NEWSLETTER
OCTOBER 2025

NXGA
NexGen Alliance Group

OPPORTUNITIES DON'T HAPPEN. YOU CREATE THEM.
-CHRIS GROSSER



@thenxga.com

FOLLOW US
FOR UPDATES, NEWS & MORE!
@THENXGA

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	Alex Rountree	(214) 293-0276	a.rountree@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	Paul Coker	(903) 530-3927	Paul.Coker@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)	Dustin Meade	832-702-6902	dustin@redcon1.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
Waste Management	David Lyles	(469) 993-4161	dlyles1@wm.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) 955-1898	jeffjonke@zenwtr.com

NXGA CONTACT INFORMATION

Name	Title	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
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.*





NXGA

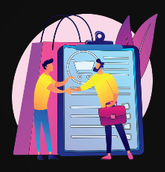
NexGen Alliance Group

SAFETY & SECURITY STICKERS - COMING YOUR WAY IN OCTOBER

WE'RE EXCITED TO SHARE IMPORTANT SAFETY AND SECURITY RESOURCES WITH YOU

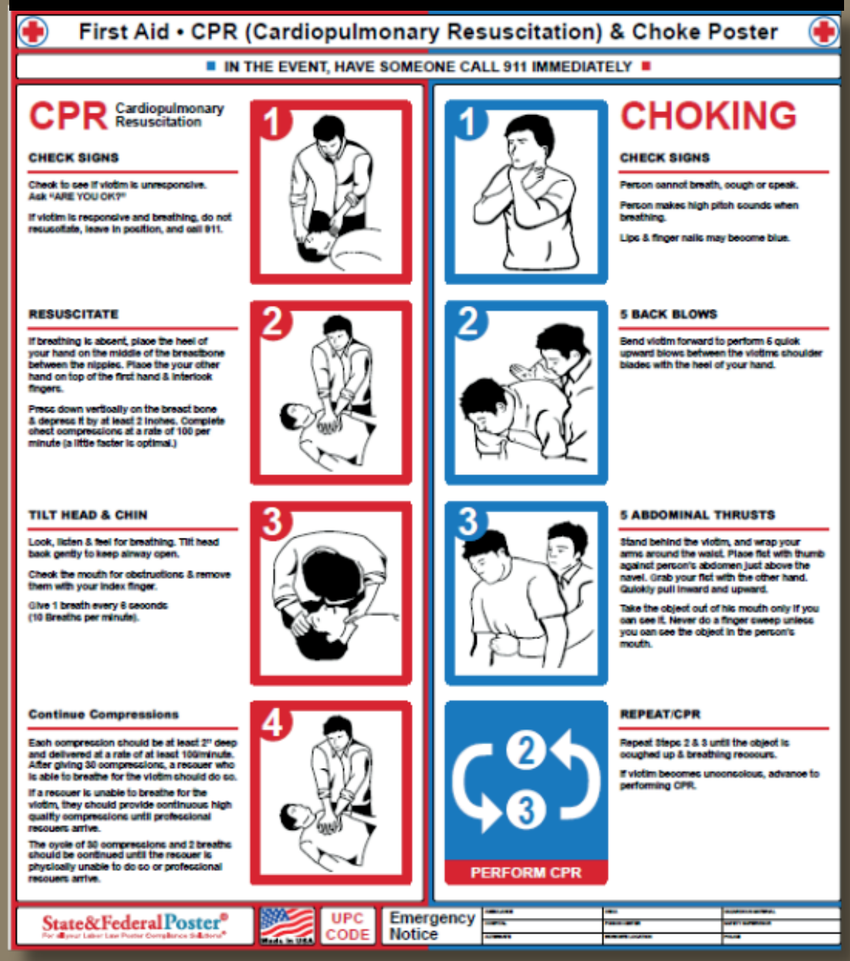


IN THE MAIL CPR & CHOKING POSTERS [HANDY WALL CHARTS TO KEEP YOUR TEAM PREPARED.]

