MSBA Insider Memphis, MS, AR & Knoxville January 2025



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

Subscribe to our text messaging service Text: 901-599-7776

TTA VENDOR LIST

<u>Blue River Propane</u> 833-681-1573

Ajax Distributing

Patrick Turner 931-249-1475

<u>ATM Link</u> Call TTA Office 901-850-8788

Eagle Distribution

Clay Clarkson 901-208-6328 <u>Coca-Cola – Memphis</u> Lonnie Coleman

901-508-5071

Community Coffee

Myron Miles 901-484-7159

<u>Caravan Packaging</u> Andy Bates 901-452-5681

<u>Turner Ice-cream</u> Jaydee Clifton 901-355-7436

Pepsi

US Foods

Raymond Evangelisti

901-864-4652

Scott Hutson

386-527-5074

<u>Frito Lay</u> Rob Girmscheid 813-777-0092

<u>Waste Connections Inc</u>. Veronica Karter

901-331-7763

<u>Red Bull</u> Amanda Sanders 501-681-9067 <u>ICW</u> Frankie Skrocki 901-302-0736

<u>Monster</u> Jim Hahn 205-616-9141 World Pay - CR

<u>Processor</u> Ilene Howard <u>513-680-6750</u>

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



Memphis, MS, AR & KNOX Members



Coca-Cola 20 oz Products Single \$2.59 and 2/\$4.50

Invoice Cost \$34.97 **TTA Rebate \$3.25** Dead Net \$31.72 **Unit Cost \$1.32** Single Margin 49% Blended Margin 46%



January 2025

Coca-Cola 24 oz CSD Products Single \$2.79 and 2/\$4.75 Invoice Cost \$38.29 TTA Rebate \$2.00 Dead Net \$36.29 Unit Cost \$1.51 Single Margin 46% Blended Margin 42%



Coke Zero 24 oz Single \$1.79 Invoice Cost \$ 28.11 TTA Rebate \$2.00 Dead Net \$26.11 Unit Cost \$1.08 Margin 40%



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



Dasani 1ltr Single \$2.69 and 2/\$4.00 Invoice Cost:\$18.83 TTA Rebate \$4.25 Dead Net \$14.58 Unit Cost \$1.21 Single Margin: 55% Blended Margin: 44%



Powerade 28oz Single 2.79 and 2/\$4.50 Invoice Cost \$25.35 TTA Rebate \$3.85 Dead Net \$21.50 Unit Cost \$1.43 Single Margin 49% Blended Margin 42%

NCB Rebate \$1.00

<u>Including</u>:

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

Memphis, MS, AR & KNOX Members

January 202





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 \$4.29 and 2/\$6.50 Invoice Cost:\$12.27 TTA Rebate \$1.00 Dead Net \$11.27 Unit Cost \$2.81 Single Margin: 35% Blended Margi: 17%



Coke 15 pack Single \$9.49 Invoice Cost:\$16.13 TTA Rebate \$1.00 Dead Net 15.13 Unit Cost \$7.56 Single Margin 20%



Coke SSD 16 oz Single \$1.99 and 2/\$3.00 Invoice Cost:\$28.33 TTA Rebate \$2.25 Dead Net \$26.08 Unit Cost \$1.08 Single Margin: 46% Blended Margin: 35%



Minute Maid / Fanta 20 oz Single \$2.09 and 2/\$3.50 Invoice Cost:\$27.56 TTA Rebate \$3.00 Dead Net \$24.56 Unit Cost \$1.02

Single Margin: 51%

Blended Margin: 46%



Body Armor 28oz and Body Armor Edge 28oz Single \$3.69 and 2/\$6.00 Invoice Cost \$22.84 TTA Rebate \$1.50 Dead Net \$ 21.34 Unit Cost \$1.78 Single Margin 52% Blended Margin 46%

