

**MSBA Insider**  
**Memphis, MS, AR & Knoxville**  
**January 2024**

*Happy  
New Year*



**Please remove all expired promotional stickers**  
**Kindly contact TTA Office for any delivery issues**

**SUBSCRIBE TO OUR TEXT MESSAGING SERVICE**

**Text: 901-599-7776**

*HAPPY NEW YEAR*

# TTA VENDOR LIST

## AmeriGas

Aaron Fischman

888-528-9475

Ext.13125

## Blue River Propane

662-557-6092

## Ajax Distributing

Patrick Turner

931-249-1475

## ATM Link

Call TTA Office

901-850-8788

## Eagle Distribution

Clay Clarkson

901-208-6328

## Caravan Packaging

Andy Bates

901-452-5681

## Coca-Cola – Memphis

Lonnie Coleman

901-508-5071

## Community Coffee

Robert Hatcher

901-825-8695

## Core-Mark Int.

Dennis D. Forrest

870-633-2044

Ext: 4425

## Frito Lay

Rachel Granberry

601-590-1596

## ICW

Frankie Skrocki

901-302-0736

## Red Bull

Amanda Sanders

501-681-9067

## Monster

Jim Hahn

205-616-9141

## Pepsi

Scott Hutson

386-527 – 5074

## US Foods

Raymond Evangelisti

901-864-4652

## Turner Ice-cream

Jaydee Clifton

901-355-7436

## Waste Connections Inc.

Veronica Karter

901-331-7763

## World Pay – CR Processor

Ilene Howard

513-680-6750

## Modi Soft

Saleem Momin

866-216-8707

Ext: 6638

If your complaint or request has not been resolved  
within 72 hours, please contact the Office:

At (901) 850-8788 or E-mail us at [admin@tristatetradeassociation.com](mailto:admin@tristatetradeassociation.com)

**Coca-Cola**  
BOTTLING CO.  
**CONSOLIDATED**

Memphis, MS, AR & KNOX Members

**January 2024**



**Coca-Cola 20 oz Products**

**Single \$2.49 and 2/\$4.00**

Invoice Cost \$32.69

**TTA Rebate \$2.00**

Dead Net \$30.69

**Unit Cost \$1.28**

Single Margin 49%

Blend Margin 40%



**Coca-Cola 24 oz CSD Products**

**Single \$2.59 and 2/\$4.50**

Invoice Cost \$35.77

**TTA Rebate \$2.00**

Dead Net \$33.77

**Unit Cost \$1.41**

Single Margin 46%

Blend Margin 41%



**Body Armor and Body Armor Edge 28 oz**

**Single 3.29 and 2/\$4.50**

Invoice Cost \$20.96

**TTA Rebate \$2.00**

Dead Net \$18.96

**Unit Cost \$1.58**

Single Margin 52%

Blended Margin 37%



**Powerade 28oz**

**Single \$2.69 and 2/\$4.25**

Invoice Cost \$24.33

**TTA Rebate 2.00**

**Dead Net 22.33**

**Unit Cost \$1.49**

Single Margin 45%

Blend Margin 36%



**Coco-Cola 12.9oz**

**Single \$1.89 and 2/\$3.00**

Invoice Cost - \$27.52

**TTA Rebate: \$2.00**

Dead Net \$25.52

**Unit Cost \$1.06**

Single Margin 44%

Blended Margin 38%



**6 pk 12 oz cans**

**Single \$4.49 & 2/\$6**

Invoice Cost: \$11.25

**TTA Rebate \$2.00**

Dead Net \$9.25

**Unit Cost \$2.31**

Single Margin: 49%

Blended Margin: 27%

**NCB Rebate \$1.00\***

Including:

*Gold Peak Tea, Vitamin Water, Coke Energy, Coke Coffee, Mc Café Coffee, Dunkin Donuts, All Smart water, Juices*

Excluding:

*Powerade 28 oz, ALL Monster Products, Body Armor, Multi-Pack Water - 24, 12, & 6pk. Dasani*

# January 2024



**\$1.49**  
or single at regular price  
24oz Coca-Cola Cherry

**Cherry Coke 24oz**  
**Single \$1.49**  
Invoice Cost \$ 23.39  
**TTA Rebate \$2.00**  
Dead Net \$21.39  
Unit Cost \$0.89  
Margin 40%



**\$6.99**  
Dasani 24pk 500mL

**Dasani 24 pk**  
Promotional pricing \$6.99  
Invoice Cost \$6.15  
**TTA Rebate \$1.00**  
Dead Net \$5.15  
Margin 26%



**2 for \$4**  
or single at regular price  
vitaminwater 20oz

**Vitamin Water**  
**Single \$2.89 and 2/\$4.00**  
Invoice Cost:\$18.27  
**TTA Rebate \$2.00**  
Dead Net \$16.27  
Unit Cost \$1.36  
Single Margin: 53%  
Blended Margin: 39%



**2 for \$2.50**  
or single at regular price  
16oz Coca-Cola Products

**Coke SSD 16 oz**  
**Single \$1.79 and 2/\$2.50**  
Invoice Cost:\$24.77  
**TTA Rebate \$4.00**  
Dead Net \$20.77  
Unit Cost \$0.87  
Single Margin: 51%  
Blended Margin: 37%



