NEWSLETTER

MARCH 2025

NXGA

NexGen Alliance Group

"BELIEVE YOU CAN AND YOU'RE HALFWAY THERE."

THEODORE ROOSEVELT.

Are you Ready

CONVENIENCE STORE EXPO 2025

Sunday, March 9



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thenxga.com

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

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

NTBA 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 NTBA 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 NTBA Member Relations Manager will also take pictures for record keeping and referral.
- The NTBA 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 NTBA 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.



MARCH PROMOTIONS

RETAILER	ITEM	CASE COUNT	INVOICE COST	NTBA REBATE *(If Applicable)*	FINAL COST	RETAIL	*2 FOR MARGIN	* Single SRP	*REMINDERS*
Coca-Cola	1 Liter Dasani	12	$15.24	$0.00	$15.24	2/$4.25	40.2%	$2.99: 57.5%	
	16oz CSD Cans	24	$26.64	$0.00	$26.64	2/$3.75	40.8%	$2.19: 49.3%	* Margins and cost are before any vendor rebates
	20oz vitamin Water	12	$17.88	$0.00	$17.88	2/$5.00	40.40%	$2.99: 50.2%	
	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
	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)								
	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								
Doritos	2.69 size Doritos	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*

The following is a paid advertisement

Republic National Distributing Company

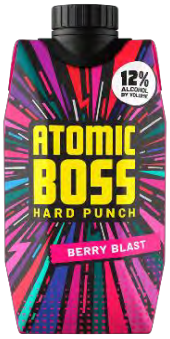
March Promotions (Texas Only)











Sutter Home Wines 187mL 6X4 Pack - 3/1 – 3/31
Everyday price- $7.50
March price $6.75 --> $0.75 savings per unit

Atomic Boss Berry Blast and Tropical Fusion Tetra 500mL 12 Pack - 3/1 – 3/31
Everyday price- $11.25
March price $7.50 --> $3.75 savings per unit

Bota Box Tetra 500mL 12 Pack - 3/1 – 3/31
Everyday price- $7.50
March price $6.49 --> $1.01 savings per unit

Casillero Del Diablo Wines 750mL 12 Pack - 3/1 – 3/31
Everyday price- $5.24
March price $3.25 --> $1.99 savings per unit

Castello Del Poggio Moscatos 750mL 12 Pack - 3/1 – 3/31
Everyday price- $13.00
March 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

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GSC ITEM ID #820696 | TOASTY PEANUT BUTTER | 10 PK / 1.29 OZ | $5.18N
GSCITEM ID #820704| TOAST CHS PNT BTR | 10 PK / 1.52 OZ | $5.18N
GSCITEM ID #820712| NEKOT PEANUT BUTTER | 10 PK / 1.75 OZ | $5.18N
GSCITEM ID #820688| CAPTAINS WAFERS CRM CHS CHVS | 10 PK / 1.37 OZ | $5.18N

PLNTR DUOS

10PK / 2 OZ / $16.91N





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GSC ITEM ID #808733 | PPCORN PARM CASH
GSC ITEM ID #808691 | ZST BF CSH/RN ALM

5-HOUR ENERGY ES

12PK / 1.93OZ | $23.12N



GSC ITEM ID #816389 | ULT CIT GAMER
GSC ITEM ID #817213 | TRANSFUSION

LITTLE TREE

4/ 1 PK | $6.63







GSC ITEM ID #824631 | BLACK ICE FBRCAN
GSC ITEM ID #824664 | CARIBBEAN COLADA
GSC ITEM ID #824649 | CHERRYBLST FBCAN
GSC ITEM ID #824623 | NEW CAR SCENTCAN

JL DUOS





GSC ITEM ID #810069 | BITES RH BF/RCH CHKN | 8 PK / 3.25 OZ | $42.37N
GSCITEM ID #810051| JRKY BF JAL/MANGO | 8 PK / 3.25 OZ | $42.37N
GSCITEM ID #810044| JRKY BF ORIG/TER | 8 PK / 3.25 OZ | $42.37N
GSCITEM ID #810028| STKS BF ORIG/TERI | 10 PK / 1.84 OZ | $16.76N
GSCITEM ID #810036| STKS RH BF/RCH CHKN | 10 PK / 1.84 OZ | $16.76N
GSCITEM ID #810002| WILD STKS FRANKS RH CHKN | 24 PK / 2.02 OZ | $38.86N

