FEBRUARY 2026

NXGA

NexGen Alliance Group

NEWSLETTER

INNOVATION DISTINGUISHES BETWEEN A LEADER AND A FOLLOWER.
STEVE JOBS



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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
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	Gene LaPine	(678) 300-9862	gene.lapine@drinkbiolyte.com
Black Rifle Coffee	Ryan Jackson	(430) 302-8721	rjackson@jhbud.com
Blue Triton Brands	Skyler Mills	(281) 642-1412	skyler.mills@primobrands.com
C4 Energy	Ron Anello	(972) 505-5077	ron.anello@kdrp.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	Paul Coker	(903) 530-3927	paul.coker@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	Chris McClung	(214) 563-3310	cmcclung@communitycoffee.com
Congo Brands	Kelly Siple	(210) 324-3519	kelly.siple@congobrands.com
Crompco	Garrett Brodie	(610) 276-5977	garrett.brodie@crompco.com
Dippin' Dots	Patrick Orzano	(270) 816-8339	porzano@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	Nick Gonzales	(210) 381-0693	nick.gonzales@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	Jack Marshall	(214) 686-5771	jack.marshall@pepsico.com
Gatorade	Paul Coker	(214) 686-5771	paul.coker@pepsico.com
Ghost Energy	Ron Anello	(972) 505-5077	ron.anello@kdrp.com
Grocery Supply Co.	Joseph Shelton	(800) 231-1938 X. 5589	jshelton@grocerysupply.com
Harmon Fire Extinguisher Service Co.	Damon Harmon	(972) 785-1220	d.harmon@verizon.net
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	John Bilbay	-	john.bilbay@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	(801) 953-4956	darren.penman@monsterbrewing.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	Nick Gonzales	(210) 381-0693	nick.gonzales@us.nestle.com
Novamex	Alfredo Martinez	(915) 594-1618	alfredo.martinez@novamex.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
Reddy Ice	Customer Service	(972) 296-4271	customerservice@reddyice.com
Republic National Distributing Company	Julian Pillans	(903) 278-7010	julian.pillans@rndc-usa.com

PREFERRED VENDOR LIST

VENDOR	CONTACT	PHONE	EMAIL
Ryse Energy	Joann Fletcher	-	joann.fletcher@rysesupps.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
Yumi Ice Cream	Domnic Pedri	(917) 445-4856	domnic.pedri@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	Team Lead & 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.*



February Promotions

	ITEM	CASE COUNT	INVOICE COST	NTBA REBATE *(If Applicable)*	FINAL COST	RETAIL	*2 FOR MARGIN	* Single SRP	*REMINDERS*
Coca-Cola	16oz CSD Cans	24	$27.84	$0.00	$27.84	2/$4.00	42.0%	$2.19: 47%	* Margins and cost are before any vendor rebates. If applicable. Texas and Oklahoma Stores
	Dunkin Coffee	12	$26.16	$0.00	$26.16	2/$7.25	39.9%	$4.29: 49.2%	
	Smart Water 1 liter	12	$21.96	$0.00	$21.96	2/$6.00	39.0%	$3.79: 51.7%	
PEPSI	20 oz CSD	24	$34.55	$4.17	$30.38	2/$4.50	43.80%	$2.89: 56.1%	* Margins and cost are before any vendor rebates. Texas and Oklahoma Stores
	Poppi (all flavors) - Shirley Temple -1st to market	12	$15.00	$0.00	$15.00	2/$4.00	37.50%	$2.79: 55.2%	
	1 Liter Brisk	15	$17.06	$1.00	$16.06	2/$3.50	38.90%	$2.19: 51.1%	
	20oz CSD Starry	24	$15.00	$1.38	$13.62	2/$2.00	43.00%	$2.89: 80.3%	
Keurig DrPepper	2 Liter	8	$13.90	$0	$13.90	2/$4.50	22.70%	$3.79: 54.1%	* Margins and cost are before any vendor rebates. Texas and Oklahoma Stores
	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%	$3.79: 54.1%	
	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%	
	Texas stores where only 7up and flavors (NO DP brands) are sold from 7UP Truck / 7up Markets - (serviced by KDP 7up)								
	Black Rifle Energy	12	$20.00	$0	$20.00	2/$5.50	39.50%	$3.49: 52.1%	
	Penafiel 600ml	12	$10.80	$0	$10.80	2/$3.00	40.00%	$2.19: 58.9%	
	Vita Coco Cans	12	$21.00	$0	$21.00	2/$5.50	36.40%	$3.69: 52.6%	
	Evian 1 liter	12	$17.80	$0	$17.80	2/$5.00	40.60%	$3.99: 62.9%	
	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	$42.03	$0	$42.03	2/$5.50	36.40%	$3.59: 51.3%	* Margins and cost are before any vendor rebates. Texas and Oklahoma Stores
	Texas and Oklahoma Stores; Includes 16oz/15.5oz Monster, NOS, Full Throttle, Bang and Reign Total Body Fuel Brand								
	Bang and Reign Performance 16oz	12	$20.76	$0	$20.76	2/$5.50	37.10%	$3.59: 51.8%	
	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: 46.1%	
	Texas and Oklahoma stores								
Lay's	2/$7.00 XL lays (4.29 size)	each	$2.83	$0	$2.83	2/$7.00	19.1%	$4.29: 34%	* Margins and cost are before any vendor rebates
	** Margins and cost are before any vendor rebates. Texas and Oklahoma Stores*								