**2 for \$3**  
or single at regular price  
20oz Minute Maid

**Minute Maid Fanta 20 oz**  
**Single \$1.89 and 2/\$3.00**  
Invoice Cost:\$24.39  
**TTA Rebate \$2.00**  
Dead Net \$22.39  
Unit Cost \$0.93  
Single Margin: 51%  
Blended Margin: 42%

**NCB Rebate \$1.00\***

Including:

Gold Peak Tea, Vitamin Water, Coke Energy, Coke Coffee, Mc Café Coffee, Dunkin Donuts, All Smart water, Juices

Excluding:

Powerade 28 oz, ALL Monster Products, Body Armor, Multi-Pack Water - 24, 12, & 6pk. Dasani





2023 CCBCC Pricing							
NATA-TTA	All Markets	Timing: January 1 2024 thru January 31, 2024					
IMMEDIATE CONSUMPTION							
Package	Units	Net	Units Cost	Retail	Margin	PROMO	
SSD 20oz Core	24	\$ 32.69	\$ 1.36	\$ 2.49	45.30%	\$2.49 or 2/\$4.00	
SSD 20oz Flavors Fanta	24	\$ 24.39	\$ 1.02	\$ 1.89	46.23%	\$1.89 or 2/\$3	
SSD 24oz	24	\$ 35.77	\$ 1.49	\$ 2.59	42.45%	\$2.59 or 2/\$4.50	
SSD 24oz Cherry Coke	24	\$ 23.39	\$ 0.97	\$ 1.49	34.59%	Requires \$1.49 Retail	
SSD 16oz Can	24	\$ 24.77	\$ 1.03	\$ 1.79	42.34%	\$1.79 or 2/\$2.50	
SSD 12.9oz Bottles	24	\$ 27.52	\$ 1.15	\$ 1.89	39.33%	2/\$3.00	
SSD 355ml	24	\$ 38.84	\$ 1.62	\$ 2.49	35.01%		
8oz Glass Singles	24	\$ 28.10	\$ 1.17	\$ 1.79	34.59%		
FUTURE CONSUMPTION							
SSD 15pk Cans	2	\$ 15.28	\$ 7.64	\$ 8.99	15.02%	Requires \$8.99 retail	
SSD 12pk Cans	2	\$ 15.28	\$ 7.64	\$ 8.99	15.02%	Requires \$8.99 retail	None 15pk Markets
SSD 12oz 6PK Cans	4	\$ 11.45	\$ 2.86	\$ 4.49	36.25%	\$4.49 or 2/\$6.00	PROMO
SSD 2-Liters	8	\$ 19.11	\$ 2.39	\$ 3.29	27.39%	\$3.29 or 2/\$5 PROMO	
SSD 2-Liters Flavors Fanta and Minute Maid	8	\$ 15.78	\$ 1.97	\$ 2.29	13.86%	Requires \$2.29 or less	
STILL							
Dasani .5L 24pk	1	\$ 6.15	\$ 6.15	\$ 6.99	12.02%	\$6.99 PROMO	
Dasani 1L	12	\$ 19.45	\$ 1.62	\$ 2.69	39.75%	Requires \$2.69 or less	
Dasani 20oz	24	\$ 27.35	\$ 1.14	\$ 1.89	39.70%	Requires \$1.89 or less	
AHA Sparkling Water 16oz	24	\$ 22.70	\$ 0.95	\$ 1.89	49.96%		
Smartwater 20oz	24	\$ 33.36	\$ 1.39	\$ 2.49	44.18%	\$2.49 or 2/\$4	
Smartwater .700ml	24	\$ 37.42	\$ 1.56	\$ 2.79	44.12%	\$2.79 or 2/\$4.50	
Smartwater .700ml Flavors	12	\$ 18.72	\$ 1.56	\$ 2.79	44.09%	\$2.79 or 2/\$4.50	
Smartwater 1.5 Liter	12	\$ 27.38	\$ 2.28	\$ 3.79	39.80%	\$3.79 or less	
Smartwater 1Ltr	12	\$ 20.72	\$ 1.73	\$ 3.39	49.07%	\$3.39 or 2/\$4.50	

