FEBRUARY 2025

NXGA

NexGen Alliance Group

NEWSLETTER

EMBRACE THE SHORTEST MONTH WITH BOUNDLESS DETERMINATION



@thenxga.com

FOLLOW US

FOR UPDATES, NEWS & MORE!

@THENXGA

CONTACT THE OFFICE - (972) 922-2054 INFO@THENXGA.COM

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
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

PREFERRED VENDOR LIST

VENDOR	CONTACT	PHONE	EMAIL
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	Brian Janak	(972) 998-2834	brianjanak@zenwtr.com

NTBA CONTACT INFORMATION

Name	Title	Phone	Email
Jaime McClaine	Member Relations Supervisor	(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 assistance, and contact vendors while at the store to expedite a resolution to any issues that might exist.
- ❑ The 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 Member Relations Manager will also take pictures for record keeping and referral.
- ❑ The 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 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.*



February 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%	
	Core Power	12	$30.96	$0.00	$30.96	2/$8.00	35.5%	$4.89: 47.2%	** Margins and cost are before any vendor rebates*
	28oz Powerade	15	$20.70	$0.00	$20.70	2/$4.50	38.7%	$2.89: 52.2%	
	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*
	16oz Rockstar (all flavors)	12	$14.05	$0	$14.05	2/$3.75	37.60%	$2.99: 60.9%	
Keurig Dr Pepper	2 Liter	8	$13.90	$0	$13.90	2/$4.50	22.70%	$3.29: 47.1%	
	Texas and Oklahoma stores where DP brands are sold from the DP Truck / DP Markets - (serviced by KDP)								
	2 Liter *7up/Flavors / No DP Branded SKUs*	8	$13.90	$0	$13.90	2/$4.50	22.70%	$3.29: 47.1%	
	Texas stores where only 7up and flavors (NO DP brands) are sold from 7UP Truck / 7up Markets - (serviced by KDP 7up)								
	Vita Coco Cans	12	$16.50	$0	$16.50	2/$4.50	39.00%	$3.49: 60.4%	
	Evian 1 liter	12	$17.80	$0	$17.80	2/$5.00	40.80%	$3.69: 59.9%	
	Snapple 32oz	12	$16.50	$0	$16.50	2/$4.50	39.00%	$3.49: 60.4%	
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	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								
Cheetos	2.69 size Cheetos	each	$1.59	$0	$1.59	2/$4.00	20.5%	$2.69: 40.9%	** Margins and cost are before any vendor rebates*
	** Margins and cost are before any vendor rebates. Texas and Oklahoma Stores*								

NexGen Alliance Group

[Click here for POS Link]

February Promotions





























Static Clings

February 2025 Promotions – *Texas & Oklahoma*



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



Core Power
2 for $8.00
Or 1 @ Regular Price



28oz Powerade
2 for $4.50
Or 1 @ Regular Price



Rockstar (all flavors)
16oz cans
2 for $3.75
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 Price



Dr. Pepper & Flavors
2 Liter bottles
2 for $4.50
Or 1 @ Regular Price



Vita Coco Cans
2 for $4.50
Or 1 @ Regular Price



Evian 1 Liter bottles
2 for $5.00
Or 1 @ Regular Price



Snapple
32oz bottles
2 for $4.50 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



2.69 Size Cheetos
2 for $4.00 or 1 @
Regular Price

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

NXGA
NexGen Alliance Group

February 2025 Promotions – *Texas & Oklahoma*



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



Core Power
2 for $8.00
Or 1 @ Regular Price



28oz Powerade
2 for $4.50
Or 1 @ Regular Price



Rockstar (all flavors)
16oz cans
2 for $3.75
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 Price



7up & Flavors
2 Liter bottles
2 for $4.50
Or 1 @ Regular Price



Vita Coco Cans
2 for $4.50
Or 1 @ Regular Price



Evian 1 Liter bottles
2 for $5.00
Or 1 @ Regular Price

Snapple
32oz bottles
2 for $4.50 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



2.69 Size Cheetos
2 for $4.00 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)

NXGA
NexGen Alliance Group

The following is a paid advertisement

Republic National Distributing Company

February Promotions (Texas Only)



Cavit Wines 187mL 4x6 Pack - 2/1 – 2/28
Everyday price- $7.50
February price $6.75 --> $0.75 savings per unit

Menage a Trois Red 187mL 4x6 Pack - 2/1 – 2/28
Everyday price- $11.25
February price $7.50 --> $3.75 savings per unit



San Antonio Winery Sweet Reds 750mL 12 Pack - 2/1 – 2/28
Everyday price- $7.50
February price $6.49 --> $1.01 savings per unit



Coppola Prosecco 187mL 24 Pack Single - 2/1 – 2/28
Everyday price- $5.24
February price $3.25 --> $1.99 savings per unit



Roscato Wines 750mL 12 Pack - 2/1 – 2/28
Everyday price- $13.00
February price $8.99 --> $4.01 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

Impacting Lives Through Exceptional Service

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

J RANCH CHEWY POPPERS PEG



12 PK / 6.2 OZ / $27.06N

GSC ITEM ID #793190

WELCHS JUICEFULS FUSIONS PEG

12 PK / 4 OZ / $17.57N

GSC ITEM ID #819383



LEMONHEAD ROPES PEG

12 PK / 5 OZ / $25.84N

GSC ITEM ID #811943





SKITTLES POPD

8 PK / 5.5 OZ | $41.46N

GSC ITEM ID #798348 | ORIG SUP
GSC ITEM ID #798355 | SOUR SUP

MICHAELS EGG BITE

120 PK / 1.75 OZ | $65.89N

GSC ITEM ID #753665 | CHS&BCN



HAIRBO GOLDBEARS

12 PK / 2 OZ | $10.82N

GSC ITEM ID #819110 | WILD BERRY



BOLTHOUSE FARMS

6 PK / 15.2 OZ | $15.48N

GSC ITEM ID #819862 | AMAZING MANGO
GSC ITEM ID #819946 | BERRY BOOST
GSC ITEM ID #819854 | BLUE GOODNESS
GSC ITEM ID #819912 | GREEN GOODNESS
GSC ITEM ID #819920 | STRAWBERRY BANA



