NEWSLETTER
APRIL 2025

NXGA
NexGen Alliance Group

CONVENIENCE STORE EXPO 2025

APRIL 30TH 11AM-4PM

IRVING CONVENTION CENTER

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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
ATM Link Inc	Minhas Vellani	(281) 568-4443	sales@atm-link.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

PREFERRED VENDOR LIST

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
Reddy Ice	Customer Service	(972) 296-4271	customerservice@reddyice.com
Republic National Distributing Company	Brad VanZandt	(903) 278-7010	Brad.VanZandt@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	Designation	Phone	Email
Jaime McClaine	Member Relations / Business Development Supervisor NTX/OKLA	(817) 789-0995	jmcclaine@thentba.com
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
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 NTBA 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.



April Promotions

RETAILER	ITEM	CASE COUNT	INVOICE COST	NTBA REBATE *(If Applicable)*	FINAL COST	RETAIL	*2 FOR MARGIN	* Single SRP	*REMINDERS*
Coca-Cola	1 Liter Smart water	12	$20.76	$0.00	$20.76	2/$6.00	42.3%	$3.69: 53.1%	
	28oz Body Armor (includes Flash IV)	12	$20.64	$0.00	$20.64	2/$5.50	37.5%	$3.59: 60.7%	* Margins and cost are before any vendor rebates
	2 Liter	8	$22.16	$3.32	$18.84	2/$7.00	20.9%	$4.19: 33.9%	
	18.5oz Gold Peak Tea	12	$18.96	$0.00	$18.96	2/$5.00	36.8%	$3.09: 48.8%	
	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 Dr Pepper	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)								
	Vita Coco 16.9oz PET	12	$20.70	$0	$20.70	2/$5.75	40.00%	$3.69: 53.1%	* Margins and cost are before any vendor rebates. Texas and Oklahoma Stores
	C4 Performance (yellow can) and Ghost Energy 16oz	12	$20.00	$0	$20.00	2/$5.50	39.50%	$3.39: 50.7%	
	21oz Electrolit	12	$19.80	$0	$19.80	2/$5.50	40.00%	$3.49: 52.7%	
	Snapple 16oz	12	$12.75	$0	$12.75	2/$3.50	39.10%	$2.29: 53.3%	
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								
CELSIUS LIVE FIT	12oz Celsius	12	$18.25	$0	$18.25	2/$5.00	39%	$2.99: 49.2%	*Distributed by Pepsi*

** Margins and cost are before any vendor rebates. Texas and Oklahoma Stores*

The following is a paid advertisement

Republic National Distributing Company

April Promotions (Texas Only)

CAVIT WINE 187ml 6X4 Pack-4/1 –4/30
Everyday price-$8.25
April price $7.50 --> $0.75 savings per unit

SUTTER HOME WINES 750ml 12 Pack-4/1 –4/30
Everyday price-$5.25
April price $3.75 --> $1.50 savings per unit

SLAMZEES COCKTAIL 24 Pack 187ml RTD-4/1 –4/30
Everyday price-$3.00
April price $2.34 --> $0.66 savings per unit

SANTA RITA WINES 750ml 12 Pack-4/1 –4/30
Everyday price-$10.50
April price $5.24 --> $5.26 savings per unit

Z ALEXANDER BROWN WINES 750ml Pack -4/1 –4/30
Everyday price-$16.49
April price $11.99 --> $4.50 savings per unit













If you have any further **questions**, you can also reach:

Brad VanZandt
Republic National Distributing Company
1010 Isuzu Pkwy., Grand Prairie, TX 75050
903-278-7010
Brad.vanzandt@rndc-USA.com

GROCERY SUPPLY COMPANY

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MARK YOUR CALENDAR FOR GSC'S MARKETPLACE 2025!
Wednesday, April 16, 2025 @ 9 AM CST
Allen Convention Center, 777 Watters Creek Blvd, Allen TX 75013

ICED COFFEE

12 PK / 13.7 OZ / $24.98N

GSC ITEM ID #797324 | CINN TOAST CRNCH
GSC ITEM ID #797415 | MAGNUM DBL CRML
GSC ITEM ID #797431 | SNICKERS
GSC ITEM ID #797449 | TWIX