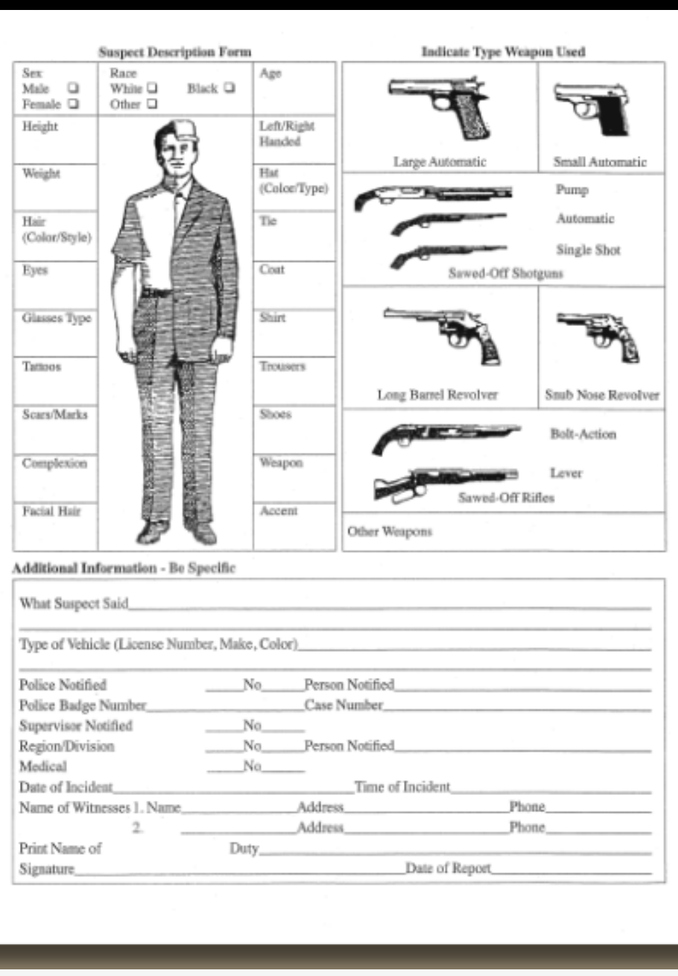


FROM YOUR MRM SAFETY & SECURITY STICKERS[EASY-TO-PLACE REMINDERS FOR SAFETY AND SECURITY AWARENESS.]

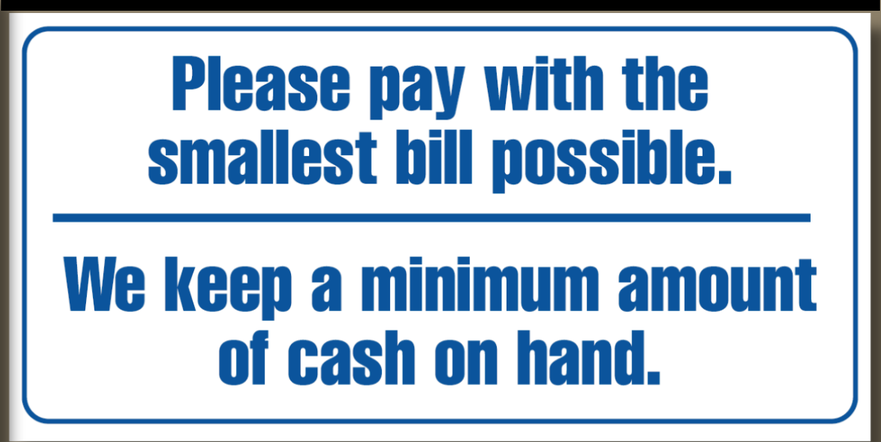
CHOKE CPR POSTER



SUSPECT IDENTIFICATION FORM PAD



PLEASE PAY WITH SMALLEST BILL [STICKER]



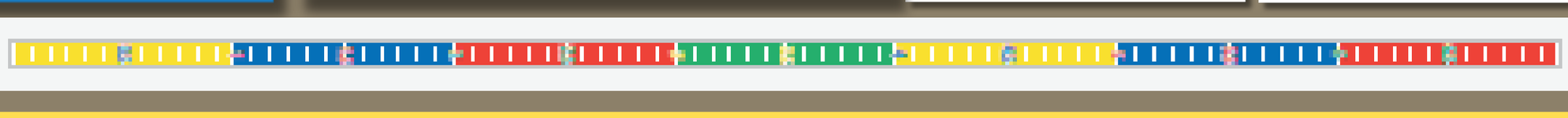
ELECTRONICPROTECTION [STICKER]



24 HOUR SURVEILLANCE SIGN



HEIGHT INDICATOR





RESOURCES

BE SURE TO VISIT TOM'S WEBSITE

tsmanagementservices.com



CHECK YOUR APP

WE'VE ALSO UPLOADED A COLLECTION OF HELPFUL SAFETY RESOURCES TO YOUR MEMBER PORTAL (DOCUMENTS SECTION). PLEASE REVIEW THEM AT YOUR CONVENIENCE.