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



NATA-TTA All Markets	Timing: January 1 2025 thru March 31, 2025										
Package	Units		IMMEDIA Net	ATE CONSUMPTIC Units Cost			letail	Margin	PROMO		
SSD 20oz Core	24	\$	34.97	\$	1.46	\$	2.69	45.83%	\$2.59 or 2/\$4.50		
20oz FANTA FLAVORS	24	\$	27.56	\$	1.15	\$	2.09	45.06%	\$2.09 or 2/\$3.50		
SSD 24oz	24	\$	38.29	\$	1.60	\$	2.89	44.80%	\$2.79 or 2/\$4.75		
SSD 24oz Coke Zero	24	\$	28.11	\$	1.17	\$	1.79	34.57%	Requires \$1.79 Retail	PROMO	
SSD 16oz Can	24	\$	28.33	\$	1.18	\$	1.99	40.68%	\$1.99 or 2/\$3.00		
SSD 12.9oz Bottles	24	\$	27.52	\$	1.15	\$	1.89	39.33%	2/\$3.00		
SSD 355ml	24	\$	41.96	\$	1.75	\$	2.69	35.01%			
8oz Glass Singles	24	\$	31.24	\$	1.30	\$	1.99	34.59%			
FUTURE CONSUMPTION											
SSD 15pk Cans	2	\$	16.13	\$	8.07	\$	9.49	15.02%	Requires \$9.49 retail		
SSD 12pk Cans	2	\$	16.13	\$	8.07	\$	9.49	15.02%	Requires \$9.49 retail	NON-15pk	Markets
SSD 12oz 6PK Cans	4	\$	12.27	\$	3.07	\$	4.29	28.50%	2/\$6.50	PROMO	
SSD 2-Liters	8	\$	20.51	\$	2.56	\$	3.29	22.07%	\$3.29 or 2/\$5.50		
2-Liter FANTA FLAVORS & MINUTE MAID	8	\$	15.80	\$	1.98	\$	2.49	20.68%	2/\$4.00		
STILL											
Dasani .5L 24pk	1	\$	6.15	\$	6.15	\$	6.99	12.02%	\$6.99 PROMO		
Dasani 1L	12		18.83	\$	1.57	\$	2.69	41.67%	2/\$4.00		
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	\$	34.98	\$	1.46	\$	2.49	41.47%	\$2.49		
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	\$	28.21	\$	2.35	\$	3.89	39.57%	\$3.89 or less		
Smartwater 1Ltr	12	\$	22.49	\$	1.87	\$	3.39	44.71%	\$3.39 or less		
Minute Maid Refresh 20oz	24	\$	27.56	\$	1.15	\$	2.09	45.06%	\$2.09 or 2/\$3.50		
MM Aquas Frescas 20oz	24	\$	27.56	\$	1.15	\$	2.09	45.06%	\$2.09 or 2/\$3.50	New Item	
MMJTG Juice 12oz	24	\$	37.30	\$	1.55	\$	2.59	39.99%	\$2.59		

BOTTLING CO.

CONSOLIDATED

Tum-E-Yummie 10.1oz	12	\$ 13.46	\$	1.12	\$	1.89	40.65%	1.89 or less	
Power-ade Power Water 20oz	12	\$ 14.18	\$	1.18	\$	1.99	40.62%		
Powerade 28oz	15	\$ 25.36	\$	1.69	\$	2.79	39.40%	2/\$4.50	
Gold Peak 18.5oz	12	\$ 20.09	\$	1.51	\$	2.79	45.88%	\$2.79	
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	\$ 35.91	\$	2.99	\$	4.99	40.03%	\$4.99	
Core Power ELITE	12	\$ 43.12	\$	3.59	\$	5.99	40.01%	\$5.99	
Vitaminwater 20oz - 12pk	12	\$ 19.18	\$	1.60	\$	2.89	44.69%	\$2.89 or 2/\$4.50	PROMO
Fairlife - Milk	12	\$ 23.49	\$	1.96	\$	3.29	40.50%	\$3.29	
Dunkin Donuts	12	\$ 30.92	\$	2.58	\$	4.19	38.50%	Requires \$4.19 or less	
BODYARMOR 28oz Sport	12	\$ 22.84	\$	1.90	\$	3.69	48.42%	2/\$6.00	EDV
BODYARMOR 16oz Sport	12	\$ 18.51	\$	1.54	\$	2.79	44.71%	\$2.79 or less	
BODYARMOR 28oz EDGE	12	\$ 22.84	\$	1.90	\$	3.69	48.42%	2/\$6.00	EDV
BODYARMOR Flash I V 20oz	12	\$ 22.84	\$	1.90	\$	3.69	48.42%	2/\$6.00	
BODYARMOR Enh. Water 1-ltr	12	\$ 17.82	\$	1.49	\$	3.09	51.94%	2/\$5.75	
BODYARMOR Enh. Water 700ml	24	\$ 32.69	\$	1.36	\$	2.59	47.41%	\$2.59 or 2/\$4.25	
		Торо	Chic	o Wat	ter				
Topo Chico 12oz Cans - Sanbo	24	\$27.22	\$	1.13	\$	1.89	39.99%	New Item	
Topo Chico 12oz Glass	24	\$35.85	\$	1.49	\$	2.49	40.01%	New Item	
Topc Chico 15.5oz PET	24	\$35.85	\$	1.49	\$	2.49	40.01%	New Item	
		Mon	ister	Energy	1				
16oz and 15.5oz	24	\$41.61	\$	1.73	\$	3.59		\$3.59 or 2/\$5.50	
Monster 24/12oz Singles	24	\$34.90	\$	1.45	-	2.99		2.99 or 2/\$4.75	
Monster 19.2oz	12	\$25.92	\$	2.16	\$	3.99		\$3.99	
16oz NOS / Full Throttle	24	\$41.61	\$	1.73	\$	3.59		\$3.59 or 2/\$5.50	
24oz & 18.6oz all brands	12	\$33.00	\$	2.75	\$4	4.49		\$4.49	
Reign 16oz	12	\$19.35	\$	1.61	\$	3.49		\$3.49 or 2/\$5	
15oz Java Monster	12	\$24.53	\$	2.04	\$	3.89		\$3.89 or 2/\$6.50	
Reign Storm 12oz Singles	12	\$17.81	\$	1.48	\$2	2.79		\$2.79 or 2/\$4.50	
BANG 16oz	12	\$19.35	\$	1.61	\$	3.49		\$3.49 or 2/\$5	



