OCTOBER 2026

NXGA

NexGen Alliance Group

NEWSLETTER

"DON'T BE AFRAID TO GIVE UP THE GOOD TO GO FOR THE GREAT."

JOHN D. ROCKEFELLER



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

NTBA 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
Brandon Streng	Member Relations Manager	(972) 482-4572	bstreng@thentba.com
Nathan Hankins	Member Relations Manager	(972) 482-2836	nhankins@thentba.com
Rafiq Jindani	Office Administrator	(469) 934-9839	info@thentba.com

Customer Service Visits

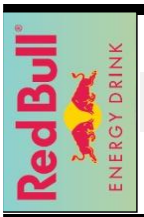
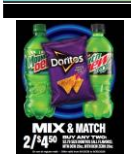
- Your MRM will ask about current promotions, the stores' relationship with the vendors, if there are any opportunities that needs NTBA assistance, and contact vendors while at the store to expedite a resolution to any issues that might exist.
- The NTBA Member Relations Manager will survey the store (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.*



October Promotions

RETAILER	ITEM	CASE COUNT	INVOICE COST	NTBA REBATE *(If Applicable)*	FINAL COST	RETAIL	*2 FOR MARGIN	* Single SRP	*REMINDERS*
Coca-Cola	28oz Body Armor	15	$25.65	$0.00	$25.65	2/$5.75	40.5%	$3.79: 54.9%	
	20oz Dasani	24	$23.28	$1.00	$22.28	2/$3.00	38.0%	$2.49: 62.7%	
	20oz CSD - Buy one/get the 2nd for $1.00 more	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
	Gold Peak Tea	12	$19.08	$0.00	$19.08	2/$5.00	36.4%	$3.19: 50.2%	
	Vitamin Water 20oz	12	$18.60	$0.00	$18.60	2/$5.00	38.0%	$3.19: 51.4%	
	Core Power Protien 26 gram only	12	$31.56	$2.00	$29.56	2/$8.00	38.4%	$4.99: 50.7%	
	Lean Body Protien 40 gram (BEK and AB distributors)	12	$36.00	$2.00	$34.00	2/$9.00	37.0%	$5.99: 52.8%	* Margins and cost are before any vendor rebates
Pepsi	20 oz CSD	24	$34.55	$4.17	$30.38	2/$4.50	43.8%	$2.89: 56.1%	***This is the last month for the 28oz Gatorade! Buy some extra!!***
	28oz Gatorade	15	$23.60	$0.00	$23.60	2/$5.25	40.0%	$3.59: 56.3	
	1 Liter Brisk	15	$17.06	$1.00	$16.06	2/$3.50	38.9%	$2.19: 51.1%	
	20oz CSD Starry/ Mug Root Beer	24	$15.00	$1.38	$13.62	2/$2.00	43.0%	$2.89: 80.3%	
Keurig Dr Pepper	Black Rifle Energy	12	$20.00	$0	$20.00	2/$5.50	39.5%	$3.59: 53.5%	
	Evian 1 liter	12	$17.80	$0	$17.80	2/$5.00	40.6%	$3.99: 62.9%	
	Electrolit 21oz	12	$21.38	$0	$21.38	2/$6.00	40.7%	$3.89: 54.2%	
	Vita Coco Cans	12	$21.00	$0	$21.00	2/$5.50	36.4%	$3.69: 52.6%	* Margins and cost are before any vendor rebates. Texas and Oklahoma Stores
	Bai 18oz	12	$16.50	$0	$16.50	2/$4.50	38.9%	$3.19: 56.7%	
	Core 30.4oz	12	$16.50	$0	$16.50	2/$4.50	38.9%	$3.09: 55.3%	
	Snapple 32oz	12	$16.50	$0	$16.50	2/$4.50	38.9%	$3.59: 61.6%	
	Monster 16oz, 15.5oz	24	$42.03	$0	$42.03	2/$5.50	36.4%	$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	12	$20.76	$0	$20.76	2/$5.50	37.1%	$3.59: 51.8%	* Margins and cost are before any vendor rebates. Texas and Oklahoma Stores
	Texas and Oklahoma Stores								
	Red Bull 8.4 oz	24	$42.74	$0	$42.74	2/$5.50	35.3%	$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	28.8%	$4.29: 45.9%	
	Texas and Oklahoma stores								
	Buy 2/$4.50 (2.79 size) Doritos & a 20oz Mtn Dew or Mtn Dew 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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BARBELLS

