AUGUST 2026

NXGA

NexGen Alliance Group

NEWSLETTER

THIS NATION WILL REMAIN THE LAND OF THE FREE ONLY SO LONG AS IT IS THE HOME OF THE BRAVE.

ELMER DAVIS



NXGA

@THENXGA

FOR UPDATES, NEWS & MORE!

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
Arizona	Dan Wells	(830) 515-0981	DWells@drinkarizona.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	Luis Champsaur	(214) 972-9094	luis.champsaur@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
Buked Up Energy	Cort Ringer	(817) 217-9441	cort.ringer@buckedup.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	Julie Ewald	(610) 387-5892	julie_ewald@campbells.com
Celsius / Alani Nu / Rockstar	Paul Coker	(903) 530-3927	paul.coker@pepsico.com
Coca-Cola	Tim Sullivan	(214) 864-2039	timothy.sullivan@cocacolaswb.com
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	Armando Navarro	(817) 680-7482	anavarro@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	Avery Duncan	(832) 998-4722	averyd@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
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	Chad Henry	(813) 728-4573	chad.henry@monsterbrewing.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 / Gatorade / Poppi	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
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

PREFERRED VENDOR LIST

VENDOR	CONTACT	PHONE	EMAIL
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	Bianca Benavides Anderson	(817) 501-4515	bianca.benavidesanderson@yumiicecream.co
Zen Water	Jeff Jonke	(972) 955-1898	jeffjonke@zenwtr.com

NXGA CONTACT INFORMATION

Name	Title	Phone	Email
Jaime McClaine	IT Lead & Member Relations Manager	(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.*



August Promotions

RETAILER	ITEM	CASE COUNT	INVOICE COST	NTBA REBATE *(If Applicable)*	FINAL COST	RETAIL	*2 FOR MARGIN	* Single SRP	*REMINDERS*
Coca-Cola	Body Armor 28oz	15	$25.65	$0.00	$25.65	2/$5.75	40.5%	$3.79: 54.9%	
	Body Armor Flash IV	12	$21.24	$0.00	$21.24	2/$5.75	38.4%	$3.69: 52%	
	20oz CSD - Buy one get 2nd for $1.00	24	$32.83	$2.00	$30.83	Buy one get 2nd for $1.00	35.6%	$2.99: 57.2%	* Margins and cost are before any vendor rebates. If applicable. Texas and Oklahoma Stores
	1 liter Smart Water	12	$21.96	$0.00	$21.96	2/$5.75	36.3%	$3.79: 51.7%	
	20oz Vitamin Water	12	$18.60	$0.00	$18.60	2/$5.00	38.0%	$3.19: 51.4%	
	Core Power	12	$31.56	$2.00	$29.56	2/$8.00	38.4%	$4.99: 50.7%	
PEPSI	20 oz CSD	24	$34.55	$4.17	$30.38	2/$4.50	43.80%	$2.89: 56.1%	
	28oz Gatorade	15	$23.60	$0.00	$23.60	2/$5.25	40.00%	$3.59: 56.3	* Margins and cost are before any vendor rebates. Texas and Oklahoma Stores
	1 Liter Brisk	15	$17.06	$1.00	$16.06	2/$3.50	38.90%	$2.19: 51.1%	
	20oz CSD Starry/ Mug Root Beer	24	$15.00	$1.38	$13.62	2/$2.00	43.00%	$2.89: 80.3%	
Keurig Dr Pepper	20oz CSD	24	$32.50	$0	$32.50	2/$4.50	39.80%	$2.79: 51.6%	
	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	$32.50	$0	$32.50	2/$4.50	39.80%	$2.79: 51.6%	
	Texas stores where only 7up and flavors (NO DP brands) are sold from 7UP Truck / 7up Markets - (serviced by KDP 7up)								
	Ghost Energy	12	$20.76	$0	$20.76	2/$5.50	37.10%	$3.59: 51.8%	* Margins and cost are before any vendor rebates. Texas and Oklahoma Stores
	C4 16oz (Performance and Ultimate)	12	$20.76	$0	$20.76	2/$5.50	37.10%	$3.59: 51.8%	
	Vita Coco 16.9oz	12	$24.85	$0	$24.85	2/$6.50	36.30%	$4.39: 52.8%	
	Bai 18oz	12	$16.50	$0	$16.50	2/$4.50	38.90%	$3.19: 56.7%	
	Core 30.4oz	12	$16.50	$0	$16.50	2/$4.50	38.90%	$3.09: 55.3%	
	Snapple 16oz	12	$12.75	$0	$12.75	2/$3.50	39.10%	$2.59: 59.1%	
Monster Energy	Monster 16oz, 15.5oz (3/$8.00 or 2/$5.50)	24	$42.03	$0	$42.03	3/$8.00	34.40%	$3.59: 51.3%	
	Texas and Oklahoma Stores; Includes 16oz/15.5oz Monster, NOS, Full Throttle, Bang and Reign Total Body Fuel Brand								
	Bang and Reign Performance 16oz (3/$6.50 or 2/$5.50)	12	$16.81	$0	$16.81	3/$6.50	35.40%	$3.59: 61%	* Margins and cost are before any vendor rebates. Texas and Oklahoma Stores
	Texas and Oklahoma Stores								
Red Bull Energy Drink	Red Bull 8.4 oz	24	$42.74	$0	$42.74	2/$5.50	35.30%	$3.29: 45.9%	* 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	$55.55	$0	$55.55	2/$6.50	28.80%	$4.29: 46.2%	
	Texas and Oklahoma stores								
Pepsi Doritos	Buy 2/$4.50 (2.79 size) Doritos & a 20oz Pepsi or Pepsi Zero	bundle cost	$3.02	$0	$3.02	2/$4.50	32.9%	20oz - $2.89 / 56.1% Doritos $2.79 / 37.3%	* Margins and cost are before any vendor rebates
	** Margins and cost are before any vendor rebates. Texas and Oklahoma Stores*								