January 2025



Pepsi 20 oz CSD Products Single \$2.29 or 2/\$4.00

Invoice Cost \$30.50 **TTA Rebate \$2.00** Dead Net \$28.50 Unit Cost \$1.18 Single Margin 48% Blended Margin 48%



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%



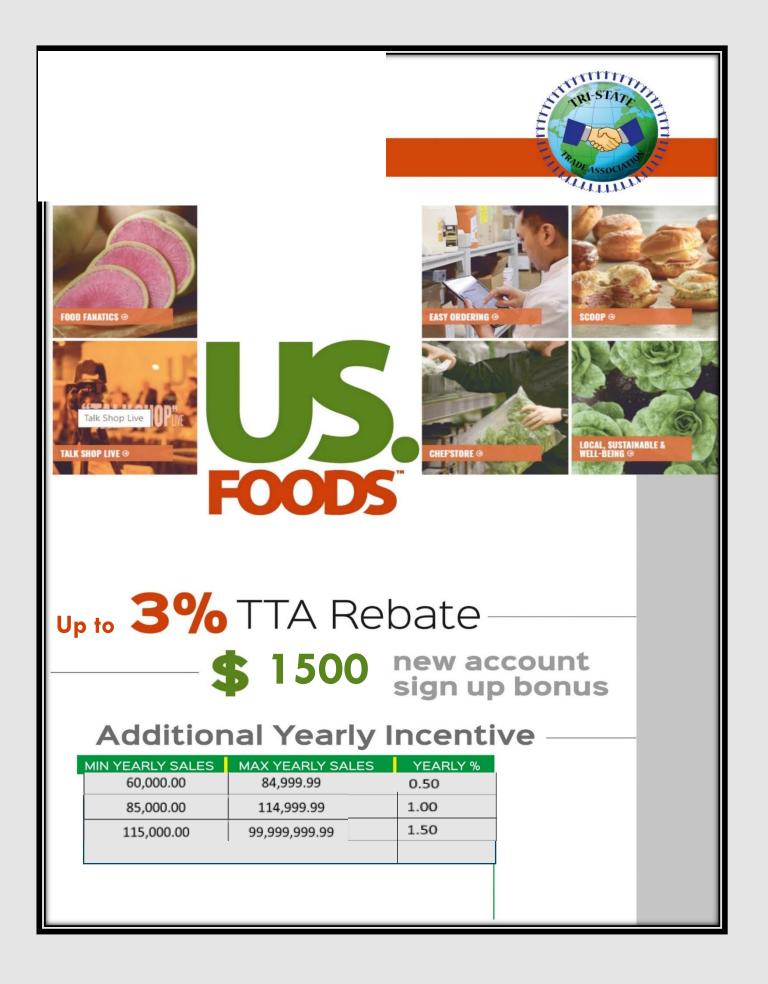
January 2025

Memphis, MS, AR & KNOX Members

January, February & March Pricing Planner							
2025 EDV Cost/Retail Planner							
Package	Pack	PBG	ABA Cost	Unit Cost	Retail* See Below	Margin* See Below	
12 Pack Cans	2	\$ 15.95	\$ 15.95	\$ 7.98	\$9.99	20.2%	
15 Pack Cans	2	\$ 15.95	\$ 15.95	\$ 7.98	\$9.99	20.2%	
0 Pack Mini 7.5oz	3	\$ 15.96	\$ 13.96	\$ 4.65	\$5.99	17.0%	
6oz. Can Singles	12	\$ 16.25	\$ 16.25	\$ 1.35	\$2.19	40.0%	
2oz Glass Bottles	24	\$ 20.00	\$ 20.00	\$ 0.83	\$1.49	44.1%	
0oz CSD SS-All Pepsi and Dew Flavors	24	\$ 35.85	\$ 35.85	\$ 1.49	\$2.49	40.0%	
0oz CSD Starry Regular & Zero	24	\$ 14.25	\$ 14.25	\$ 0.59	\$0.99	48.0%	
0 oz Crush, Mug, Lipton & Dole	24	\$ 25.95	\$ 25.95	\$ 1.08	\$1.75	47%-Blended	
2/16oz Kickstart	12	\$ 16.25	\$ 16.25	\$ 1.35	\$2.19	40.0%	
Liter CSD 15pk	15	\$ 28.75	\$ 28.75	\$ 1.92	\$2.99	35.9%	
.25ltr	12	\$ 16.80	\$ 16.80	\$ 1.40	\$1.99	30.0%	
Liter	8	\$ 19.75	\$ 19.75	\$ 2.47	\$3.29	25.0%	
			Wate	r			
0oz Aquafina	24	\$ 22.70	\$ 22.00	\$ 0.92	\$1.89	54.0%	
