



DEEP DISCOUNTS NOV 2025

Loyalty Big Bet: *National Offer* \$3 off Large Packs

❑ Large Packs are 14% of TTL Beer Sales

- Basket Spend= \$31
- Balance of basket = \$8

❑ Increase minimums 3 weeks out to account for demand

❑ Stores need on average 10 cases per item per week to support sales

❑ Offer Fully Funded at Retail

❑ Loyalty states will receive instant discount at purchase

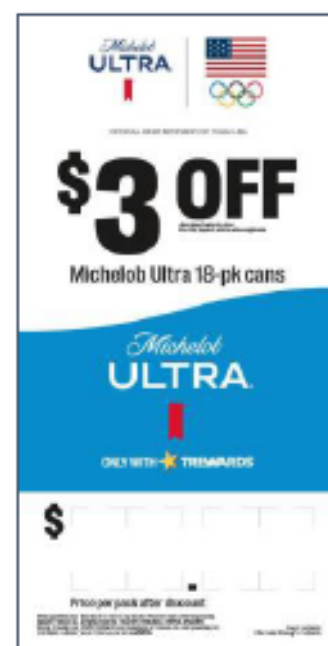
- ❑ States included in the offer: AZ, CA, CO, FL, GA, ID, IL, KY, KS, LA, MI, NC, NH, NM, NY, NV, OH (Vendor Rebate), OK, OR, SC, TN, TX, UT (New price point), VA, VT, WA, WI

POP Elements to Support Offer



Storefront

- ❖ Place in approved storefront area



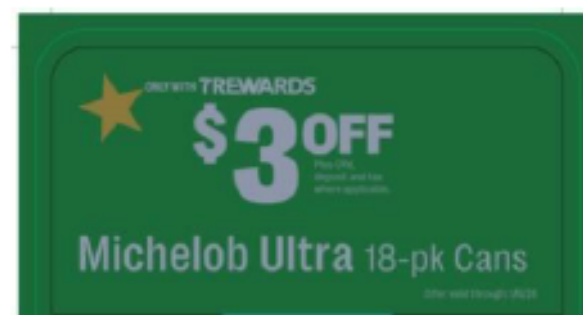
Vault Clings

- ❖ For vault doors
- ❖ Price point numbers available in kit to show after discount retail



Case Card

- ❖ For caves and displays
- ❖ Price point numbers available in kit to show after discount retail



Shelf Tag Insert

- ❖ For vault doors, displays, beer caves

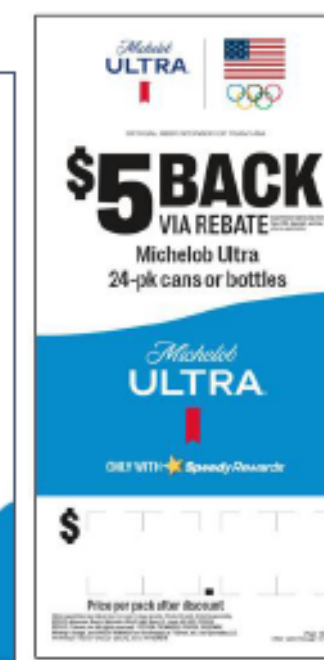
Ohio Version:

- Put up all POP elements.
- Do not throw away POP kits until end of P6
- Store Front verbiage/packs will vary by state based on items included in offer.
- FL, GA, IL, NY OH, PA, TN Storefront where applicable: Should be posted from the inside of store.



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P6 Plans 10/29 - 1/6

\$3 Off Michelob Ultra 18 pk Cans



Exclusive



Phorm Energy - SLINs



642193



642195



642197



642194



Limited Time Offering
(10/27/25 - 1/5/26)



TBD



Launching For Veterans Day, Honor. Educate. Unite. Is partnered with Folds of Honor where the brand will donate over \$50k to Military Families.



Pricing Info

- Unit Cost: \$1.50
- SRP: \$2.99
- GP: \$1.49 (50%)

Fully Funded Programs

- 2 for \$5
- Dollar Deals Days (10/13-10/22)



COMING
2026!!

11.1%
ABV

BEATBOX

Artwork not final

SWEET HEAT CINNAMON



Launch Date:
10/15/25

UNIT UPC



VIP ID: 102001878



Why BeatBox Sweet Heat Cinnamon?

RTDs goes hand
in hand with
cinnamon
flavors

Sizes 26oz or less
dominates cinnamon
sales, accounting for
86% of sales

Cinnamon
flavored single
serves is a
holiday favorite

Purchased more by
shoppers during the
2024 holiday season
than any other flavor



Flamin' Good. Dangerously Fun.



Each sip kicks off with a burst of warm cinnamon, layered with notes of sweet spice and a slow-building heat. The finish is smooth yet fiery, leaving just the right amount of warmth to keep you coming back for more.