12 PK | 1.94 OZ | $25.31N

GSC ITEM ID #959569 | BANANA BREAD
GSC ITEM ID #956102 | BROWNIE BATTER
GSC ITEM ID #959502 | MINT CHOC CRISP







FABULOSO

4 PK | 125 OZ | $45.45N

GSC ITEM ID #962514
LAVENDER SCENT



OLD TRAPPER

8 PK | 11 OZ | $104.89N

GSC ITEM ID #931725 | DBL EAGLE OLD FASHION
GSC ITEM ID #931717 | DBL EAGLE PEPPERED
GSC ITEM ID #931758 | DBL EAGLE TERIYAKI



FERRARA CANDY



GSC ITEM ID #958223 | NERDS GMY CLSTR CHRY LMD SHZ
12 PK / 3 OZ | $22.45N
GSC ITEM ID #958256 | NERDS GMY CLSTR CHRY LMD PEG
12 PK / 5 OZ | $27.74N

MARS WRIGLEY

GSC ITEM ID #958082 | SKITTLES POPD WILD BRY SUP
8 PK / 5.5 OZ | $41.46N



GENERAL MILLS

12 PK | 2.3 OZ | $24.32N

GSC ITEM ID #934802 | GHOST PRO BAR CHOC CARAMEL
GSC ITEM ID #934794 | GHOST PRO BAR CHOCOLATE PB
GSC ITEM ID #934786 | GHOST PRO BAR COOKIE DOUGH



PRAIRIE CITY BAKERY

GSC ITEM ID #958058 | MUFFIN DBL CHOC CHP IW | 6 PK / 5.5 OZ | $10.07N
GSC ITEM ID #922203 | MUFFIN BANANA NUT IW | 6 PK / 5.5 OZ | $10.07N
GSC ITEM ID #922211 | MUFFIN BLUEBERRY IW | 6 PK / 5.5 OZ | $10.07N
GSC ITEM ID #475319 | MUFFIN CRM CHS CHOC CH | 4 PK / 4.8 OZ | $6.48N
GSC ITEM ID #182915 | DONUT HOLES CUP | 12 PK / 5 OZ | $21.01N
GSC ITEM ID #182923 | DONUT HOLES CUP BLBRY | 12 PK / 5 OZ | $21.01N
GSC ITEM ID #182949 | DONUT HOLES CUP CHOC | 12 PK / 5 OZ | $21.01N





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
Lacy Watson - DFW, TX | 940-351-0602 | lwatson@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

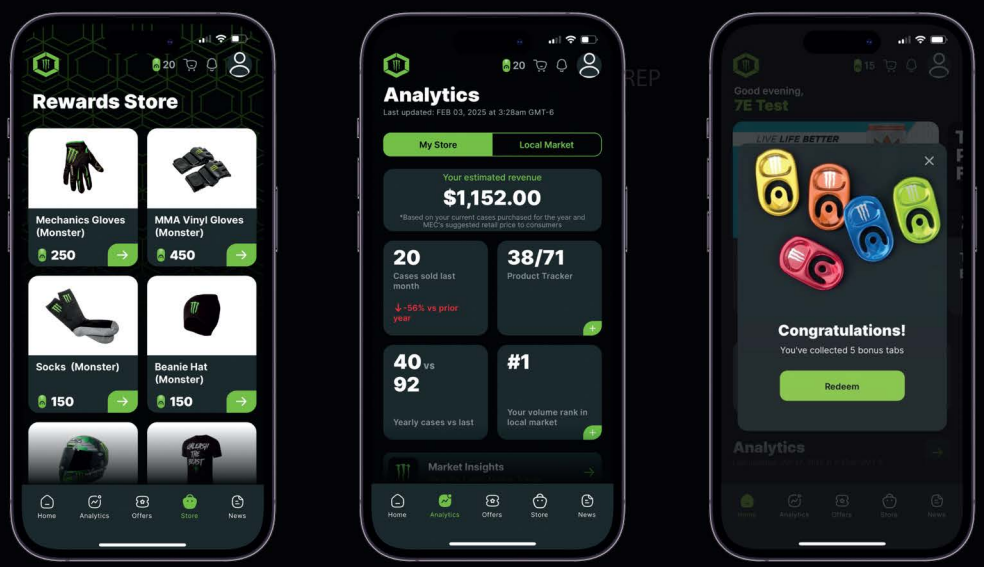
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3. ENTER YOUR EMAIL ADDRESS AND STORE INFO