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

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Marach Promotions































Static Clings

March 2025 Promotions – *Texas & Oklahoma*



1 Liter Dasani
2 for $4.25
Or 1 @ Regular Price



16oz CSD Cans
2 for $3.75
Or 1 @ Regular Price



Vitamin Water 20oz
2 for $5.00
Or 1 @ Regular Price



28oz Powerade
2 for $4.50
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



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



C4 Performance &
Ghost Energy 16oz
(excludes ultimate & Smart)
2 for $5.50
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



2.69 Size Doritos
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

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March 2025 Promotions – *Texas & Oklahoma*



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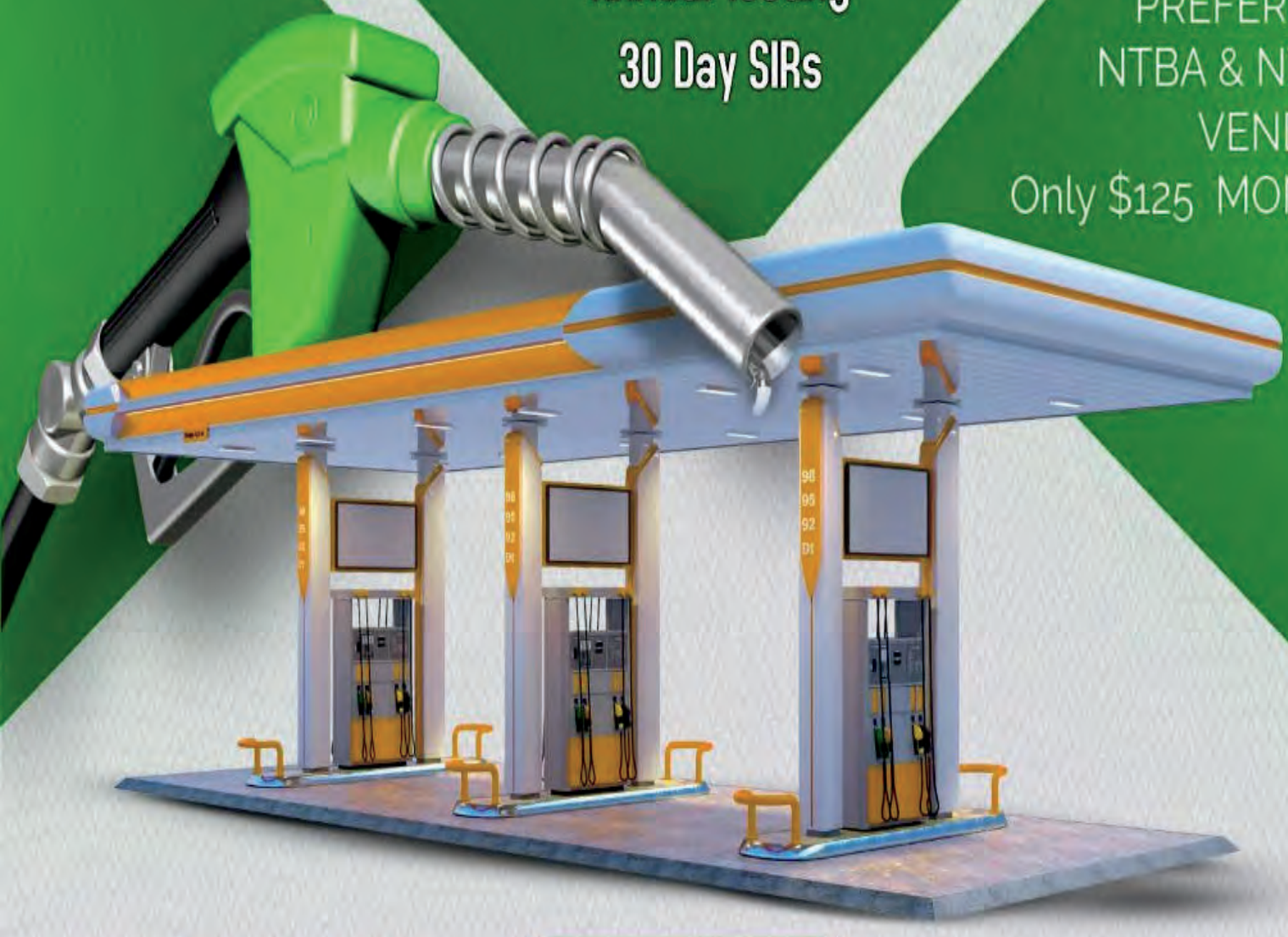
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Practice Areas

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- Mergers & Acquisitions
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- Securities & Private Funds
- Tech Transactions & Start-Ups

Retailer Newsletter
March 1, 2025

Tom's Business "TIPS"
"To Improve Profits"

RE: What's In Store For The C-Store?

