



Limited Time Offer

Nesquik Ready to Drink

Buy 4 separate 14 oz. Get 2cs - 8oz Free



- Nesquik is the #1 National Brand of Flavored Milk
- Strong National / Local Media including TV, Social Media, Radio, Local Sampling
- Nesquik top 4 SKUs all rank in the top 10 of the Dallas Nielsen C-Store*
- Nesquik 8oz. Provides healthy choice for Kids/Adults at \$1.19
- 8 oz. Packages are the fastest growing SKUS in the Nesquik Portfolio
- **\$23.80 Retail Value!!!**

14oz CASE COST:
\$14.64
SRP \$2.19 = 44%
Available August - September



*YTD 4 wks ending 10/15/2104

Promotion available only in counties YUMI is Authorized to serviced

Item/SKU	Order (Cs)	Case Pack	Unit Cost	Unit SRP	Unit Profit	Unit % Margin	Dollar Sales	Total Dollar Profit
14oz NQ Flavors	4	12	\$1.22	\$2.19	\$0.97	44.3%	\$ 105.12	\$ 46.56
8oz NQ Flavors	2	10	\$0.73	\$1.19	\$0.46	39%	\$ 23.80	\$ 9.20

Item/SKU	Agree to Quantity	Acct Order #	Order Code
14oz NQRTD			28000-
8oz NQRTD FREE 1cs Cho, 1cs Strw			28000-
Managers Signature		Date	



NESQUIK PROMOTION



- Buy 4 different Nesquik 14 oz items
- **Get a FREE** case of 8oz Chocolate and a **Free** Case of Strawberry 8 oz.–10 count case
- \$23.80 retail value

Stores with 4 SKUS = 4 cs. per mo./5 SKUS = 8

8 OZ. IS A PERFECT SNACK

Smaller Packs allow for portion control

- With 8g of protein per 8 oz. serving,
- \$1.09-\$1.39 Retail price drives trial purchase

8 OZ. ADDS INCREMENTAL CATEGORY SALES**

- Adding 8 oz. Increased NESQUIK \$ Volume 22% at local large National chain

8 OZ. NESQUIK PLACEMENT OPTIONS

Healthy Meal Section - sandwich/ salad/ fruit section

Healthy Beverage Section – Smoothies, Slim Fast, Yogurt

Kids Beverage Section-Target Bug Juice or like children's beverages



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#1 Flavored Milk
Brand in U.S.A.