Minute Maid Refresh 20oz	24	\$ 24.39	\$ 1.02	\$ 1.89	46.23%	\$1.89 or 2/\$3	
MM Aquas Frescas 20oz	24	\$ 24.39	\$ 1.02	\$ 1.89	46.23%	\$1.89 or 2/\$3	New Item
MMJTG Juice 12oz	24	\$ 37.13	\$ 1.55	\$ 2.49	37.87%	\$2.49	
Tum-E-Yummie 10.1oz	12	\$ 12.80	\$ 1.07	\$ 1.89	43.56%	\$1.89 or 2/\$2.50	
Power-ade Power Water 20oz	12	\$ 14.18	\$ 1.18	\$ 1.99	40.62%		
Powerade 28oz	15	\$ 24.33	\$ 1.62	\$ 2.69	39.70%	2/\$4.25	
Gold Peak 18.5oz	12	\$ 18.12	\$ 1.51	\$ 2.79	45.88%	\$2.79 or 2/\$4.25	
Honest Tea 16.9oz	12	\$ 15.77	\$ 1.31	\$ 2.19	39.99%		
Peace Tea 23oz	12	\$ 12.55	\$ 1.05	\$ 1.69	38.12%	Requires \$1.69 or less	
Core Power 14oz	12	\$ 32.79	\$ 2.73	\$ 4.99	45.24%	\$4.99 or 2/\$7.50	
Core Power ELITE	12	\$ 38.80	\$ 3.23	\$ 5.39	40.01%		
Vitaminwater 20oz - 12pk	12	\$ 18.37	\$ 1.53	\$ 2.89	47.03%	\$2.89 or 2/\$4	PROMO
Fairlife - Milk	12	\$ 24.04	\$ 2.00	\$ 3.29	39.11%	\$3.29	
Dunkin Donuts	12	\$ 29.47	\$ 2.46	\$ 4.19	41.39%	Requires \$4.19 or less	
BODYARMOR 28oz Sport	12	\$ 20.96	\$ 1.75	\$ 3.29	46.91%	2/\$4.50	PROMO
BODYARMOR 16oz Sport	12	\$ 18.37	\$ 1.53	\$ 2.69	43.09%	\$2.69 or less	
BODYARMOR 28oz EDGE	12	\$ 20.96	\$ 1.75	\$ 3.29	46.91%	2/\$4.50	PROMO
BODYARMOR Flash I V 20oz	12	\$ 22.07	\$ 1.84	\$ 3.19	42.35%	\$3.19 or less	New Item
BODYARMOR Enh. Water 1-ltr	12	\$ 16.79	\$ 1.40	\$ 2.89	51.59%	2/\$5.50	
BODYARMOR Enh. Water 700ml	24	\$ 31.23	\$ 1.30	\$ 2.49	47.74%	\$2.49 or 2/\$4	
<b>Monster Energy</b>							
16oz and 15.5oz	24	\$38.71	\$ 1.61	\$3.49		\$3.49 or 2/\$5	
Monster 24/12oz Singles	24	\$34.57	\$ 1.44	\$2.79		2.79 or 3/\$6	
Monster 19.2oz	12	\$25.00	\$ 2.08	\$3.99		\$3.99	
16oz NOS / Full Throttle	24	\$38.71	\$ 1.61	\$3.49		\$3.49 or 2/\$5	
24oz & 18.6oz all brands	12	\$32.28	\$ 2.69	\$4.49		\$4.49	
Reign 16oz	12	\$19.35	\$ 1.61	\$3.49		\$3.49 or 2/\$5	
15oz Java Monster	12	\$24.02	\$ 2.00	\$3.59		\$3.59 or 2/\$6	
Reign Storm 12oz Singles	12	\$17.81	\$ 1.48	\$2.79		\$2.79 or 2/\$4.50	
BANG 16oz	12	\$19.35	\$ 1.61	\$3.49		\$3.49 or 2/\$5	



