NOVEMBER 2026

NXGA
NexGen Alliance Group

NEWSLETTER

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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 Cruz	(214) 972-9094	luis.cruz07@grupobimbo.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
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
Crompco	Garrett Brodie	(610) 276-5977	garrett.brodie@crompco.com
Dippin' Dots	Patrick Orzano	(270) 816-8339	porzano@dippindots.com
Dr Pepper/ Ghost/ C4/ Electrolit	Ron Anello	(972) 505-5077	ron.anello@kdrp.com
Dyna Distributing	Brian Johnson	(214) 709-7917	admin@dynadistribution.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 Gonzalez	(817) 680-7482	Arturo.Gonzalez@farmerbros.com
Felonious Assault Ins	Darrell Breeden	(512) 567-9797	darrell@breedenbenefitgroup.co
Fiji Water	Ken Jones	(346) 386-9842	ken.jones@fijiwater.com
Frito Lay	Jack Marshall	(214) 686-5771	jack.marshall@pepsico.com
Grocery Supply Co.	Joseph Shelton	(800) 231-1938 X. 5589	jshelton@grocerysupply.com
J & S Testing	Eddie Jones	(817) 237-1899	jstest@earthlink.net
KLDR Ice Company	Luis Espinosa	(469) 531-5908	LuiseE@kldr.us
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 DiSanto	(877) 438-6444	info@mightyflame.com
Modisoft	John Bilbay	-	J.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
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
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

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
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@thenxga.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.*



November Promotions

RETAILER	ITEM	CASE COUNT	INVOICE COST	NTBA REBATE *(If Applicable)*	FINAL COST	RETAIL	*2 FOR MARGIN	* Single SRP	*REMINDERS*
Coca-Cola	28oz Powerade	15	$20.40	$2.00	$18.40	2/$4.00	38.8%	$2.99: 58.9%	
	20oz Dasani	24	$23.28	$1.00	$22.28	2/$3.00	38.0%	$2.49: 62.7%	
	2 Liter	8	$20.32	$0.00	$20.32	2/$7.00	27.4%	$4.49: 43.4%	* Margins and cost are before any vendor rebates. If applicable. Texas and Oklahoma Stores
	12pk cans	2	$13.19	$1.00	$12.19	2/$14.99	18.7%	$10.99: 44.5%	
	Vitamin Water 20oz	12	$18.60	$0.00	$18.60	2/$5.00	38.0%	$3.19: 51.4%	
	Peace Tea	24	$16.63	$1.00	$15.63	2/$2.00	35.0%	$1.69: 61.5%	
	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	$36.00	$4.31	$31.69	2/$4.50	41.3%	$2.99: 55.9%	
	1 Liter Brisk	15	$19.10	$1.00	$18.10	2/$4.00	39.8%	$2.49: 51.4%	
Keurig Dr Pepper	2 liter (DP & 7up markets)	8	$13.90	$0	$13.90	2/$4.50	22.7%	$3.89: 55.3%	
	1 liter (DP & 7up markets)	15	$18.40	$0	$18.40	2/$4.00	38.8%	$3.29: 62.6%	
	12pk cans (DP & 7up markets)	2	$12.95	$0.76	$12.19	2/$14.99	18.7%	$11.29: 46%	
	Texas and Oklahoma stores where DP brands are sold from the DP Truck / DP Markets - (serviced by KDP)								* 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)								
	Black Rifle Energy	12	$20.00	$0	$20.00	2/$5.50	39.5%	$3.59: 53.5%	
	Bloom Energy	12	$20.00	$0	$20.00	2/$5.50	39.5%	$3.59: 53.5%	
	Ghost Energy	12	$20.65	$0	$20.65	2/$5.50	37.5%	$3.59: 52.1%	
	Snapple 32oz	12	$16.50	$0	$16.50	2/$4.50	38.9%	$3.59: 61.6%	
Monster Energy	Monster, NOS, Full Throttle 16oz, 15.5oz	24	$44.30	$0	$44.30	2/$6.00	38.5%	$3.79: 51.2%	
	Monster, NOS, Full Throttle 16oz, 15.5oz	24	$44.30	$0	$44.30	3/$8.00	30.8%	$3.79: 51.2%	* 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	$22.50	$0	$22.50	2/$6.00	37.5%	$3.79: 50.4%	
	Texas and Oklahoma Stores								
Red Bull Energy Drink	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 Pepsi and Pepsi Zero	bundle cost	$3.07	$0	$3.07	2/$4.50	31.8%	20oz - $2.99 / 55.9% 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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JACK LINK'S 3 STK