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15 PK | 4 OZ | $42.89N



GSC ITEM ID #947333 | CINN CREAM CHS CUP
GSC ITEM ID #947325 | SOFT NACHO CHS CUP







JOHNSONVILLE

50 PK | 5:1 | $47.70N

GSC ITEM ID #944546 | DR PEPPR SSG LINK

VAN HOLTEN'S PICKLED EGG

20 EA | $16.48N



GSC ITEM ID #947598 | HOT & SPICY
GSC ITEM ID #947580 | DILL

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GSC ITEM ID #944280 | BRD & BUT POUCH CHIP | 8 PK / 4.8 OZ | $12.45N
GSC ITEM ID #944298 | DILL POUCH CHIP | 8 PK / 4.8 OZ | $12.45N
GSC ITEM ID #947721 | PICKLE CUPS DILL | 12 PK / 3.7 OZ | $13.28N
GSC ITEM ID #947705 | PICKLE JUICERS | 12 PK / 2 OZ | $14.88N



DEEP RIVER SNACKS

24 PK | 2 OZ | $22.37N

GSC ITEM ID #296376 | SEA SALT & VINEGAR
GSC ITEM ID #296392 | MESQUITE BBQ
GSC ITEM ID #296384 | ZESTY JALAPENO
GSC ITEM ID #231696 | ORIGINAL SEA SALTED
GSC ITEM ID #221515 | SWEET MAUI ONION



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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The following is a paid advertisement

RBG Spirits & Wine of Texas

August Promotions (Texas Only)

HARKEN CHARD 750ml 12 Pack - 8/1 – 8/31
Everyday price- $12.74
August price $9.99 --> $2.75savings per unit



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Everyday price- $6.55
August price $4.50 --> $2.05 savings per unit



MUMM CALI PRUT 750ml 12 Pack - 8/1 – 8/31
Everyday price- $22.50
August price $15.15 --> $7.35 savings per unit

