



Association of Convenience Store Retailers

May 2016 PROMOTIONS – Effective 5/01/16 to 5/31/16



Monster 16oz @ 2/\$4

Regular EDV Cost	\$36.48
Promotional Cost	\$33.23
Promotional Single Unit Cost	\$1.38
Promotional Suggested Retail	2/\$4 or One @ EDV
Blended Margin	31-47%



2 Liter @ 2/\$4

Regular EDV Cost	\$15.52
Promotional Cost	\$13.52
Promotional Single Unit Cost	\$1.69
Promotional Suggested Retail	2/\$4 or one @ \$2.49
Retailer GP % -(Blended Retail of \$1.52)	15-31%



POWERade 32oz @ 2/\$2.50

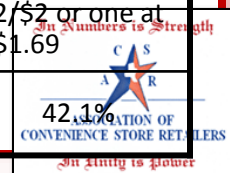
Regular EDV Cost	\$18.75
Promotional Cost	\$14.10
Promotional Single Unit Cost	\$0.94
Promotional Suggested Retail	2/\$2.50 or one @ \$1.69
Blended Margin	25-45%



Dasani 1L @ 2/\$2

Regular EDV Cost	\$12.60
Promotional Cost (No Rebate Accrued)	\$9.72
Promotional Single Unit Cost	\$0.81
Promotional Suggested Retail	2/\$2 or one at \$1.69
Retailer GP % -(Blended Retail of \$2.27)	42.1%

Classified - Internal Use





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1. Vitamin Water 20oz @ \$1.59– Costs \$23.04 p/case, \$0.96 per unit, GPM 39.6%
2. Gold Peak 18.5oz @\$1.59 - Costs \$12.00 p/case, \$1 p/unit, GPM 37.1%
3. 16oz SSD Cans @ \$0.99 – Costs \$14.16 p/case, \$0.59 per unit, GPM 40.4%
4. POWERade 20oz @ \$0.99– Costs \$14.40 p/case, \$0.60 per unit, GPM 39.4%
5. Smartwater 1L @ \$1.99– Costs \$14.28 p/case, \$1.19 p/unit, GPM 40.2
6. 20oz Flavors–2/\$2 or one at \$1.29 - Costs \$17.12 p/case, \$0.71 p/unit, GPM 28.7%
7. Dasani 20oz @ \$0.99 – Costs \$15.60 p/case, \$0.65 p/unit, GPM 34.3%
8. Vitamin Water 32oz @ \$1.99 – Costs \$17.85 p/case, \$1.19 p/unit, GPM 40%
9. 355ml KO de Mexico - \$1.59 – Costs \$19.68p/case, \$0.82 p/unit, 48.4% GPM
10. FUZE 1L Refresh Tea - @ 2/\$2 – Costs \$8.16 p/case, \$0.68 p/unit, 42.9% GPM
11. Tum E Yummies @ \$0.99 – Costs \$7.68 p/case, \$0.64 p/unit, 35.4% GPM
12. Peace Tea - \$1.29 – Costs \$9.60 p/case, \$0.80 p/unit, 38.0% GPM
13. Core Power - \$2.99 – Costs \$23.04 p/case, \$0.96 p/unit, 35.8% GPM
14. Smartwater 700ml – 2/\$3 – Costs \$25.68 p/case, \$1.07 p/unit, 29-40% GPM
15. Minute Maid Juices To Go 15.2oz – \$1.89– Costs \$28.32 p/case, \$1.18p/unit 37.6% GPM
16. Monster 24oz @ 2/\$5.50 – Costs - \$23.40 p/case, \$1.95 p/unit, 30-35% GPM
17. Monster Java @ 2/\$4.50 – Costs - \$18.80 p/case, \$1.57 p/unit, 30-35% GPM
18. Muscle Monster @ 2/\$5.50 – Costs - \$22.68 p/case, \$1.89 p/unit, 31-37% GPM

Classified - Internal use