# January 2024



## Pepsi 20 oz CSD Products

Single **\$2.19** or 2/**\$3.75**

Invoice Cost \$28.84

**TTA Rebate \$2.00**

Dead Net \$26.84

Unit Cost \$1.11

Single Margin 49%

Blended Margin 45%



## Pepsi 20 oz Flavors

Single **\$1.89** or 2/**\$3.00**

Invoice Cost \$25.76

**TTA Rebate \$2.00**

Dead Net \$23.76

Unit Cost \$0.99

Single Margin 48%

Blended Margin 38%



## Pepsi Fast Twitch

Single **\$2.89** or 2/**\$4.00**

Invoice Cost \$22.00

**TTA Rebate \$3.00**

Dead Net \$19.00

Single Margin 45%

Blended Margin 25%

*\* Rebates are Strictly Based on Mandatory Promotions*



# January 2024 Pricing

Memphis, MS, AR & KNOX Members

## TTA Promotional Planner

January

### 2023 EDV Cost/Retail Planner

Package	Pack	PBG	Unit Cost	Retail	Margin	Comments
<b>CSD</b>						
12 Pack Cans	2	\$ 14.50	\$ 7.25	\$ 8.49	14.6%	
15 Pack Cans	2	\$ 14.50	\$ 7.25	\$ 8.49	14.6%	
10 Pack Minis	3	\$ 15.96	\$ 5.32	\$ 5.99	12.0%	
16oz. Can Singles	12	\$ 15.00	\$ 1.25	\$ 2.09	40.2%	
12oz Glass Bottles	24	\$ 20.00	\$ 0.83	\$ 1.39	40.0%	
20oz CSD Core	24	\$ 29.50	\$ 1.23	\$ 2.19	43.9%	\$2.29 / 2/\$4.00
20oz Flavors	24	\$ 25.76	\$ 1.07	\$ 1.89	43.2%	\$1.89 / 2/\$3.00
Kickstart	12	\$ 15.00	\$ 1.25	\$ 2.09	40.2%	
1 Liter CSD 15pk	15	\$ 27.00	\$ 1.80	\$ 2.99	39.8%	
1.25ltrs	12	\$ 16.80	\$ 1.40	\$ 1.99	29.6%	\$1.99 / 2/\$3.00
2 Liter	8	\$ 17.00	\$ 2.13	\$ 2.89	26.5%	\$2.89 / 2/\$5.00
<b>Hydration</b>						
20oz Aquafina	24	\$ 24.00	\$ 1.00	\$ 1.79	44.1%	
16oz Bubly Can	12	\$ 10.50	\$ 0.88	\$ 1.49	41.3%	
1 Liter Aquafina	15	\$ 22.50	\$ 1.50	\$ 2.69	44.2%	
16.9oz 24-Pack Aquafina	1	\$ 7.90	\$ 7.90	\$ 8.99	12.1%	
20 oz Life WTR	24	\$ 32.80	\$ 1.37	\$ 2.29	40.3%	
Life Water & Propel 700 mL	12	\$ 17.00	\$ 1.42	\$ 2.39	40.7%	
Life Water & Propel 1 Liter	12	\$ 21.10	\$ 1.76	\$ 2.99	41.2%	
20 oz Propel	12	\$ 16.00	\$ 1.33	\$ 2.29	41.8%	
20oz Gatorlyte	12	\$ 24.40	\$ 2.03	\$ 3.29	38.2%	
<b>Tea</b>						
18.5 oz Lipton Pure Leaf SS	12	\$ 20.00	\$ 1.67	\$ 2.59	42.0%	
20oz Lipton Brisk	24	\$ 25.76	\$ 1.07	\$ 1.89	43.2%	\$1.89 / 2/\$3.00
64oz Lipton Pure Leaf and LIT	8	\$ 15.10	\$ 1.89	\$ 2.50	24.0%	2/\$5.00
1L Lipton Brisk	15	\$ 15.00	\$ 1.00	\$ 1.69	40.8%	
<b>Juice</b>						
15.2oz Ounce Ocean Spray	12	\$ 20.00	\$ 1.67	\$ 2.69	38.0%	
10.1oz Fruit Shoot	24	\$ 17.68	\$ 0.74	\$ 1.29	42.9%	
16.9oz Twister	12	\$ 11.00	\$ 0.92	\$ 1.59	42.3%	
20oz Dole Juice	24	\$ 25.76	\$ 1.07	\$ 1.89	43.2%	\$1.89 / 2/\$3.00
12oz Tropicana Pure Premium	12	\$ 20.50	\$ 1.71	\$ 2.89	40.9%	
15.2oz Naked Juice	8	\$ 27.12	\$ 3.39	\$ 5.09	33.4%	
32oz Tropicana	12	\$ 28.10	\$ 2.34	\$ 3.89	39.8%	
52oz Tropicana Pure Premium	6	\$ 25.40	\$ 4.23	\$ 5.99	29.3%	





# January 2024 Pricing

Memphis, MS, AR & KNOX Members

Coffee/Nutrition						
13.7oz Frappuccino	12	\$ 33.00	\$ 2.75	\$ 4.49	38.8%	
6.5 oz Starbucks Doubleshot 12pk	12	\$ 24.00	\$ 2.00	\$ 3.19	37.3%	
11 oz Starbucks Cold and Crafted	12	\$ 33.00	\$ 2.75	\$ 4.49	38.8%	
11 oz Starbucks Cold Brew	12	\$ 32.00	\$ 2.67	\$ 4.39	39.3%	
15 oz StarbucksDS + Energy, TripleShot	12	\$ 33.00	\$ 2.75	\$ 4.39	37.4%	
14 oz Starbucks Latte	12	\$ 21.60	\$ 1.80	\$ 2.99	39.8%	
9.6oz Starbucks Nitro Cold Brew	12	\$ 30.00	\$ 2.50	\$ 4.09	38.9%	
Muscle Milk 12, 14, or 16 oz x Pro	12	\$ 30.00	\$ 2.50	\$ 3.99	37.3%	
Muscle Milk 14 oz Pro 40	12	\$ 36.00	\$ 3.00	\$ 4.59	34.6%	
Evolve	12	\$ 27.25	\$ 2.27	\$ 3.99	43.1%	
16.9oz Gatorade Protein	12	\$ 19.45	\$ 1.62	\$ 2.59	37.4%	
Energy						
16oz Amp Energy	12	\$ 20.50	\$ 1.71	\$ 2.89	40.9%	\$2.89 / 2/\$3.75
12oz Celsuis	12	\$ 18.50	\$ 1.54	\$ 2.89	46.7%	\$2.89 / 2/\$4.00
15/16oz Rock Star Energy	24	\$ 41.00	\$ 1.71	\$ 2.89	40.9%	\$2.89 / 2/\$3.75
16oz Rockstar	12	\$ 20.50	\$ 1.71	\$ 2.89	40.9%	\$2.89 / 2/\$3.75
12oz Fast Twitch	12	\$ 22.00	\$ 1.83	\$ 2.89	45.6%	\$2.89 / 2/\$4.00
16oz MTN Dew Rise	12	\$ 20.50	\$ 1.71	\$ 2.89	40.9%	\$2.89 / 2/\$3.75
Isotonics						
Gatorade 20oz SS	24	\$ 29.00	\$ 1.21	\$ 2.19	44.8%	
Gatorade 24oz SS	24	\$ 40.00	\$ 1.67	\$ 2.79	40.3%	
Gatorade 28oz SS	15	\$ 26.00	\$ 1.73	\$ 2.99	42.0%	\$2.99
Gatorade Protein and Fuel Bars	12	\$ 17.65	\$ 1.47	\$ 2.29	35.8%	
January						
Package	Pack	PBG	Unit Cost	Retail	Margin	Retail Not to Exceed
16oz Rockstar	12	\$ 20.50	\$ 1.71	\$ 2.89	40.9%	\$2.89 / 2/\$3.75
1 Liter Brisk	15	\$ 17.00	\$ 1.13	\$ 1.59	28.7%	
16.9oz Twister	12	\$ 12.00	\$ 1.00	\$ 1.69	40.8%	
28oz Gatorade	15	\$ 26.00	\$ 1.73	\$ 2.99	42.0%	\$2.99
20oz Flavors and 20oz LIT	24	\$ 25.76	\$ 1.07	\$ 1.89	43.2%	\$1.89 / 2/\$3.00