Spicy & Sweet: this flavor takes your taste buds on an expedition.



11.1% ABV



100 CALS



4G 4G CARBS



RECYCLABLE



RECYCLABLE



NON-CARBONATED



LOW SUGAR



NEW ITEM!



AUTHORIZATION NOTICE



SLIN # 106416

SCREWDRIVER



23.5oz Can



12/23.5oz Case

SLIN # 105042

BLUE LEMONADE



23.5oz Can



12/23.5oz Case

SLIN # 106128

BLACK CHERRY



23.5oz Can



12/23.5oz Case

SLIN # 100053

MAS MANGO



23.5oz Can



12/23.5oz Case

SLIN # 106153

BLACKBERRY



23.5oz Can



12/23.5oz Case

JOOSE PREMIUM QUALITY • NATURAL FLAVORS • BIG 23.5oz CANS



DEATH ROW
RECORDS



VARIETY PACK HARD SELTZER
12 PACK



VARIETY PACK HARD ICED TEA
12 PACK



FRUIT PUNCH
12 PACK



GRAPE
12 PACK



RASPBERRY
12 PACK



HALF & HALF TEA
12 PACK



HARD LEMONADE
12 PACK



GRAPE
24oz



FRUIT PUNCH
24oz



PEACH TEA
24oz



HARD LEMONADE
24oz



GRAPE
16oz



FRUIT PUNCH
16oz



PEACH TEA
16oz

*16oz Only Available In Select Markets



RECOMMENDED CRAFT 19.2OZ SINGLES SRP \$3.49



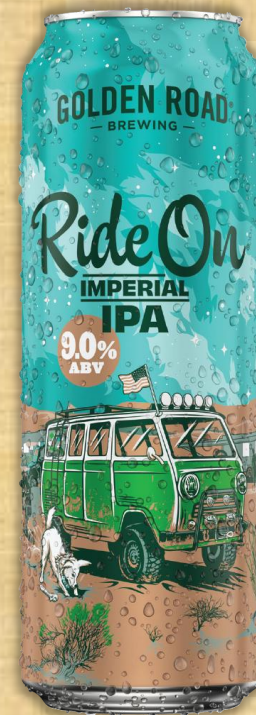
SLIN
105197
CASE COST
\$35.90
UNIT COST
\$2.39
MARGIN
31%



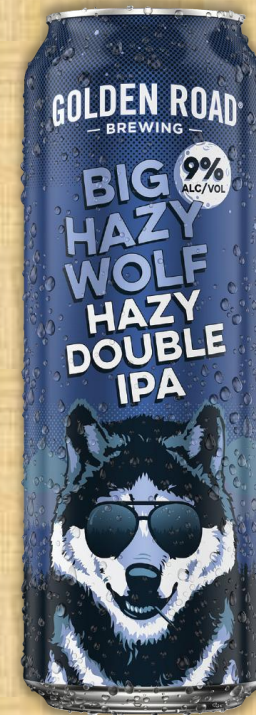
SLIN
107738
CASE COST
\$34.35
UNIT COST
\$2.29
MARGIN
34%



SLIN
103393
CASE COST
\$31.00
UNIT COST
\$2.06
MARGIN
40%



SLIN
104685
CASE COST
\$31.00
UNIT COST
\$2.06
MARGIN
40%



SLIN
103485
CASE COST
\$31.00
UNIT COST
\$2.06
MARGIN
40%



SLIN
109465
CASE COST
\$31.90
UNIT COST
\$2.12
MARGIN
39%



SLIN
100003
CASE COST
\$31.90
UNIT COST
\$2.12
MARGIN
39%



DEEP DISCOUNTS OCT 2025



>>>>> WEEK OF NOV 17th THRU NOV 23rd 2025 <<<<<									
Prices Subject to Change and applicable only to Straub Distributing Co. Discounts will only reflect if delivered within date window									
Start Date	End Date	Brand - Package - Item #'s	Frontline	Cs Price	Unit Cost	SRP	Margin	Profit	Bridge
11/17/25	11/23/25	BUDWEISER, BUD LIGHT 2/12pk can/bottle 11246, 53246, 11360, 53360	\$22.70	\$20.55	\$10.27	\$12.99	20.94%	\$2.72	4 Wks
11/17/25	11/23/25	HURRICANE, KING COBRA, NATTY DADDY 15/25oz Single cns - 96010, 51251, 96009	\$20.70	\$19.15	\$1.27	\$1.59	20.13%	\$0.32	4 Wks
11/17/25	11/23/25	HURRICANE 3PK 25OZ - 96629	\$20.70	\$19.15	\$3.83	\$4.99	23.25%	\$1.16	4 Wks



>>>>> WEEK OF NOV 24th THRU NOV 30th 2025 <<<<<									
Prices Subject to Change and applicable only to Straub Distributing Co. Discounts will only reflect if delivered within date window									

NO DISCOUNTS