FOR MORE DETAILS & INFO (972) 922-2054 info@thenxga.com

October Promotions

RETAILER	ITEM	CASE COUNT	INVOICE COST	NTBA REBATE *(If Applicable)*	FINAL COST	RETAIL	*2 FOR MARGIN	* Single SRP	*REMINDERS*
Coca-Cola	20oz CSD	24	$34.99	$3.32	$31.52	2/$4.50	41.60%	$2.89: 54.7%	
	Body Armor 28oz w/Flash IV	15	$25.80	$0.00	$25.80	2/$5.50	37.5%	$3.59: 52.1%	
	18.5oz Gold Peak Tea	12	$18.96	$0.00	$18.96	2/$5.00	36.8%	$3.09: 48.8%	
	1 Liter Dasani	12	$15.24	$1.00	$14.24	2/$4.00	40.8%	$2.99: 60.2%	
PEPSI	20 oz CSD	24	$34.55	$4.17	$30.38	2/$4.50	43.80%	$2.89: 56.1%	
	1 Liter Brisk	15	$17.06	$1.00	$16.06	2/$3.50	38.90%	$2.19: 51.1%	* Margins and cost are before any vendor rebates. Texas and Oklahoma Stores
	28oz Gatorade	15	$23.60	$0	$23.60	2/$5.50	42.70%	$3.59: 56.3	
	16oz Rockstar (all flavors)	12	$14.05	$0	$14.05	2/$3.75	37.60%	$2.99: 60.9%	
Keurig DrPepper	12pk cans CSD	2	$11.90	$0	$11.90	2/$13.99	14.94%	$10.29: 42.2%	
	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	$11.90	$0	$11.90	2/$13.99	14.94%	$10.29: 42.2%	
	Texas stores where only 7up and flavors (NO DP brands) are sold from 7UP Truck / 7up Markets - (serviced by KDP 7up)								
	1 Liter CSD	15	$18.40	$0	$18.40	2/$4.00	38.80%	$2.99: 58.9%	
	Texas and Oklahoma stores where DP brands are sold from the DP Truck / DP Markets - (serviced by KDP)								
	1 Liter CSD *7up/Flavors / No DP Branded SKUs*	15	$18.40	$0	$18.40	2/$4.00	38.80%	$2.99: 58.9%	* 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	$0.00	$16.50	2/$4.50	38.90%	$3.19: 56.7%	
	Ghost, C4 (performance & Ultimate) (does not include smart) Mix and Match	12	$20.00	$0	$20.00	2/$5.50	39.50%	$3.39: 50.7%	
	21oz Electrolit	12	$21.38	$0	$21.38	2/$6.00	40.70%	$3.69: 51.8%	
	Snapple 32oz	12	$16.50	$0	$16.50	2/$4.50	38.90%	$3.19: 56.7%	
Monster Energy	Monster 16oz, 15.5oz only	24	$39.41	$0	$39.41	Buy 2 get 3rd one free	31.30%	$3.59: 54.3%	
	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: 46.1%	
	Texas and Oklahoma stores								

GROCERY SUPPLY COMPANY

Impacting Lives Through Exceptional Service

EFRUTTI MINI BURGER

GSC ITEM ID #851584 | CHGMKR
GSC ITEM ID #851592 | R CHGMK

60 PK / .32 OZ | $9.6N













DE MKT WRAP



GSC ITEM ID #891085 | BUFFALO CKN | 1 PK / 8.6 OZ | $4.66N
GSC ITEM ID #468603 | CKN CAESAR | 1 PK / 8.6 OZ | $4.61N
GSC ITEM ID #817809 | CKN CHIPOTLE | 1 PK / 7.9 OZ | $4.61N
GSC ITEM ID #196865 | ITALIAN STYLE | 1 PK / 8.2 OZ | $4.66N
GSC ITEM ID #468736 | TRKY CLUB | 1 PK / 8 OZ | $4.66N







QUEST

GSC ITEM ID #809665 | CHOCOLATE BROWNIE
10 PK / 1.98 OZ | $21.09
GSC ITEM ID #809772 MUFFIN BLUEBERRY
8 PK / 2.01 OZ | $16.88N
GSC ITEM ID #809723 | MUFFIN CHOC CHIP
8 PK / 2.01 OZ | $16.88N