FOOD FANATICS ⊕



EASY ORDERING ⊕



SCOOP ⊕

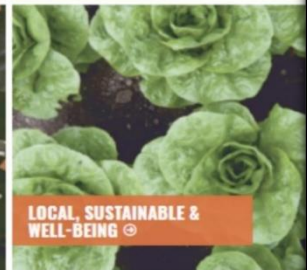


TALK SHOP LIVE ⊕

**US.**  
**FOODS™**



CHEF'STORE ⊕



LOCAL, SUSTAINABLE & WELL-BEING ⊕

Up to **3%** TTA Rebate

**\$ 1500** new account sign up bonus

**Additional Yearly Incentive**

MIN YEARLY SALES	MAX YEARLY SALES	YEARLY %
60,000.00	84,999.99	0.50
85,000.00	114,999.99	1.00
115,000.00	99,999,999.99	1.50





# Monster 2024 Pricing

Package Size	Packages	Case Pack	Frontline Case Cost	Non Promo ted Retail	Promo Discount	CMA Discount	Invoice Case Cost (No CMA)	Unit Cost (No CMA)	Dead Net Case Cost (W/ CMA)	Dead Net Unit Cost (W/ CMA)	Period 1 Jan-Feb	Period 2 March-April
16oz/15.5oz	Monster ; Ultra ; Rehab ; Reserve Sinales	24	\$ 41.04	\$ 3.39	\$ 2.82	\$ 2.00	\$ 38.22	\$ 1.59	\$ 36.22	\$ 1.51	\$3.39 & 2/\$5.00	
16oz/15.5oz	Monster 4pk	6	\$ 41.04	\$ 8.49	\$ 1.39	\$ 2.00	\$ 39.65	\$ 6.61	\$ 37.65	\$ 6.28	\$8.49	
24oz/18.6oz	Monster ; Import ; Ubermonster Singles	12	\$ 30.12	\$ 4.19	\$ -	\$ 1.00	\$ 30.12	\$ 2.51	\$ 29.12	\$ 2.43	\$4.19	
24oz/18.6oz	Monster ; Import ; Ubermonster Singles	12	\$ 32.28	\$ 4.49	\$ -	\$ 1.00	\$ 32.28	\$ 2.69	\$ 31.28	\$ 2.61		\$4.49
18.6oz/19.2oz	Monster ; Rehab Singles	12	\$ 25.00	\$ 3.69	\$ -	\$ 1.00	\$ 25.00	\$ 2.08	\$ 24.00	\$ 2.00	\$3.69	
16oz	Reign Singles	12	\$ 20.52	\$ 3.29	\$ 0.79	\$ 1.00	\$ 19.73	\$ 1.64	\$ 18.73	\$ 1.56	\$3.29 & 2/\$5.00	
12oz	Reign Storm Singles	12	\$ 19.20	\$ 2.89	\$ 1.39	\$ 1.00	\$ 17.81	\$ 1.48	\$ 16.81	\$ 1.40	\$2.89 & 2/\$4.50	
15oz/13.5oz	Java Monster ; Java Nitro Singles	12	\$ 24.60	\$ 3.39	\$ 1.22	\$ 1.00	\$ 23.38	\$ 1.95	\$ 22.38	\$ 1.87	\$3.39 & 2/\$6.00	
12oz	Monster 12oz Singles	24	\$ 35.28	\$ 2.79	\$ 1.80	\$ 2.00	\$ 33.48	\$ 1.40	\$ 31.48	\$ 1.31	\$2.79 & 3/\$6.00	
16oz	NOS/FT Singles	24	\$ 41.04	\$ 3.29	\$ 2.82	\$ 2.00	\$ 38.22	\$ 1.59	\$ 36.22	\$ 1.51		\$3.29 & 2/\$5.00
24oz//18.6oz	NOS Singles	12	\$ 30.12	\$ 4.19	\$ -	\$ 1.00	\$ 30.12	\$ 2.51	\$ 29.12	\$ 2.43	\$4.19	
24oz//18.6oz	NOS Singles	12	32.28	\$ 4.49	\$ -	\$ 1.00	\$ 32.28	\$ 2.69	\$ 31.28	\$ 2.61		\$4.49
24oz//18.6oz	NOS Singles	12	32.28	\$ 4.49	\$ -	\$ 1.00	\$ 32.28	\$ 2.69	\$ 31.28	\$ 2.61		\$4.49