Liter Aquafina	15	\$ 17.95	\$ 17.95	\$ 1.20	\$2.39	49.9%	
5.9oz 24-Pack Aquafina	1	\$ 7.95	\$ 7.95	\$ 7.95	\$9.49	16.2%	
Doz Life WTR	24	\$ 27.55	\$ 27.55	\$ 1.15	\$2.29	49.9%	
00ml Life WTR	12	\$ 17.95	\$ 17.95	\$ 1.50	\$2.49	40.0%	
Liter Life WTR	12	\$ 21.55	\$ 21.55	\$ 1.80	\$2.99	40.0%	
iter Propel	12	\$ 21.55	\$ 21.55	\$ 1.80	\$2.99	40.0%	
opel 20oz	12	\$ 16.45	\$ 16.45	\$ 1.37	\$2.29	40.1%	
oz Bubly	12	\$ 12.85	\$ 12.85	\$ 1.07	\$1.79	40.2%	
oz Gatorlyte	12	\$ 25.85	\$ 25.85	\$ 2.15	\$3.59	40.0%	
					•	•	
)oz Lipton SS (X Brisk)	24	\$ 25.95	\$ 25.95	\$ 1.08	\$1.75	47%-Blended	
4oz Lipton Pure Leaf	8	\$ 15.50	\$ 15.50	\$ 1.94	\$2.50	25.0%	
8.5 oz Lipton Pure Leaf SS	12	\$ 18.65	\$ 18.65	\$ 1.55	\$2.59	40.0%	
Lipton Brisk	15	\$ 11.65	\$ 11.65	\$ 0.78	\$1.29	40.0%	
			Juice		•		
5.2oz Ounce Ocean Spray/Dole	12	\$ 22.30	\$ 22.30	\$ 1.86	\$3.19	41.7%	
0oz Dole	24	\$ 25.00	\$ 25.00	\$ 1.04	\$1.99	45%-Blended	
0.1oz Fruit Shoot	24	\$ 17.50	\$ 17.50	\$ 0.73	\$1.39	47.5%	
6.9oz Twister	12	\$ 11.70	\$ 11.70	\$ 0.98	\$1.69	42.3%	
2oz Tropicana TM All	12	\$ 22.60	\$ 22.60	\$ 1.88	\$3.19	41.0%	
5.2oz Naked Juice	8	\$ 27.60	\$ 27.60	\$ 3.45	\$5.29	34.8%	
2oz Tropicana	12		\$ 27.60		\$3.49	34.1%	
52oz Tropicana	6		\$ 25.00		\$5.99	30.4%	
59oz Dole	8		\$ 26.00			34.9%	