V8 ENERGY STILL

12 PK | 11.5 OZ | $14.17N

GSC ITEM ID #845834 | ORNG PINEAPL
GSC ITEM ID #845859 | PEACH MANGO
GSC ITEM ID #845867 | POM BLUEBRRY



8 VEGETABLE JUICE

12 PK | 11.5 OZ | $14.70N

GSC ITEM ID #739904 | HOT CAN
GSC ITEM ID #739912 | ORIG CAN

WONDER

GSC ITEM ID #830968 | CINN TWST | 8 PK / 3 OZ | $11.03N
GSC ITEM ID #831644 | CONFETTI BELLS | 6 PK / 3.5 OZ | $8.29N
GSC ITEM ID #832824 | CUPCAKES CHOCOLATE | 6 PK / 4 OZ | $8.29N
GSC ITEM ID #831669 | DONUT CRUNCH 6 CT | 10 PK / 3.4 OZ | $13.76N
GSC ITEM ID #831354 | HONEYBUN GLAZED | 6 PK / 4 OZ | $8.29N
GSC ITEM ID #831396 | HONEYBUN ICED | 6 PK / 4 OZ | $8.29N







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

The following is a paid advertisement

Republic National Distributing Company

October Promotions (Texas Only)

Decoy Chard 750ml 12 Pack - 10/1 – 10/31
Everyday price- $16.50
October price $10.0 --> $6.50 savings per unit

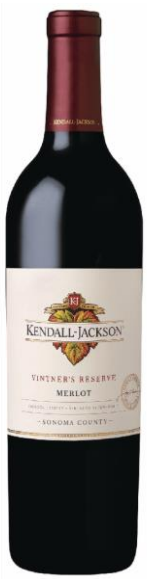
KJ Merlot Rest rsv 750ml 12 Pack - 10/1 – 10/31
Everyday price- $17.00
October price $13.25 --> $3.75 savings per unit

Pessimist Red 750ml 12 Pack - 10/1 – 10/31
Everyday price- $20.87
October price $12.60 --> $8.27 savings per unit

Troublemaker Red 750ml 12 Pack - 10/1 – 10/31
Everyday price- $15.00
October price $10.00 --> $5.00 savings per unit

Underwood Cans 24pk 250ml - 10/1 – 10/31
Everyday price- $4.58
October price $2.99 --> $1.59 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

NXGA
NexGen Alliance Group

Click here for POS Links

October Promotions

































Static Clings





October 2025 Promotions – *Texas & Oklahoma*



Coca Cola 20oz CSD
2 for $4.50
Or 1 @ Regular Price



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



1 Liter Dasani
2 for $4.00
Or 1 @ Regular Price

Pepsi – All Flavors
20oz bottles
2 for $4.50
Or 1 @ Regular Price





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



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



28oz Gatorade
2 for $5.50
Or 1 @ Regular Price



Core Water
30.4oz
2 for $4.50
Or 1 @ Regular Price



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





12pk Cans
2 for $13.99
Or 1 @ Regular Price



1 Liter CSD
2//$4.00 Or 1 @ Regular Price



21oz Electrolit
2 for $6.00 or
1 @ Regular Price



Ghost, C4 (Performance & Ultimate) – Mix & Match
(does not include Smart)
2 for $5.50
Or 1 @ Regular Price



Snapple
32oz bottles
2 for $4.50 or
1 @ Regular Price



Monster Energy
Buy 2 get 3rd one free



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

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

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NexGen Alliance Group

October 2025 Promotions – *Texas & Oklahoma*



Coca Cola 20oz CSD
2 for $4.50
Or 1 @ Regular Price



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



1 Liter Dasani
2 for $4.00
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 $4.50
Or 1 @ Regular Price





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



28oz Gatorade
2 for $5.50
Or 1 @ Regular Price



Core Water
30.4oz
2 for $4.50
Or 1 @ Regular Price



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



12pk Cans
(7up Flavors)
2 for $13.99
Or 1 @ Regular Price



7-up & Flavors
1 Liter CSD
2/$4.00 Or 1 @
Regular Price



21oz Electrolit
2 for $6.00 or
1 @ Regular Price



Ghost, C4 (Performance & Ultimate) – Mix & Match
(does not include Smart)
2 for $5.50
Or 1 @ Regular Price



