	(972) 505-5077	Ron.Anello@kdrp.com
Essentia	Reg Willis	(214) 289-6211	reg.willis@us.nestle.com
Eternal Water	Robert L. Young, Jr.	(972) 333-1641	ryoung@eternalwater.com
Farmer Bros Coffee	Arturo Gonzales Jr	(817) 680-7482	Arturo.Gonzalez@farmerbros.com
Felonious Assault Ins	Darrell Breeden	(512) 567-9797	darrell@breedenbenefitgroup.co
FIFCO	Cedric Smith	(314) 808-4809	Cedric.Smith@Fifco.com
Fiji Water	Ken Jones	(346) 386-9842	ken.jones@fijiwater.com
Frito Lay	Reid Fernandez	(832)-876-1047	reid.fernandez@pepsico.com
Gatorade	Bobby Pickens	(469) 766-9562	Bobby.Pickens@pepsico.com
Ghost Energy	Jennifer Ray	(817) 614-1205	jennifer.ray2@anheuser-busch.com
Goat Fuel Energy	Ryan Jackson	(430) 302-8751	rjackson@jhbud.com
Grocery Supply Co.	Joseph Shelton	(800) 231-1938 X. 5589	jshelton@grocerysupply.com
Gym Weed Energy	Ryan Jackson	(430) 302-8751	rjackson@jhbud.com
Harmon Fire Extinguisher Service Co.	Damon Harmon	(972) 785-1220	d.harmon@verizon.net
IMM	Ricardo Villarreal	(214) 505-9287	RicardoV@immlatino.com
J & S Testing	Eddie Jones	(817) 237-1899	jstest@earthlink.net
Labrada	Jason Smith	(800) 832-9946	jasons@labrada.com
Life Insurance	Darrell Breeden	(512) 636-3950	darrell@breedenbenefitgroup.co
Liquid Death Mountain Water	Michelle Gange	(707) 321-9923	michelle@liquiddeath.com
Lost and Found Energy	Ryan Jackson	(430) 302-8751	rjackson@jhbud.com
Mighty Flame Propane	Jonah	(877) 438-6444	jonah@JETGAS.COM
Modisoft	Saleem	(866) 216-8707	saleem@modisoft.com
Molson Coors	Mark Messina	(713) 306-0739	Mark.Messina@molsoncoors.com
Monster	Aaron Cheney	(917) 455-4856	Aaron.Cheney@MonsterEnergy.com
Monster Brewing	Darren Penman	(501) 454-3195	darren.penman@monsterbrewing.com
Mother Parkers	Mike Jenkins	(817) 682-1182	mjenkins@mother-parkers.com
National Bitcoin ATM	Kendall Jasco	(949) 329-2845	kendall@nationalbitcoin.com
Nelson Bulk Propane (no Bottles)	Colton Wilson	(903) 874-5641	cwilson@nelsonpropane.com
Nesquik	Reg Willis	(214) 289-6211	reg.willis@us.nestle.com
Novamex	Alfredo Martinez	(915) 594-1618	Alfredo.martinez@novamex.com
Nutrabolt - C4 Energy	Larry Anderson	(817) 727-0472	landerson@nutrabolt.com
Pepsi	Bobby Pickens	(469) 766-9562	Bobby.Pickens@pepsico.com
Rapid Exchange Propane	Sam Hardin	(713) 444-1678	sam.hardin@rapidxchange.com
Red Bull	Craig Baker	(678) 427-6652	craig.baker@redbull.com
Redcon 1 (Energy & Protein)	Ryan Jackson	(430) 302-8751	rjackson@jhbud.com