SEAGLASS SAUV BLANC - 8/1 – 8/31
Everyday price- $11.99
August price $9.00 --> $2.99 savings per unit





SUTTER HOME 187ml 6/4PK 8/1 – 8/31
Everyday price- $7.49
August price $4.89 --> $2.60 savings per unit



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

Julian Pillans
RBG Spirits & Wine of Texas
1010 Isuzu Pkwy., Grand Prairie, TX 75050
(972) 595-6100
JPillans@reyesholdings.com

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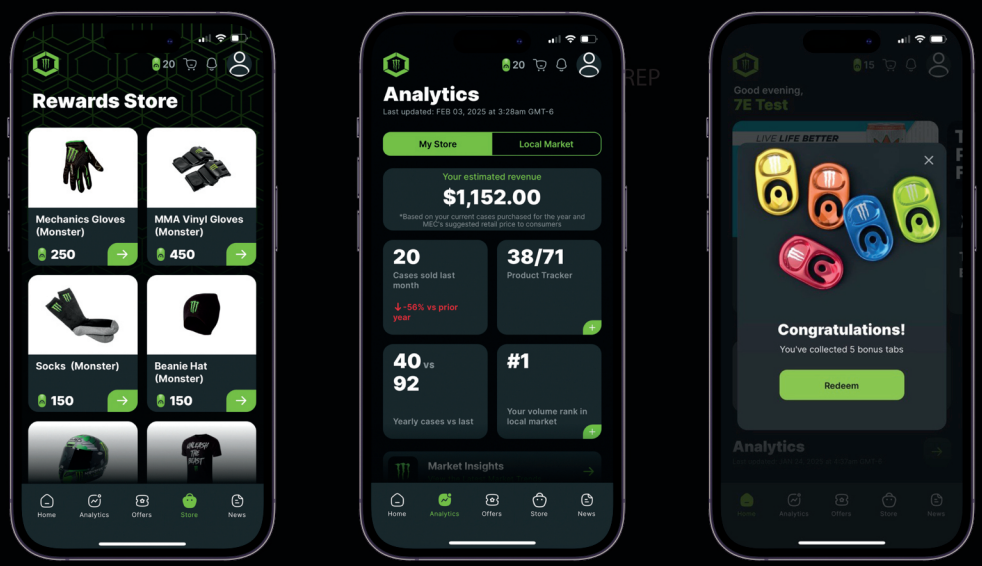
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PROBLEMS SIGNING UP?
EMAIL US @ COLLECTIVE.SUPPORT@MONSTERNERGY.COM

MONSTER ENERGY SUMMER OFFER

AUGUST 1 – AUGUST 31

Buy 30+ cases of Monster Energy 16/15.5oz. in August to receive an incremental **$2/case** via billback for **all** Monster Energy 16/15.5oz. SKUs! **NO CASE LIMIT.** Must purchase listed cases during the time-period to qualify.

SAVE

$60+

+$2.00 per case rebate via billback

Deliveries for the month of August must include a minimum of these cases:

- **Monster Energy 24/16oz: 15 Cases**
- **Zero Ultra 24/16oz: 10 Cases**
- **NOS Energy 24/16oz: 3 Cases**
- **Rehab Tea + Lemonade 24/15.5oz: 2 Cases**





OFFER AVAILABLE ON EACH DELIVERY. MUST PURCHASE CASE QUANTITIES ABOVE TO QUALIFY. NO EXCEPTIONS.

All cases DO NOT have to be delivered one order. Promotion is active on each delivery until the end of Order Timeline.

Please contact your Coca-Cola Salesperson or Monster Representative for any inquiries.