GROCERY SUPPLY COMPANY

Impacting Lives Through Exceptional Service

MARK YOUR CALENDAR FOR GSC'S MARKETPLACE 2026!

Wednesday, April 17, 2026 @ 9 AM CST

Allen Convention Center, 777 Watters Creek Blvd, Allen TX 75013







JACKSONS VEGGIE STRAW

12 PK | 5 OZ | $33.37N

GSC ITEM ID #926535 | CHEDDAR
GSC ITEM ID #926543 | RANCH
GSC ITEM ID #926550 | SEA SALT



WONDER

GSC ITEM ID #924936 | WONDR HAMBRGR BUNS 8 CT
8 PK / 15 OZ | $18.53
GSC ITEM ID #924944 | WONDR HOT DOG BUNS 8CT
8 PK / 13 OZ | $18.53
GSC ITEM ID #924894 WONDR WHITE BREAD
8 PK / 20 OZ | $18.53N



TWIGZ PRETZELS

6 PK | 4 OZ | $11.47N

GSC ITEM ID #849893 | CHEDDAR RANCH
GSC ITEM ID #849877 | HERB & GARLIC
GSC ITEM ID #849885 | SOUR CRM & ON
GSC ITEM ID #849851 | ZSTY DIL PCKL



DUBAI CHOCOLATE

GSC ITEM ID #923698 | CHOCOLATE CONES SUP
6 PK / 2.4 OZ | $15.20N
GSC ITEM ID #846220 | CHOCOLATE CONES
12 PK / 4.7 OZ | $58.52N
GSC ITEM ID #846212 | CHOCOLATE BAR
12 PK / 3.5 OZ | $58.52N





CHEWING GUM



GSC ITEM ID #852384 | HUBBA BUBBA MAX CHRY LMNADE | 18 PK / 5 PC | $11.46N
GSC ITEM ID #858266 | TRIDENT VIBES PEPPERMINT BTL | 6 PK | 40 PC | $19.27N
GSC ITEM ID #852392 | WRIG EXTRA SR BLUE RASPBERRY | 10 PK / 15 STK | $11.77N
GSC ITEM ID #852400 | WRIG EXTRA SR STRAWBERRY | 10 PK / 15 STK | $11.77N
GSC ITEM ID #852418 | WRIG 5 SR SWEET BERRY | 10 PK / 15 STK | $15.36N





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

February Promotions (Texas Only)

<u>19 CRIMES CALI RED 750ml 12 Pack</u> - 2/1 – 2/28
Everyday price- $15.00
February price $10.50 --> $4.50 savings per unit



<u>BOTA BOX TETRA VARIETALS 500ml 12 Pack</u> - 2/1 – 2/28
Everyday price- $5.25
February price $2.99 --> $2.26 savings per unit



<u>DECOY CHARD 750ml 12 Pack</u> - 2/1 – 2/28
Everyday price- $16.50
February price $13.49 --> $3.01 savings per unit

<u>MENAGE RED SILK 750ml 12 Pack</u> - 2/1 – 2/28
Everyday price- $9.74
February price $7.70 --> $2.04 savings per unit