PREFERRED VENDOR LIST

VENDOR	CONTACT	PHONE	EMAIL
Reddy Ice	Customer Service	(972) 296-4271	customerservice@reddyice.com
Republic National Distributing Company	Julian Pillans	(903) 278-7010	Julian.pillans@rndc-usa.com
Ryse Energy	Tyler Williams	(541) 556-0640	tyler.williams@ryseupps.com
Savia (Coco Milk & Aloe)	Derek Link	(903) 814-8234	derek@saviausa.com
Savia Aloa	Ryan Jackson	(430) 302-8751	rjackson@jhbud.com
Suerox - Genomma Lab	Shannon Brienza	(205)-249-9897	shannon.brienza@genommalab.com
Super Coffee	Kevin Jackson	(214) 837-3951	KevinJackson@benekeith.com
TAS Environmental Services	Wesley Justus	(214) 970-9625	wjustus@taslp.com
Uptime Energy	Ritchie Baddour	(469) 550-4014	rbaddour@uptimeenergy.com
Waiakea Water	Ryan Jackson	(430) 302-8751	rjackson@jhbud.com
Wonderful Pistachio	Ken Jones	(346) 386-9842	ken.jones@fijiwater.com
World Pay CC Processing	Ilene Howard	(513) 680-6750	ilene.howard@fisglobal.com
Yesly Enhanced Water	Ryan Jackson	(430) 302-8751	rjackson@jhbud.com
Yumi Ice Cream	Travis Zikias	(505) 301-4107	travis.zikias@yumiicecream.com
Zen Water	Jeff Jonke	(972) 955-1878	jeffjonke@zenwtr.com

NXGA CONTACT INFORMATION

Name	Title	Phone	Email
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Joe Paramo	Member Relations Manager	(214) 769-0392	jparamo@thentba.com
Jeff Willis	Member Relations Manager	(469) 873-2357	jwillis@thentba.com
Matt Stringfellow	Member Relations Manager	(972) 841-7603	mstringfellow@thentba.com
Shabir Ali	Member Relations Manager	(945) 259-1903	shabirali@thentba.com
Rafiq Jindani	Office Administrator	(469) 934-9839	info@thentba.com

Customer Service Visits

- Your MRM will ask about current promotions, the stores' relationship with the vendors, if there are any opportunities that needs NXGA assistance, and contact vendors while at the store to expedite a resolution to any issues that might exist.
- The NXGA Member Relations Manager will survey the store (inside, outside, signage frames, cold vault, displays etc.) and give direction when required on proper POS placement and installation. In order to provide you with the best customer service, the NXGA Member Relations Manager will also take pictures for record keeping and referral.
- The NXGA Member Relations Manager will always identify opportunities and bring those to the attention of store personnel as a friendly observation. (ex. If the coolers are frozen up, the notification will be made so the store can take necessary actions and prevent the compressors from failing)
- The NXGA Member Relations Manager will visit stores for proactive and reactive calls for various reasons.



Your **Member Relations Manager** *is there to help you identify opportunities that can lead to increased profitability and efficiency improvement in your stores.*