2026 NTBA PEPSI MEAL BUNDLE PROGRAM











PROBLEM TO SOLVE	BUILD BRAND SALIENCE WITH FOOD IN A HIGHLY DIVERSE INDEPENDENT CUSTOMER BASE
IDEA	LEVERAGE FLEXABLE CONSUMER VALUE MECHANIC TO OFFER MEAL BUNDLING PROGRAM IN NTBA
VALUE	$1 CASH BACK WYB ANY PEP 20OZ CSD AND A FOOD ITEM. ALL YOUR CUSTOMER NEEDS IS A RECEIPT TO SCAN IN TO GET PAYMENT VIA VENMO OR PAYPAL.
WHERE	NTBA/NXGA CUSTOMERS
TIMING	52 WEEKS WITH QUARTERLY REFRESH
BRANDS 20OZ SKUS	PEPSI, DEW, STARRY, MUG, MANZANITA SOL
Must Haves	MUST PLACE SIGNAGE FOR THE PROGRAM AND A BARRELL OR SHIPPER TO PARTICIPATE. REFERENCE LOOK OF SUCCESS PICTURED TO THE LEFT.

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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.

Hispanic and Gen Z consumers are driving total category growth.

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





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Barrilitos Pineapple
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August 2026 Promotions – *Texas & Oklahoma*



28oz Body Armor
2 for $5.75
Or 1 @ Regular Price



20oz CSD – Buy one get 2nd for $1.00





Body Armor – Flash IV
2 for $5.75
Or 1 @ Regular Price

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



1 Liter Smart Water
2 for $5.75
Or 1 @ Regular Price



Core Power
2 for $8.00
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

28oz Gatorade
2 for $5.25
or 1 @ Regular Price



20oz CSD Starry & Mug Root Beer
2 for $2.00
Or 1 @ Regular Price



Vita Coco 16.9oz
2 for $6.50
Or 1 @ Regular Price



C4 16oz (Performance & Ultimate) 2 for $5.50
Or 1 @ Regular Price



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



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



Ghost Energy
2 for $5.50
Or 1 @ Regular Price



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



Red Bull – All Varieties
8.4oz & 12oz Singles
2 for $5.50 8.4oz.
2/$6.50 12oz.
Or 1 @ Regular Price



Monster Energy
16oz; 15.5oz only
3 for $8.00 or
2 for $5.50 or
1 @ Regular Price



Bang and Reign Performance
16oz, 3 for $6.50 or 2 for $5.50
or 1 @ Regular Price



Bai 18oz
2 for $4.50
Or 1 @ Regular Price



Buy 2 for $4.50 (2.79 size)
Doritos & a 20oz Pepsi or
Pepsi Zero

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

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August 2026 Promotions – *Texas & Oklahoma*



28oz Body Armor
2 for $5.75
Or 1 @ Regular Price



20oz CSD – Buy one get 2nd for $1.00





Body Armor – Flash IV
2 for $5.75
Or 1 @ Regular Price

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



1 Liter Smart Water
2 for $5.75
Or 1 @ Regular Price



Core Power
2 for $8.00
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

28oz Gatorade
2 for $5.25
or 1 @ Regular Price



20oz CSD Starry & Mug Root Beer
2 for $2.00
Or 1 @ Regular Price



Vita Coco 16.9oz
2 for $6.50
Or 1 @ Regular Price



C4 16oz (Performance & Ultimate) 2 for $5.50
Or 1 @ Regular Price



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



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



Ghost Energy
2 for $5.50
Or 1 @ Regular Price



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



Red Bull – All Varieties
8.4oz & 12oz Singles
2 for $5.50 8.4oz.
2/$6.50 12oz.
Or 1 @ Regular Price



Monster Energy
16oz; 15.5oz only
3 for $8.00 or
2 for $5.50 or
1 @ Regular Price



Bang and Reign Performance
16oz, 3 for $6.50 or 2 for $5.50
or 1 @ Regular Price



Bai 18oz
2 for $4.50
Or 1 @ Regular Price



Buy 2 for $4.50 (2.79 size)
Doritos & a 20oz Pepsi or
Pepsi Zero

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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August Promotions











































Static Clings



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(972) 922-2054
(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