<u>RANCHO LA GLORIA 187ml 6/4Pack</u> - 2/1 – 2/28
Everyday price- $10.50
February price $7.69 --> $2.81 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

February 2026 Promotions – *Texas & Oklahoma*



16oz CSD Cans
2 for $4.00
Or 1 @ Regular Price



Dunkin Coffee
2 for $7.25
Or 1 @ Regular Price



Poppi (all flavors) - Shirley Temple
2 for $4.00
Or 1 @ Regular Price



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



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



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



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



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



Penafiel 600ml
2 for $3.00
Or 1 @ Regular Price



20oz CSD Starry
2 for $2.00
Or 1 @ Regular Price



Lays (XL Size)
2 for $7.00
Or 1 @ Regular Price



Black Rifle Energy
2 for $5.50
Or 1 @ Regular Price



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



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



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



Bang and Reign Performance
16oz, 2 for $5.50 or
1 @ Regular Price



Vita Coco Cans
2 for $5.50
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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February 2026 Promotions – *Texas & Oklahoma*



16oz CSD Cans
2 for $4.00
Or 1 @ Regular Price



Dunkin Coffee
2 for $7.25
Or 1 @ Regular Price



Poppi (all flavors) - Shirley Temple
2 for $4.00
Or 1 @ Regular Price



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



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



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



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



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



Penafiel 600ml
2 for $3.00
Or 1 @ Regular Price



20oz CSD Starry
2 for $2.00
Or 1 @ Regular Price



Lays (XL Size)
2 for $7.00
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Black Rifle Energy
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Or 1 @ Regular Price



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



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



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16oz; 15.5oz only
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Bang and Reign Performance
16oz, 2 for $5.50 or
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Vita Coco Cans
2 for $5.50
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 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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Click here for POS Links

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February Promotions









































Static Clings

Barrilitos®

Hecho en México

5 Unique Fruit Flavors

Mandarin, Apple, Pineapple, Tropical Punch & Tamarind

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

Barrilitos Pineapple
12FL OZ Glass Bottle
(100% NON-ZERO SUPPRESSED)
0-32239-06382-2

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)
0-32239-06381-5

BLACK RIFLE ENERGY

CLEAN ENERGY. ZERO SUGAR. MISSION DRIVEN



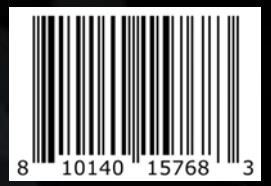














THE MISSION BEHIND THE CAN

SUPPORT FOR VETERANS AND FIRST RESPONDERS

A portion of every can sold goes toward initiatives supporting **mental health, transition services, and community reintegration** for veterans and first responders.

CLEAN ENERGY BLEND

better-for-you energy solution made with naturally sourced caffeine and packed with B vitamins to help support energy metabolism.

ZERO SUGAR FORMULA

Delivers performance hydration without added sugar or empty calories

FORTIFIED WITH B-VITAMINS

(B5, B6, B7, and B12) known to support energy metabolism—giving consumers a functional benefit alongside the caffeine

VETERAN FOUNDED

Built by those who's served with a commitment to community, freedom and purpose.

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HYPERPURE OXYGENATED WATER

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NexGen Alliance Group

NOW
IN STOCK
AT GSC



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(12pk)

$2.49 - $2.99
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RETAIL
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OXYGEN ENRICHED

HYPER PURE

pH 8.0 +/- ALKALINE

iUNITY
INSURANCE

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OUR SERVICES:

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- ✅ General Liability
- ✅ Liquor Liability Insurance
- ✅ Workers' Compensation
- ✅ Tank Insurance
- ✅ Builders Risk

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- Simple, no-pressure signup process
- Trusted by local businesses just like yours

Let's Build Better Futures Together.

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NexGen Alliance Group

For More Details & Information - info@iunityinsurance.com

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Our team of Professional Experts have been in the fuel compliance industry in Texas for over a decade.

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NTBA North Texas Business Alliance Co-op

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Chambers SPOTLIGHT TX 2024

Chambers SPOTLIGHT TX 2025

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.**

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- Business Goodwill loans
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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
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(972) 922-2054
FAX (972) 922-2054
info@thenxga.com
thenxga.com
6142 Campbell Road Dallas, Texas 75248

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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