June Promotions

RETAILER	ITEM	CASE COUNT	INVOICE COST	NTBA REBATE *(If Applicable)*	FINAL COST	RETAIL	*2 FOR MARGIN	* Single SRP	*REMINDERS*
Coca-Cola	20oz Vitamin Water	12	$17.88	$0.00	$17.88	2/$5.00	40.40%	$2.99: 50.2%	
	Body Armor 28oz w/Flash IV	12	$20.64	$0.00	$20.64	2/$5.50	37.5%	$3.59: 60.7%	
	20oz CSD (MM & Fanta Flavors Only)	24	$30.67	$3.32	$27.35	2/$4.00	43.0%	$2.89: 60.6%	
	18.5oz Gold Peak Tea	12	$18.96	$0.00	$18.96	2/$5.00	36.8%	$3.09: 48.8%	
	Smart Water 1 liter	12	$20.76	$0.00	$20.76	2/$6.00	42.3%	$3.69: 53.1%	
	20oz CSD (24 case) Don't forget that there is an incremental $3.32 NTBA rebate per case everyday.								
PEPSI	20 oz CSD	24	$32.00	$3.94	$28.06	2/$4.00	41.50%	$2.69: 56.5%	
	1 Liter Brisk	15	$17.06	$1.00	$16.06	2/$3.50	42.30%	$2.19: 53.9%	** Margins and cost are before any vendor rebates. Texas and Oklahoma Stores*
	28oz Gatorade	15	$21.00	$0	$21.00	2/$5	44.00%	$3.09: 54.7	
	16oz Rockstar (all flavors)	12	$14.05	$0	$14.05	2/$3.75	37.60%	$2.99: 60.9%	
Keurig DrPepper	20oz CSD	24	$30.60	$0	$30.60	2/$4.25	40.00%	$2.59: 50.6%	
	Texas and Oklahoma stores where DP brands are sold from the DP Truck / DP Markets - (serviced by KDP)								
	20oz CSD *7up/Flavors / No DP Branded SKUs*	24	$30.60	$0	$30.60	2/$4.25	40.00%	$3.29: 50.6%	
	Texas stores where only 7up and flavors (NO DP brands) are sold from 7UP Truck / 7up Markets - (serviced by KDP 7up)								
	12pk cans CSD	2	$11.05	$0	$11.05	2/$12.99	14.90%	$10.29: 46.3%	
	Texas and Oklahoma stores where DP brands are sold from the DP Truck / DP Markets - (serviced by KDP)								
	12pk cans CSD *7up/Flavors / No DP Branded SKUs*	2	$11.05	$0	$11.05	2/$12.99	14.90%	$10.29: 46.3%	** Margins and cost are before any vendor rebates. Texas and Oklahoma Stores*
	Texas stores where only 7up and flavors (NO DP brands) are sold from 7UP Truck / 7up Markets - (serviced by KDP 7up)								
	Core 30.4oz	12	$16.50	$0	$16.50	2/$4.50	38.90%	$3.09: 55.3%	
	C4 Ultimate (does not include performance and smart)	12	$23.00	$0	$23.00	2/$6.50	41.00%	$3.89: 50.6%	
	Bai 18oz	12	$16.50	$0	$16.50	2/$4.50	38.90%	$3.09: 55.3%	
	Snapple 32oz	12	$16.50	$0	$16.50	2/$4.50	38.90%	$3.19:56.7%	
Monster Energy	Monster /NOS/Full Throttle 16oz, 15.5 oz	24	$41.51	$0	$41.51	2/$5.50	37.10%	$3.49: 50.4%	
	Texas and Oklahoma Stores; Includes 16oz/15.5oz Monster, NOS, Full Throttle, Bang and Reign Total Body Fuel Brand								** Margins and cost are before any vendor rebates. Texas and Oklahoma Stores*
	Bang and Reign Performance 16oz	12	$19.20	$0	$19.20	2/$5.00	36.00%	$3.29: 51.4%	
	Texas and Oklahoma Stores								
Red Bull Energy Drink	Red Bull 8.4 oz	24	$38.75	$0	$38.75	2/$5.00	35.40%	$2.99: 45.8%	** Margins are before rebate. Must have a secondary piece of equipment (cooler or display qualify)and maintain vault space to qualify for maximum rebates.*
	Red Bull 12 oz	24	$51.54	$0	$51.54	2/$6.00	28.30%	$3.99: 45.9%	
	Texas and Oklahoma stores								

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MARS ICE CREAM







GSC ITEM ID #424564 | CHOC ICE CRM SDWCH M&MS | 24 PK / 4 OZ | $35.75N
GSC ITEM ID #222018 | ICE CREAM SNICKERS KG B | 24 PK / 2.8 OZ | $31.35N
GSC ITEM ID #106492 | ICE CREAM TWIX KING BAR | 24 PK / 3 OZ | $31.35N
GSC ITEM ID #424549 | ICE CRM SDWCH M&MS | 24 PK / 4 OZ | $35.75N
GSC ITEM ID #726752 | ICE CRM SDWCH M&M CC&CR | 24 PK / 4 OZ | $35.75N
GSC ITEM ID #670562 | ICE CRM SDWCH MINT M&MS | 24 PK / 4 OZ | $35.75N
GSC ITEM ID #210302 | DOVE BAR VAN/MLKCHOC | 12 PK / 2.89 OZ | $20.20N
GSC ITEM ID #222042 | STARBURST STRWY SORBT | 12 PK / 2.6 OZ | $12.47N
GSC ITEM ID #763862 | M&M ICE CRM PINT | 8 PK / 14 OZ | $29.05N
GSC ITEM ID #763847 | SNICKERS ICE CRM PINT | 8 PK / 14 OZ | $29.05N
GSC ITEM ID #763854 | TWIX ICE CRM PINT | 8 PK / 14 OZ | $29.05N