DVD SNFLWR SD JMBO HNY RSTD

12 PK / 5.25 OZ | $17.91N

GSC ITEM ID #810671



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

NXGA

NexGen Alliance Group

ARE YOU A C-STORE OWNER

SEARCHING FOR FANTASTIC DEALS AND THE BEST VENDOR CONTRACTS?

LOOK NO FURTHER!

BECOME PART OF THE NEXGEN ALLIANCE GROUP TODAY!

Our assistance to convenience store owners encompasses securing excellent deals and negotiating high-quality vendor contracts to cultivate reliable relationships with reputable suppliers.

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

REGISTER NOW

EVERY C-STORE IS ELIGIBLE

FOR MORE INFO.

(972) 922-2054

info@thenxga.com | thenxga.com

@thenxga

This is a PAID Advertisement



STORE Fixture



Led Signs

DFW DISPLAY & FIXTURE

Cigarette RACKS



CUSTOM Counter



WALK IN Coolers



Showcase



Gondola SHELVING



Slatewall



Humidor

214-604-3525

10793 HARRY HINES BLVD #120, DALLAS, TX 75220

WWW.DFWFIXTURE.COM

The following is a paid advertisement

The SBA Loan Experts® is not associated with SBA.gov and is a private business providing Consulting Services for Small Businesses.



The SBA Loan Experts

EXPERIENCE - EXPERTISE & EXCELLENT CUSTOMER SERVICE

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.



CALL US TODAY!

Grow Your Business with a Micro Loan

- Get up to $150K for 10 years
- Expedited processing
- No collateral required
- No prepayment penalty
- Less documentation to pre-qualify

Buy a Business 10% Down Payment

- Business Goodwill loans
- Real Estate purchase loans
- Partner buy out loans ($0 down in most cases)
- Refinance - 100% loan balance
- Construction or Remodeling loans
- Franchise financing
- Any other business finance needs

TheSBALoanExperts.com | info@TheSBALoanExperts.com | 1-844-SBA-4-BIZ / 817-786-3338

PLATT RICHMOND

entrepreneurs. experience. solutions.

Chambers SPOTLIGHT TX 2024

Proud Member of Alliott Global Alliance

Our Advantage

Platt Richmond PLLC is a full-service business law firm based in Dallas that goes beyond traditional legal counsel. Unlike many firms that simply claim to be entrepreneurial, Platt Richmond was **built by entrepreneurs**. Our founders' **firsthand experience** of the business world gives us a unique perspective that allows us to deliver **practical, results-oriented solutions**. Combining the experience typically found in large firms with the personalized service of a boutique, we offer the best of both worlds. **No inefficiency—just exceptional legal guidance tailored to your needs.**

Key Contacts



Fareed Kaisani
Senior Counsel
Corporate
fkaisani@plattrichmond.com



Steven Dimitt
Partner
Commercial Real Estate
sdimitt@plattrichmond.com



Bill Richmond
Founding Partner
Business Litigation
brichmond@plattrichmond.com



Lynnsee Starr
Associate
Commercial Real Estate
lstarr@plattrichmond.com

Practice Areas

- Bankruptcy & Restructuring
- Business Tax
- Business & IP Litigation
- Commercial Real Estate
- Employment Law
- Finance
- International Practice
- Land Use, Zoning, & Development
- Media, Sports, & Trademarks
- Mergers & Acquisitions
- Non-Profit, Social Enterprise, & Social Investing
- Securities & Private Funds
- Tech Transactions & Start-Ups

1201 N. Riverfront Blvd. Ste. 100, Dallas, TX 75207 www.plattrichmond.com | 214.559.2700

NXGA
NexGen Alliance Group

6142 Campbell Road
Dallas, Texas 75248
Phone: 972.922.2054
Email:
info@thenxga.com



Disclaimer:

NexGen Alliance Group (NXGA), makes no guarantees, warranties, or representations as to the completeness or accuracy of any third-party products, services, information, or solicitations included in this communication. The third parties listed are not affiliated with NXGA and are solely responsible for their products, services, information, and solicitations. Hence, NXGA, its directors, and employees disclaim all responsibility for any liability, loss, injury, or risk that is incurred as a direct or indirect result of the use of information or solicitations included in this communication. All logos, trademarks, and trade names used in this communication are the property of their respective owners.

NXGA is committed to protecting your privacy and asks you to perform your due diligence prior to conducting business with any vendor. Also, please note that NXGA does not provide any legal counseling or representation. Any information provided is strictly informational and does not constitute legal advice.

Quarterly Rebate Payment Timing	
Quarter 1 January 1 - March 31 July 29 - Latest Expected Date for Q1 Rebate Check	**Quarter 3** July 1 - September 30 January 28 - Latest Expected Date for Q3 Rebate Check
Quarter 2 April 1 - June 30 October 28 - Latest Expected Date for Q2 Rebate Check	**Quarter 4** October 1 - December 31 April 30 - Latest Expected Date for Q4 Rebate Check