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GSC ITEM ID #934547 | ORIG
GSC ITEM ID #934562 | HICKORY

FULFIL PROTEIN BAR

12 PK | 1.94 OZ | $23.62N

GSC ITEM ID #958637 | CHOC CHOC CHIP
GSC ITEM ID #929554 | CHOC PNT BTR
GSC ITEM ID #927004 | CHOC PNT CRML
GSC ITEM ID #927012 | SLTD CRML



QUEST PROTEIN MILKSHAKE – 45G

12 PK | 14 OZ | $42.34N

GSC ITEM ID #824961 | CHOC
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GSC ITEM ID #824979 | STWBRY



AXIV MEDICINE

25 PK | 2 CT | $16.00N

GSC ITEM ID #951178 | DAYTIME CONV PACK
GSC ITEM ID #951152 | NIGHTTIME CONV PACK
GSC ITEM ID #951160 | SINUS SEVERE CONV PACK



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GSC ITEM ID #967851 | BF FIERY MINI TACOS BOX | 120 PK / .7 OZ | $28.88N
GSC ITEM ID #967836 | BRKFST MINI TACOS BOX | 120 PK / .7 OZ | $28.17N
GSC ITEM ID #967844 | QSABIRRIA MINI TACOX BOX | 120 PK / .7 OZ | $28.17N
GSC ITEM ID #814582 | BF BIRRIA MINI TACOS BOX | 120 PK / .7 OZ | $29.06N
GSC ITEM ID #677294 | BEEF MINI TACOS BOX | 120 PK / .7 OZ | $29.06N



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

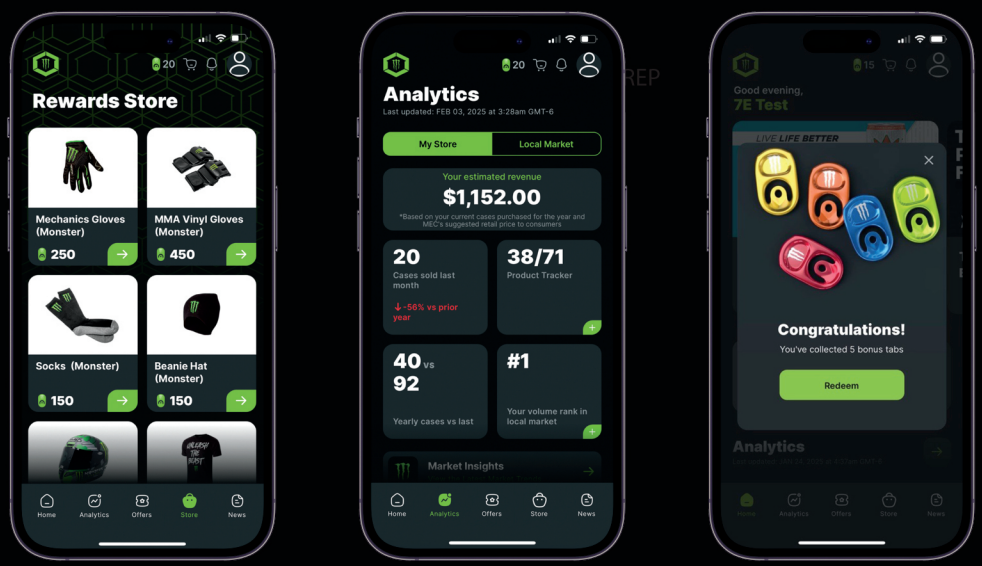
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COVERAGES

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November 2026 Promotions – *Texas & Oklahoma*



28oz Powerade
2 for $4.00
or 1 @ Regular Price



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



2 Liters Coke
2 for $7.00
Or 1 @ Regular Price



12pk Cans
2 for 14.99
or 1 @ Regular Price



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



Peace Tea
2 for $2.00
or 1 @ Regular Price



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



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



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



Snapple 32oz
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



Bloom Energy
2/$5.50 Or 1 @
Regular Price

Ghost Energy
2 for $5.50
Or 1 @ Regular Price







12pk Cans
2 for $14.99
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 $6.00 or
3 for $8.00 or
1 @ Regular Price



Bang and Reign Performance
16oz, 2 for $6.00 or 1
@ Regular Price



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



**Buy 2/$4.50 (2.79 size) Doritos &
a 20oz Pepsi and 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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Pepsi – All Flavors
20oz bottles 2
for $4.50
Or 1 @ Regular Price



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



Snapple 32oz
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



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Regular Price

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@ Regular Price



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



Buy 2/$4.50 (2.79 size) Doritos &
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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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November Promotions



















































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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