Snapple
32oz bottles
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Monster Energy
Buy 2 get 3rd one free



Bang and Reign Performance
16oz
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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

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

New Monster 16OZ Flavors Available 10/6/2025

ORANGE DREAMSICLE / ELECTRIC BLUE / JUICED BAD APPLE

PRODUCT ATTRIBUTES

MONSTER ORANGE DREAMSICLE



Flavor Profile:	Orange & vanilla ice cream bar
Calories:	200cal per 16oz can
Efficacy:	160mg of caffeine per 16oz can
Shelf Life:	2 years
Package:	24/16oz

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MONSTER ELECTRIC BLUE



Flavor Profile:	Blue raspberry popsicle
Calories:	210cal per 16oz can
Efficacy:	160mg of caffeine per 16oz can
Shelf Life:	2 years
Package:	24/16oz

0 70847 89933 4

NOSTALGIA WITH A MONSTER KICK

CLASSIC, NOSTALGIC FLAVOR WITH FUNCTIONAL ENERGY BALANCES FAMILIARITY & NOVELTY

- ⇒ APPLE FLAVOR, NOT TOO DRY NOT TOO SWEET
- ⇒ MADE WITH REAL SUGAR (NO HFCS)
- ⇒ NOVEL, DIFFERENTIATED CAN GRAPHICS & BRAND IDENTITY FROM JUICE LINEUP



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35% of energy drink consumers find 'nostalgic flavors' to be the most appealing choice for a new energy drink

Apple flavor profile projected to outpace 5yr energy category trends

Barrilitos®

Hecho en México

5 Unique Fruit Flavors

Mandarin, Apple, Pineapple, Tropical Punch & Tamarind

MADE CON MUCHO FLAVOR

Founded in Monterrey, Mexico in 1938, Barrilitos is made with 100% cane sugar and is the perfect soft drink to enjoy with snacks and to share in those feel-good moments.

Why Barrilitos Makes Sense for Your Store:

SSD flavors are driving total category growth with 87% growth over the last 10 years. SSD flavors are preferred by Hispanic and Gen Z consumers.

The Hispanic population is the largest and fastest-growing segment in the US.

Hispanic and Gen Z consumers are driving total category growth.

Barrilitos offers five fruit flavors preferred over the leading competitor in a blind-tasting study.

POS/Merchandising Available:

Import Coolers, Wooden Racks, Metal Racks, Shippers, Static Clings & Posters.





Barrilitos Mandarin
12FL OZ Glass Bottle
(100% NON-ZERO SUPPRESSED)
0-32239-17567-9

Barrilitos Apple
12FL OZ Glass Bottle
(100% NON-ZERO SUPPRESSED)
0-32239-06383-9

Barrilitos Pineapple
12FL OZ Glass Bottle
(100% NON-ZERO SUPPRESSED)
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Barrilitos Fruit Punch
12FL OZ Glass Bottle
(100% NON-ZERO SUPPRESSED)
0-32239-17563-1

Barrilitos Tamarind
12FL OZ Glass Bottle
(100% NON-ZERO SUPPRESSED)
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BLACK RIFLE ENERGY

THE BRAND TO REIGNITE ENERGY GROWTH

High-Quality Product



Zero Sugar
Only 10 calories

Black Rifle Energy Blend
Derived From Green Coffee and Coffee Berry Extracts, adding heritage without Coffee Flavor

B-Vitamin Blend
Category-Leading Five Vitamin-Blend, including Naturally-Sourced B12

L-Theanine
Naturally Derived from Green Tea; improves focus

Natural Flavors
Four great flavors: Wild Frost, Freedom Punch, Ranger Berry, Project Mango

Available on your KDP truck

2025 POG inclusion
4 SKU in 7-Door and larger

Authorized for all Stores
Place in POG space or Store Choice.
Can go in all KDP Energy Coolers

Competitive Case Sost
$23.05 per case $1.67 Per Unit

Competitive Retail
SRP $3.59 Margin 46%



8 10140 15771 3

8 10140 15762 1

8 10140 15768 3

8 10140 15765 2

NTBA Monster Innovation Buy-Get Tier Program

Sign Up Via QR Code

Sign Up Available September 1st – September 30th

Buy 21 Save $31.50



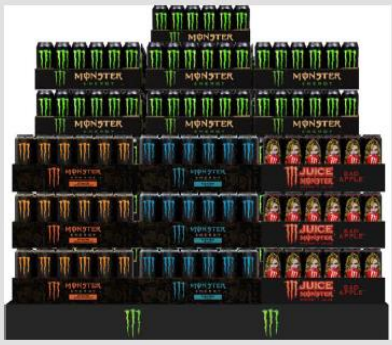
Once Minimum 21cs Order Met, Monster to Pay $1.50 per case on incremental cases up to 39cs on Monster 16oz