*\$1.00 Rebate on All 12 Pack Cases*

\*Participating Store Only



# MONSTER DEAL

Mandatory Promotion

MONSTER ENERGY

16/15.5oz. CANS



Cost (On invoice)	\$38.22
TTA Rebate \$	2.00
Dead Net \$	36.22

BUY MORE SAVE MORE

2/\$5.00



# MONSTER ENERGY

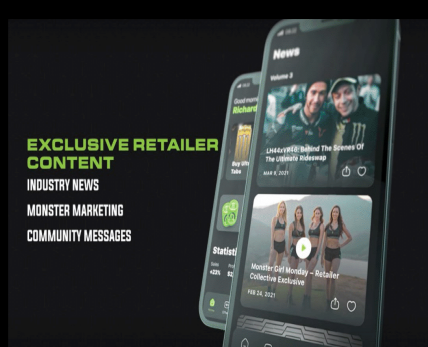


# MONSTER ENERGY



JOIN US AND GAIN ACCESS TO:

THE MOBILE APP JUST FOR INDEPENDENT RETAILERS



RETAILER REWARDS PROGRAM



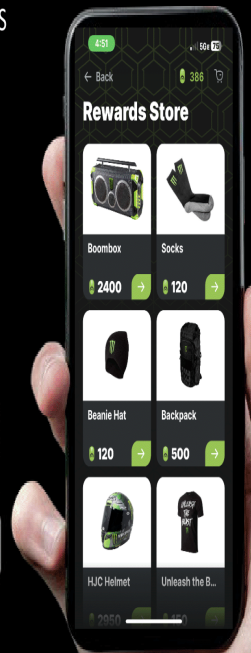
EXCLUSIVE OFFERS & SWEEPSTAKES



LOCAL MARKET SALES TRENDS & DATA



NEWS, CONTENT, + MORE



SCAN HERE TO JOIN



MORE INFO EMAIL

Collective.Support@MonsterEnergy.com





# Red Bull



MANDATORY elements for below discounts:

EDLP Pricing on 2 can deals for the full year

Both Singles and 2 Can EDLP Pricing Must Be Displayed

8.4 oz Singles Suggest Retail Price of 2 for \$5.00

12 oz Singles Suggested Retail Price of 2 for \$6.00

Singles - \$0.20 Flexibility from Suggested Pricing

8.4 oz Single Can \$2.69

12 oz Single Can \$3.59

16 oz Single Can \$4.39

20 oz Single Can \$5.39

Additional Funding \$0.25 if you participate in FDC

	8 oz EDLP Pricing				
	4 Shelves	5 Shelves	6 Shelves	7 Shelves	8 Shelves
Case Cost	\$42.50	\$42.50	\$42.50	\$42.50	\$42.50
Discount	\$1.75	\$1.75	\$1.75	\$1.75	\$1.75
Shelf Discount	\$1.00	\$2.25	\$2.50	\$2.75	\$3.00
Cold Cashier Discount	\$2.25	\$2.25	\$2.25	\$2.25	\$2.25
Total On Invoice Discount	\$5.00	\$6.25	\$6.50	\$6.75	\$7.00
Case Cost After Funding	\$37.50	\$36.25	\$36.00	\$35.75	\$35.50
TTA Rebate	\$0.00	\$1.30	\$1.40	\$1.50	\$1.60
Total Discount	\$5.00	\$7.55	\$7.90	\$8.25	\$8.60

	12 oz EDLP Pricing				
	4 Shelves	5 Shelves	6 Shelves	7 Shelves	8 Shelves
Case Cost	\$55.50	\$55.50	\$55.50	\$55.50	\$55.50
Discount	\$2.05	\$2.05	\$2.05	\$2.05	\$2.05
Shelf Discount	\$1.00	\$2.25	\$2.50	\$2.75	\$3.00
Cold Cashier Discount	\$2.25	\$2.25	\$2.25	\$2.25	\$2.25
Total On Invoice Discount	\$5.30	\$6.55	\$6.80	\$7.05	\$7.30
Case Cost After Funding	\$50.20	\$48.95	\$48.70	\$48.45	\$48.20
TTA Rebate	\$0.00	\$1.30	\$1.40	\$1.50	\$1.60
Total Discount	\$5.30	\$7.85	\$8.20	\$8.55	\$8.90

Beginning November 1, 2023



**TTA Rebate  
2.75% on  
Overall Sales**

**FritoLay**  
*Good fun!*

The background is a bright yellow sunburst pattern. The FritoLay logo is centered, with the tagline "Good fun!" written in a red, cursive font below it.