Hello,

*The future for C-**Stores is 'fresh food':***
Everything I have been reading points to 'fresh food' being available in C-stores as the key to remaining a viable business in the future. I have met retailers who have become complacent by doing their business the same way day after day, while their business *does not* grow! In the world of retail, if your business is not moving forward (growing), then you are going backward (losing business). You can work hard and try, but no matter how impressive your location is, you will lose customers for a variety of reasons that are no fault of yours.
The following are examples of several boxes you need to consider and check before you take that leap into fresh food.

- ☐ Do you have the room (space) for this new venture?
- ☐ If you must remove current merchandise to make room, have you calculated what the gross profit loss will be?
- ☐ Do you have the finances? Can you secure new financing?
- ☐ Do you have the expertise to operate this new business or is training available?
- ☐ Do you have experienced staff to handle the increase?
- ☐ Does your competition offer fresh food? If so describe:

_____

☐ Did any of your competition attempt to offer fresh food and fail? If so, why?

_____

☐ Do you currently offer food items? For example:

- Coffee (Varieties including flavored)/Cappuccino?
- Fountain beverages/frozen beverages?
- Pre-packaged sandwiches?
- Grillers?
- Frozen foods? Soft serve ice cream?
- Pizza?

There may be additional items to check for your situation.

Many retailers (me included) are not 'experts' in everything we do. We hire experts to help us run our business. For example: I am not a lawyer so when the need arises, I hire one. I am not an IT tech. When my computer system goes down, I hire an expert to get me up and running. **If my car wash broke down, I didn't have the time, expe**rtise, or inventory of parts to do the repair, so I hired an expert. If you are about to venture into fresh food for the first time and you do not have the experience, find **the right person. Don't venture into a new endeavor and attempt to 'learn'** as you go. It is vital that you get someone with experience to help you, because your risk of failure is great, and your financial loss could be devastating. How many times have you visited a new restaurant (during the first few weeks after it opened) and things just did not go right? Did you ever go back? I can tell you that personally I have gone to new restaurants and the grand opening was a disaster, and I never went back. **Don't take that chance. Here's a recommendation: if you are going to need** experienced help running your fresh food venture, start looking for that special individual now by spreading the word among your staff and customers. Let them know that you are looking for a unique person who can work with you to make fresh food options a success in your store. You might find a retired former restaurant owner who would be excited to work for you part-time to help get your business off and running.

If you are not sure where to locate equipment and/or where you can find the right merchandise to promote, check with your grocery wholesaler. They have the connections to help your business.

Another thought for you to contemplate BEFORE making the move is to ask yourself if your store is clean, I mean REALLY clean inside and out. I have stated numerous times over the years in ***Tom's Tips***, in training seminars, and during in-store consultations that your customers want *clean stores and clean rest rooms.* And speaking about restrooms, be sure you have restrooms available for your customers. I have been to many store**s that post a sign on the door, "For Employee Use Only". Who are you** trying to fool? You must provide restrooms for all your customers AND employees.

Yes, you are correct, I did not send ***Tom's Tips*** in January or February. I have received several inquiries questioning whether I was upset or had retired from the business and ceased sending out *Tips*. The answer to both is NO! The simple answer is writing, having my friend Bill Sawyer proof the newsletter, and emailing takes time. Sometimes it becomes a problem **when I'm travelling, so I made the decision to send out *Tom's Tips*** once a quarter. I plan to keep future editions of *Tips* a little shorter in length and the number of topics limited. I hope you understand.

* * * * * *

Positions are temporary. Ranks and titles are limited
but the way you treat people will always be remembered.

* * * * * *

Don't be a victim of the 5 Dangerous Words
'Maybe I'll Do It Tomorrow'
Do it today because tomorrow (~~could be~~) will be too late!

Tom
Thomas W. Terrono

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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