Cases Needed:

- 10 MONSTER GREEN
- 5 Zero Ultra White
- 2 MONSTER FLAVORS ORANGE DREAMSICLE
- 2 MONSTER FLAVORS ELECTRIC BLUE
- 2 JUICE MONSTER BAD APPLE

(Save $1.50 per case – Via Billback)

Buy 40 SAVE $80



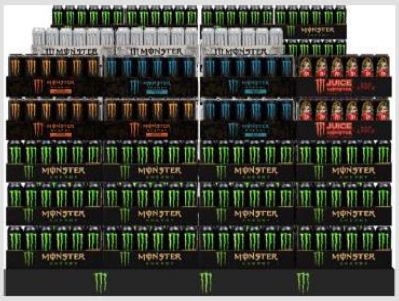
Once Minimum 40cs Order Met, Monster to Pay $2.00 per case on incremental cases up to 69cs on Monster 16oz

Cases Needed:

- 21 MONSTER GREEN
- 10 zero Ultra White
- 3 MONSTER FLAVORS ORANGE DREAMSICLE
- 3 MONSTER FLAVORS ELECTRIC BLUE
- 3 JUICE MONSTER BAD APPLE

(Save $2.00 per case – Via Billback)

Buy 70 SAVE $210



Once Minimum 70cs Order Met, Monster to Pay $3.00 per case on incremental cases up to 100cs on Monster 16oz

Cases Needed:

- *46 MONSTER GREEN*
- *15 ZERO ULTRA WHITE*
- *3 MONSTER FLAVORS ORANGE DREAMSICLE*
- *3 MONSTER FLAVORS ELECTRIC BLUE*
- *3 JUICE MONSTER BAD APPLE*

(Save $3.00 per case – Via Billback)

Stores will sign up for the order of their choice during the month of September. MEC will work with Coca Cola SW to Force-Ship ALL cases to members in the month of October. MEC will track all cases ordered/delivered. MEC to pay NTBA a one-time payment & NTBA to reimburse each member. 21,40,70cs Deals will be force shipped. Extra cases once minimums met are regular order cases.

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EVERY STORE CAN JOIN

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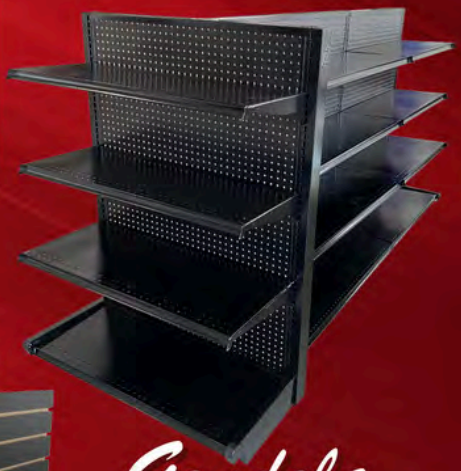
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WALK IN Coolers



Showcase



Gondola SHELVING



Slatewall



Humidor

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$200,000 - $800,000

(Some Gallon Restrictions Apply)



















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- Business & IP Litigation
- Commercial Real Estate
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AGDC
DIGITAL TRADE
PROGRAM

Boost your business with a responsible digital platform that enhances customer engagement and loyalty. The AGDC Digital Trade Program helps retailers connect with Adult Tobacco Consumers 21+ while driving business growth through incentives.

SCAN DATA BASE INCENTIVE

Receive a Scan Data Base Incentive payment for each eligible Scan Data transaction timely submitted to AGDC.

CONSISTENT LOYALTY ID (CID) PROMOTIONAL FUND

Earn incremental per-transaction incentive funds for each identified Consistent LID appearing 5 or more weeks in Scan Data.

SCAN DATA MAINTENANCE INCENTIVE

Submit weekly Scan Data files for 13 out of 13 weeks to receive additional incentive payments.

Contact your AGDC Representative to learn more about the Digital Trade Program

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FOR UPDATES, NEWS & MORE!

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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