CHEX MIX

7 PK / 4.25 OZ | $18.50N



GSC ITEM ID #808642 | MB CINN TST CRNCH

GUSHERS

8 PK / 4.25 OZ | $14.44N

GSC ITEM ID #805994 | WATERMLN SR APPL PEG



BUGLES

6 PK / 3 OZ | $9.97N



GSC ITEM ID #825356 | TABASCO

DELI EXPRESS

GSC ITEM ID #817874 | CUBAN STYLE SUB | 8 PK / 6.4 OZ | $30.33N
GSC ITEM ID #817593 | HOTTOGO PULLED PORK BBQ | 10 PK / 5.5 OZ | $30.08N
GSC ITEM ID #817791 | MKT WRAP CKN CHIPOTLE | 8 PK / 7.9OZ | $34.73N



POP TARTS

GSC ITEM ID #810184 | CRNCHY PP FRSTD BRN | 6 PK / 2.1 OZ | $9.53N
GSC ITEM ID #810176 | STRWBRY MLKSHK | 6 PK / 3.3 OZ | $4.87N
GSC ITEM ID #809137 | CRNCHY PP FRSTD STR | 6 PK / 2.1 OZ | $9.53N





BLUE DIAMOND ALMONDS

GSC ITEM ID #823567 | DRK CH S/SLT CRM | 10 PK / 2 OZ | $21.01N
GSC ITEM ID #823542 | MIKES HT HONEY | 12 PK / 1.5 OZ | $10.42N
GSC ITEM ID #823518 | TEXAS BBQ | 8 PK / 4 OZ | $16.82N
GSC ITEM ID #823559 | THN D DRK CH | 10 PK / 2 OZ | $21.01N



Contact your GSC Representative for an exciting new NTBA Customer Program and for more product information from GSC:

Michelle Long - Dallas, TX | 214-533-6765 | mlong@grocerysupply.com
Herman Cortez - Ft. Worth, TX | 214-223-7178 | hcortez@grocerysupply.com
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

GSC offers $100 potential signing bonus for new customers!

To sign up for weekly MARKETPULSE, send your email address to SALES@GrocerySupply.com

Click here for POS Links

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April Promotions





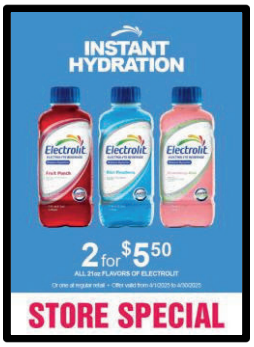






























Static Clings

April 2025 Promotions – *Texas & Oklahoma*



1 Liter Smart Water
2 for $6.00
Or 1 @ Regular Price



Body Armor
(includes 16oz Flash IV)
28 oz Bottles
2/$5.50 Or 1 @ Regular Price



2 Liters Coke
2 for $7.00
Or 1 @ Regular Price



18.5 oz Gold Peak Tea
2 for $5.00
Or 1 @ Regular Price



Pepsi – All Flavors
20oz bottles
2 for $4.00
Or 1 @ Regular Price



Brisk Tea
1 Liter
2 for $3.50
Or 1 @ Regular Pric



Rockstar (all flavors)
16oz cans
2 for $3.75
Or 1 @ Regular Price



C4 Performance & Ghost Energy 16oz
(excludes ultimate & Smart)
2 for $5.50
Or 1 @ Regular Price



7-Up and Flavors
20oz Bottles
2/$4.25 Or 1 @ Regular Price



21oz Electrolit
2 for $5.50 or
1 @ Regular Price



28oz Gatorade
All Flavors
2 for $5.00
Or 1 @ Regular Price



Vita Coco 16.9oz
2 for $5.75
Or 1 @ Regular Price



Snapple
16oz bottles
2 for $3.50 or
1 @ Regular Price



Monster Energy
16 oz & 15.5 oz
2 for $5.50
or 1 @ Regular Price



Bang and Reign Performance
16oz
2 for $5.00 or
1 @ Regular Price



Red Bull – All Varieties
8.4oz & 12oz Singles
2 for $5.00 8.4oz.
2/$6.00 12oz.
Or 1 @ Regular Price



12oz Celsius
2 for $5.00
Or 1 @ Regular Price

OPTION 1: Texas and Oklahoma Stores where DP brands are sold from the DP Trucks. DP Markets serviced by KDP

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2 for $4.00
Or 1 @ Regular Price



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Or 1 @ Regular Price



C4 Performance & Ghost Energy 16oz
(excludes ultimate & Smart)
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Or 1 @ Regular Price