# CLEARLY CANADIAN.

A stylized red outline of a bottle with a red maple leaf at the bottom.

**Dead  
Net  
\$21.00**

Invoice Cost \$23.35  
TTA Rebate : \$2.35

**Suggested Retail \$2.99**

**Margin 41%**

**Unit Cost: \$1.75**

**Requirement: Carry 4 facings**







**FOR SHELBY COUNTY STORES ONLY**

ItemName	PackUPC	CURRENT PRICE	Net price	NEW PRICE	INCREASE DECREASE	Packs Per Case	UNIT PRICE
FIJI 12/1.5 LITER LS	632565000036	\$29.60	\$29.60	\$30.50	\$0.90	12	\$2.47
FIJI MULTI PACK 6/6/330 ML	632565000623	\$26.00	\$26.00	\$30.00	\$4.00	6	\$4.33
FIJI WATER 1/12/1 LTR	632565000029	\$27.00	\$27.00	\$28.00	\$1.00	12	\$2.25
FIJI WATER 1/12/700 ML LOOSE	632565000654	\$24.50	\$24.50	\$26.50	\$2.00	12	\$2.04
FIJI WATER 1/24/.5 LTR LOOSE	632565000012	\$30.08	\$30.08	\$32.00	\$1.92	24	\$1.25
FIJI WATER 2/6/1 LITER	632565000104	\$27.00	\$27.00	\$28.00	\$1.00	2	\$13.50
FIJI WATER 4/6/0.5 LTR	632565000098	\$30.08	\$30.08	\$32.00	\$1.92	4	\$7.52

**REQUIREMENT:**

**Must carry 4 SKU's of Fiji Water in the cold vault.**

**TTA**

**Rebate**

**\$2**

**on all Fiji cases**



**Distributed through Ajax**



**TTA REBATE @ \$1.50 PER CASE FOR EVERY  
ESSENTIA WATER SOLD**

Must have a minimum of 6 facings total  
(20 oz, 700 ml and 1 Liter)

Available through Eagle Distributing





**Ghost Energy Drink &  
Single \$2.99 or 2/\$5.00**

**Invoice Cost \$20.50**  
**TTA Rebate \$ 1.50**  
**Dead Net \$19.00**  
**Unit Cost \$ 1.58**  
**Single Margin 47%**  
**Blended Margin 41%**





Invoice Cost	\$18.25
TTA Rebate	\$2.00
<b>Dead Net</b>	<b>\$16.25</b>

**MANDATORY PROMOTION 2/\$4.75**



**Distributed via Eagle for Memphis stores**

# AmeriGas

## PRICE INCREASE

Effective September 2022

Exchange \$17.95

TTA Rebate: \$2:00

Dead Net \$15.95

Buyout \$56.90

TTA Rebate: \$2:00

Dead Net: \$54.90



Contact: Chelsea Dorf

Phone – (888) 528-9475 Ext.13125

[Chelsea.Dorf@amerigas.com](mailto:Chelsea.Dorf@amerigas.com)

**BLUE RIVER  
PROPANE**

**NEW  
VENDOR**

Exchange \$16.50

TTA Rebate: \$1.50

Dead Net \$15.00

Sold Price \$55.00

TTA Rebate: \$ 2:00

Dead Net: \$53.00

**PICK UP  
PROPANE**

Contact: Kim or Tony  
Phone 662-557-6092



**FARMER OWNED**

# Prairie Farms<sup>®</sup>

Milk some extra profit with these rebates!

5% rebate on all Prairie Farms products



15% Rebate on all turner ice cream products

**SIGN-IN BONUS OF \$275 for NEW ACCOUNTS ONLY**

# January Mandatory Promotion

**Coca-Cola**



20oz

**2 for \$4**

or single at regular price  
20oz Coca-Cola Products

**Coca-Cola**



24oz

**\$1.49**

or single at regular price  
24oz Coca-Cola Cherry

**Coca-Cola**



24oz

**2 for \$4.50**

or single at regular price  
24oz Coca-Cola Products

invigorate every day with the  
**purified taste**  
of the world's most  
delicious water