MAGIC SPOON PROTEIN TREATS





12 PK | 1.4 OZ | $23.86N

GSC ITEM ID #822130 | BLBRY MUFFN
GSC ITEM ID #821967 | CHOC P BTR
GSC ITEM ID #821827 | DBL CHOC
GSC ITEM ID #822122 | MARSHMALLOW

ARIZONA FRUIT SNACKS



1 PK | 5 OZ

GSC ITEM ID #829267 | MIXED FRT PG | $1.50N
GSC ITEM ID #827584 | SR LMND PG | $1.50N
GSC ITEM ID #827592 | WTRMLN PG | $1.40N

UNCRUSTABLES



GSC ITEM ID #796821 | PB & GRAPE | 8 PK / 2.6 OZ | $6.91N
GSC ITEM ID #796839 | PB & STRAWBERRY | 8 PK / 2.6 OZ | $7.20N



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GSC ITEM ID #824847 | BBQ | 10 PK / 2 OZ | $9.75N
GSC ITEM ID #824854 | BFL RNCH | 10 PK / 2 OZ | $9.75N
GSC ITEM ID #824862 | CH/SR CR | 10 PK / 2 OZ | $9.75N
GSC ITEM ID #824870 | JAL | 10 PK / 2 OZ | $9.75N
GSC ITEM ID #824896 | SEA SLT | 10 PK / 2 OZ | $9.75N
GSC ITEM ID #824888 | SLT/VNGR | 10 PK / 2 OZ | $9.75N
GSC ITEM ID #824839 | SWT POT | 10 PK / 1.5 OZ | $9.75N

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Mike Reaves - Waco, TX | 817-366-0733 | reaves@grocerysupply.com
Rob Willie - Oklahoma | 405-826-0368 | rwillie@grocerysupply.com
Margrett Wright - Northeast Texas | 214-693-3645 | mwright@grocerysupply.com
Kevin Craig - East Texas | 903-262-7373 | kcraig@grocerysupply.com

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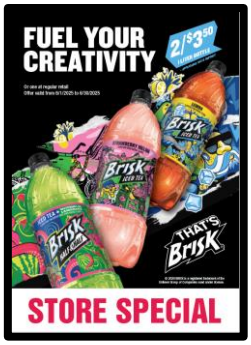
June Promotions







































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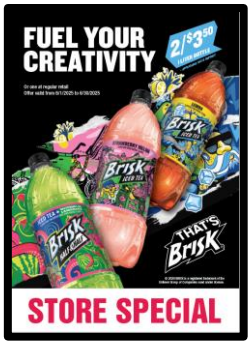
June Promotions







































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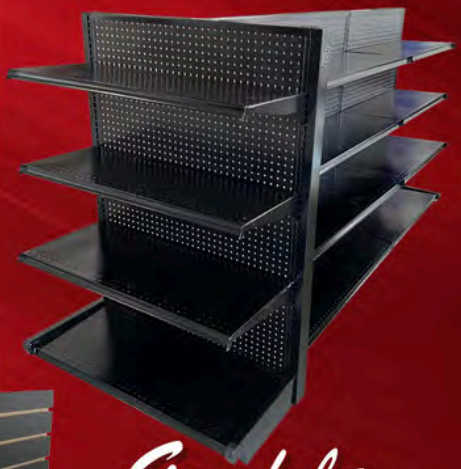
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QUARTERLY REBATE PAYMENT TIMELINE

QUARTER 1 JAN 1ST - MARCH 31ST	REBATE CHEQUE EXPECTED DATE	31 ST JULY
QUARTER 2 APRIL 1ST - JUNE 30TH	REBATE CHEQUE EXPECTED DATE	31 ST OCT
QUARTER 3 JULY 1ST - SEPT 30TH	REBATE CHEQUE EXPECTED DATE	31 ST JAN
QUARTER 4 OCT 1ST - DEC 31ST	REBATE CHEQUE EXPECTED DATE	30 TH APRIL