Coffee & Protein							
13.7oz Frappuccino	12	\$ 29.75	\$ 29.75	\$ 2.48	\$3.99	38.0%	
11 oz Starbucks Cold Brew	12	\$ 29.75	\$ 29.75	\$ 2.48	\$3.99	38.0%	
6.5 oz Starbucks Doubleshot 12pk	12	\$ 29.75	\$ 29.75	\$ 2.48	\$3.99	38.0%	
11 oz Starbucks Iced Coffee	12	\$ 29.75	\$ 29.75	\$ 2.48	\$3.99	38.0%	
11 oz Starbucks DS + Protein	12	\$ 29.75	\$ 29.75	\$ 2.48	\$3.99	38.0%	
15 oz StarbucksDS + Energy/Tripleshot	12	\$ 29.75	\$ 29.75	\$ 2.48	\$3.99	38.0%	
14 oz Starbucks Iced Latte	12	\$ 29.75	\$ 29.75	\$ 2.48	\$3.99	38.0%	1 2
11oz Cold and Crafted	12	\$ 29.75	\$ 29.75	\$ 2.48	\$3.99	38.0%	
14oz Muscle Milk Pro Series	12	\$ 29.75	\$ 29.75	\$ 2.48	\$3.99	38.0%	
14oz Muscle Milk	12	\$ 29.75	\$ 29.75	\$ 2.48	\$3.99	38.0%	
EVOLVE	12	\$ 29.75	\$ 29.75	\$ 2.48	\$3.99	38.0%	
			Energ	у			
12oz Celsius	12	\$ 19.00	\$ 19.00	\$ 1.58	\$2.79	43.2%	
16oz Amp Energy	12	\$ 16.50	\$ 16.50	\$ 1.38	\$2.99	51.0%	
16oz Rock Star Energy	12	\$ 16.50	\$ 16.50	\$ 1.38	\$2.99	51.0%	
Gatorade 20oz SS	24	\$ 33.95	\$ 33.95	\$ 1.41	\$2.59	45.4%	
Gatorade 24oz SS	24	\$ 42.95	\$ 42.95	\$ 1.79	\$2.99	40.1%	
Gatorade 28oz SS	15	\$ 26.95	\$ 26.95	\$ 1.80	\$2.99	40.0%	
Gatorade Protein and Fuel Bars	12	\$ 21.50	\$ 21.50	\$ 1.79	\$2.99	40. 1 %	1



MONSTER DEAL

Mandatory Promotion

MONSTER ENERGY 16/15.5oz. CANS

Cost (On invoice) \$41.61 TTA Rebate \$2.00 Dead Net \$39.61



BUY MORE SAVE MORE 2/\$5.50

\$1.00 Rebate on All 12 Pack Cases





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 20 oz Single Can \$5.39

16 oz Single Can \$4.39

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 Disount	\$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 Disount	\$5.30	\$7.85	\$8.20	\$8.55	\$8.90			

Beginning November 1, 2023





TTA Rebate 2.75% on Overall Sales





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

FOR SHELBY COUNTY STORES ONLY

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



Available through Eagle Distributing





Invoice Cost TTA Rebate **Dead Net** \$18.25 \$2.00 **\$16.25**

MANDATORY PROMOTION 2/\$4.75



Distributed via Eagle for Memphis stores



PURITY. ON A NEW LEVEL.

NATURALLY ALKALINE

TTA rebate \$1.00 per case

24 pk/600 ml 12pk/1L 6pk/2.5L \$22.50 \$17.50 \$15.00

Minimum of 4 facing (600 ml - 2 facings, 1L 2 facings)

Retail Pricing	on the shelf
600ml	\$1.79
1L	\$2.69
2.5L	\$3.99
R SHELBY COUL	



Exchange \$16.50 TTA Rebate: \$1.50 Dead Net \$15.00

Sold Price \$55.00 TTA Rebate: \$2.00 Dead Net: \$53.00

> Contact: Sonia Williams Phone: 833-681-1573

January Mandatory Promotion



January Mandatory Promotion



December Expired Mandatory Promotion















December Expired Mandatory Outdoor Promotion











Bridal Showers, Weddings, Receptions, Birthday, Quinceanera, Corporate Events and more...

TTA EVENT CENTER 3220 Players Club Pkwy Memphis TN – 38125 Call 901-850-8788 to schedule a tour