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2/$4.25 Or 1 @ Regular Price



21oz Electrolit
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All Flavors
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Or 1 @ Regular Price



Vita Coco 16.9oz
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Or 1 @ Regular Price



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16 oz & 15.5 oz
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Bang and Reign Performance
16oz
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8.4oz & 12oz Singles
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2/$6.00 12oz.
Or 1 @ Regular Price



12oz Celsius
2 for $5.00
Or 1 @ Regular Price

OPTION 2:
Texas and Oklahoma stores where only 7up and flavors (NO DP brands) are sold from 7UP Truck.
7up Markets - (serviced by KDP 7up)

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Seagram's escapes SPIKED x WWE Portfolio Launch

NEW FOR 2025! *Spiked is going big in 2025 with an* EPIC sports & entertainment partnership *with* WWE*, connecting with their 50+ Million LDA Fans by giving them the best-tasting flavored hard beverages,* now at 10% ABV.

Spiked x WWE will launch a 360 partnership Q1 2025 for a full-year activation, including

- Co-branded packaging & POS
- Premium Live Event Integration
- WWE Superstar Appearances & Social Media
- WWE-produced social & digital content
- Digital media plan & Superstar social media
- Hospitality & Memorabilia

THE RIGHT BRAND & PREMIUM, CRAVEABLE FLAVOR

- **Seagram's Escapes** is a **Top 10 Traditional FMB Brand** in theU.S.1
- **Flavor** is the **#1 driver of purchase** & **Seagram's Escapes** is the **brand best known**for a wide**varietyof delicious, great-tasting flavors.** Spiked x WWE portfolio features our tried & true flavors – **Jamaican Me Happy** (Rumble Punch) & **Pineapple Cherry Lime** (Pineapple Powerhouse), while **Blueberry Lemon** (Slammin' Blueberry) complements the already great-tasting flavors in the Spiked portfolio.
- **Spiked new flavor assortment drives total ROS**; Retailers who brought in 2+ New Spiked Flavors saw their overall Spiked ROS increase vs. those who did not saw Spiked ROS decline.2



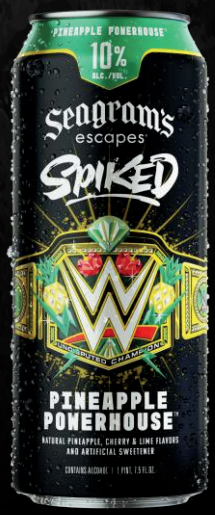
Rumble Punch
23.5oz Can

0 70310 01483 7



Slammin'
Blueberry
23.5oz Can

0 70310 01705 0



Pineapple
Powerhouse
23.5oz Can

0 70310 01701 2

Sources: 1. . Circana Unify, Total US MULO + C, Traditional FMB Major Brands, Dollar Sales, L52 WE 08-25-24, 2. Circana Unify, 40 Major Retailer RMAs, Seagram's Spiked 1PK 16oz/24oz, Average Weekly Dollar Sales per Total Point of CWD % Change vs YA, CY2023 WE 12-31-23

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EXCLUSIVE PROMOTIONS | VENDOR CONTRACTS | RELIABLE SUPPLIERS | DISCOUNTS | REBATES | SPECIAL OFFERS

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OUR ASSISTANCE TO CONVENIENCE STORE OWNERS ENCOMPASSES SECURING EXCELLENT DEALS AND NEGOTIATING HIGH-QUALITY VENDOR CONTRACTS TO CULTIVATE RELIABLE RELATIONSHIPS WITH REPUTABLE SUPPLIERS.

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FOR MORE INFO.

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High approval rate as the loan amount is calculated based on your gross revenue as opposed to net income, which allows more business owners to qualify.

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PMMIC
TANK INSURANCE



NXGA NEW PARTNER For Underground Storage Tank

Created by Tank Owners, for Tank Owners

No Tank Age Limit
Proven Loss Control Program
Coverage for Temporarily Closed Tanks
Coverage for Alternative Fuels

NXGA has partnered with PMMIC to provide its members a better solution for their underground storage tanks.

Prior to issuing a policy, PMMIC will conduct an inspection of your facility free of charge for all NXGA members. A detailed report will be provided upon binding coverage.

PMMIC's inspection will qualify for the TCEQ-required annual walk-through inspection.

Scan the QR code and send your current tank policy to NTBA@pmmic.com to request a quote today!

STARR INSURANCE AGENCY

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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