YOU'RE IN!

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

NTBA/NEXGEN JUICE MONSTER MEMBER PROGRAM

EARN $2.00 PER CASE ON ALL JUICE MONSTER 16oz WITH THE PURCHASE OF 5 or MORE CASES.

MUST PURCHASE AT LEAST ONE CASE OF JUICE MONSTER BAD APPLE 16OZ

Promotion offer valid on Monster Energy Juice Monster 16oz/24ct products only. Offer available on each delivery until end of promo period.

Do not have to purchase all cases on one delivery.

PROMO PERIOD: 9/1/26 – 10/31/26





NTBA NXGA NexGen Alliance Group

Launch: 10/5/2026

FALL 2026 MEC INNOVATION



MONSTER VANILLA SHOT
24/16OZ

0 70847 90180 8

Can UPC

MONSTER ZS VANILLA SHOT
24/16OZ

0 70847 90185 3

Can UPC



JAVA MONSTER
Dubai Chocolate
12/15oz

0 70847 90147 1

Can UPC

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BLACK RIFLE COFFEE COMPANY

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OF THE DALLAS COWBOYS



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commercial@texaninsurance.com



SHAHNAZ SUTAR
(770) 723-9901
raabel@mckinneyandco.com

COVERAGES

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

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MORE INFO (972) 242-0100 info@thentba.com info@iunityinsurance.com

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PMMIC
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Coverage for Temporarily Closed Tanks
Coverage for Alternative Fuels

STARR INSURANCE AGENCY

NTBA has partnered with PMMIC to provide its members a better solution for their underground storage tanks.

Prior to issuing a policy, PMMIC will conduct an inspection of your facility free of charge for all NTBA members. A detailed report will be provided upon binding coverage.

PMMIC's inspection will qualify for the TCEQ-required annual walk-through inspection.

Scan the QR code and send your current tank policy to NTBA@pmmic.com to request a quote today!

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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

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FOR MORE INFO.

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@thenxga

October 2026 Promotions – *Texas & Oklahoma*



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



20oz Dasani
2 for $3.00
Or 1 @ Regular Price



20oz CSD – Buy one get 2nd for $1.00



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



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



Core Power
2 for $8.00
Or 1 @ Regular Price



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



Lean Body Protein
2 for $9.00
Or 1 @ Regular Price



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



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



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



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



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



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



Vita Coco Cans
2 for $5.50
Or 1 @ Regular Price



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



Bai 18oz
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
2 for $5.50 or
1 @ Regular Price



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



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



Buy 2/$4.50 (2.79 size)
Doritos & a 20oz Mtn Dew
or Mtn Dew 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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October 2026 Promotions – *Texas & Oklahoma*



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



20oz Dasani
2 for $3.00
Or 1 @ Regular Price



20oz CSD – Buy one get 2nd for $1.00



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



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



Core Power
2 for $8.00
Or 1 @ Regular Price



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



Lean Body Protein
2 for $9.00
Or 1 @ Regular Price



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



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



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



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



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



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



Vita Coco Cans
2 for $5.50
Or 1 @ Regular Price



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



Bai 18oz
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
2 for $5.50 or
1 @ Regular Price



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



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



Buy 2/$4.50 (2.79 size)
Doritos & a 20oz Mtn Dew
or Mtn Dew 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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October Promotions

















































Static Clings

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

FOR UPDATES, NEWS & MORE!

@THENXGA

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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