**DASANI** 24

**\$6.99**

Dasani 24pk 500mL

**MORE THAN A  
SPORTS DRINK**

ELECTROLYTES ANTIOXIDANTS  
NO ARTIFICIAL  
SWEETENERS, FLAVORS OR COLORS



**2 for \$4.50**

or single at regular price  
BODYARMOR 28oz

new taste,  
mind blowing  
delicious



vitaminwater

**2 for \$4**

or single at regular price  
vitaminwater 20oz

**50%  
MORE  
ELECTROLYTES\***

VS GATORADE  
THIRST QUENCHER



28oz

**2 for \$4.25**

or single at regular price  
28oz Powerade

**Coca-Cola**



16oz

**2 for \$2.50**

or single at regular price  
16oz Coca-Cola Products

**JAVA MONSTER**  
Full, Chilled

**2 FOR \$6.00**



or single at regular price  
12oz Java Monster Coffee

**NEW BOTTLE  
GREAT PRICE**



12.9oz

**2 for \$3**


or single at regular price  
12.9oz Coca-Cola Discovery Bottle

**More Magic  
To Love**



**2 for \$6**

Coca-Cola 12oz 6-Pack Cans  
or single at regular price



**2 for \$3**

or single at regular price  
20oz Minute Maid

**MONSTER ENERGY**  
16/15.5oz. CANS



**BUY MORE SAVE MORE**

**2/\$5.00**

**NSA**



**GEAR UP**

or single at regular price  
**2 FOR \$5**

**REIGN**



16oz. REIGN  
TOTAL BODY FUEL CANS

**2/\$5.00**

PLUS TAX & CRV/DEPOSIT WHERE APPLICABLE



# January 2024 Mandatory Promotion

**ZERO**  
NEVER TASTED  
SO GOOD

2 FOR  
**\$3.75**  
plus tax & deposit where applicable

PEPSI-COLA, PEPSI, THE PEPSI-GLOBE, AND MOUNTAIN DEW ARE REGISTERED TRADEMARKS OF PEPSICO, INC. 2400001

Pepsi 20  
oz Flavors  
2/\$3.00

REAL SUGAR  
**SIERRA MIST**  
LIMON LIME FLAVOR WITH OTHER NATURAL FLAVORS

**Crush**  
Orange

**FAST TWITCH**  
A NEW  
ENERGY  
DRINK  
FROM  
G

**FAST TWITCH** | **NFL**  
OFFICIAL PARTNER OF THE AFC

**FAST TWITCH** ENERGY DRINK  
COOL BLUE

**FAST TWITCH** ENERGY DRINK  
STRAWBERRY WATERMELON

**FAST TWITCH** ENERGY DRINK  
LEMON THAIS

200mg CAFFEINE  
ELECTROLYTES  
ZERO SUGAR

2 FOR  
**\$4.00**





# January Outdoor Promotion

**More Magic  
To Love**



**2 for \$6**

**Coca-Cola 12oz 6-Pack Cans**  
or single at regular price

# December Expired Outdoor Promotion



More Magic  
To Love



**2 for \$7**

Coca-Cola 12oz 6-Pack Cans  
or single at regular price

This promotional sign for Coca-Cola features a red background with the text "More Magic To Love" at the top. Below the text is a photograph of six red 12oz Coca-Cola cans. The bottom section of the sign has a white background with the offer "2 for \$7" in large, bold black letters. Underneath, it specifies "Coca-Cola 12oz 6-Pack Cans" and "or single at regular price". The entire sign is crossed out with a large cyan 'X'.



**KURT  
BUSCH**



**MONSTER ENERGY**  
16/15.5oz. CANS

**2/\$5<sup>00</sup>**

\*TAX AND DEPOSIT/CRV WHERE APPLICABLE.  
SINGLE CAN PURCHASE AT REGULAR RETAIL PRICE.



MONSTERENERGY.COM

This promotional sign for Monster Energy features a black background with a checkered pattern. On the left, the name "KURT BUSCH" is written in large, stylized letters. In the center is a photograph of Kurt Busch wearing a black racing suit with the Monster Energy logo. On the right, the text "MONSTER ENERGY 16/15.5oz. CANS" is displayed above the offer "2/\$5<sup>00</sup>". Below the offer is a small disclaimer: "\*TAX AND DEPOSIT/CRV WHERE APPLICABLE. SINGLE CAN PURCHASE AT REGULAR RETAIL PRICE." At the bottom right, two cans of Monster Energy are shown: one regular and one Zero Ultra. The website "MONSTERENERGY.COM" is at the bottom left. The entire sign is crossed out with a large cyan 'X'.

# December Expired Outdoor Promotion

*Coca-Cola* | Real Magic™



**2 for \$3<sup>75</sup>**

or single at regular price  
20oz Coca-Cola Products

*Coca-Cola* | Real Magic™



**2 for \$4<sup>25</sup>**

or single at regular price  
24oz Coca-Cola Products



**NEW!**

**2 for \$3**

Coca-Cola 16oz Cans &  
NEW 12.9oz Discovery Bottles

**MORE THAN A SPORTS DRINK**

FORMULATED WITH ELECTROLYTES | ANTIOXIDANTS  
NO ARTIFICIAL SWEETENERS, FLAVORS OR DYES



**2 for \$5.50**

or single at regular price  
BODYARMOR 28oz

**50% MORE ELECTROLYTES\* VS THE LEADING SPORTS DRINK**



**2 for \$4**

28oz Powerade



**NEW DRIP. SAME SIP.**

**\$1.49**

24oz Sprite Products

**More Magic To Love**



**2 for \$7**

Coca-Cola 12oz 6-Pack Cans  
or single at regular price

**bang ENERGY**



**2 for \$5.00**

**FUEL YOUR DESTINY!**





Make it an  
**EVENT**

to remember!

*Weddings, Receptions, Special /Corporate  
Events*

**TTA EVENT CENTER**

3220 Players Club Pkwy, Memphis TN – 38125

Call 901-850-8788 to schedule a tour