



DEEP DISCOUNTS JAN 2026

7-ELEVEN P1



OFFICIAL BEER SPONSOR OF TEAM USA

\$3 OFF

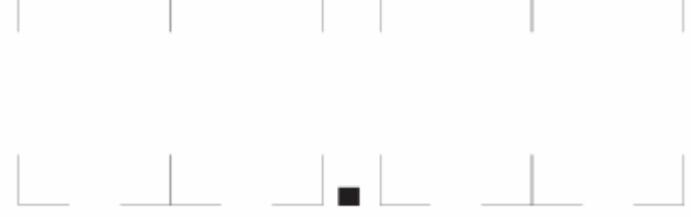
Assortment varies by store
Plus CRV, deposit, and tax where applicable

Michelob Ultra 18-pk cans or bottles (12 oz.)



ONLY WITH 7REWARDS

\$



Price per pack after discount

While quantities last. Must be 21 or older to buy alcohol. Photo ID req'd. Drink Responsibly.
©2026 Anheuser-Busch, Michelob Ultra® Light Beer, St. Louis, MO 63126
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Moving S Design, and SPEEDY REWARDS are trademarks of 7-Eleven, Inc.
PKP0126 144242 VAULT DECAL 5x10 Q8Y9R9

Offer valid through: 03/03/26

\$



Price per pack after discount

While quantities last.
Must be 21 or older to buy alcohol. Photo ID req'd. Drink Responsibly.
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PKP0126 144242 VAULT DECAL 5x10 Q8Y9R9

Offer valid through: 03/03/26



OFFICIAL BEER SPONSOR



\$3 OFF

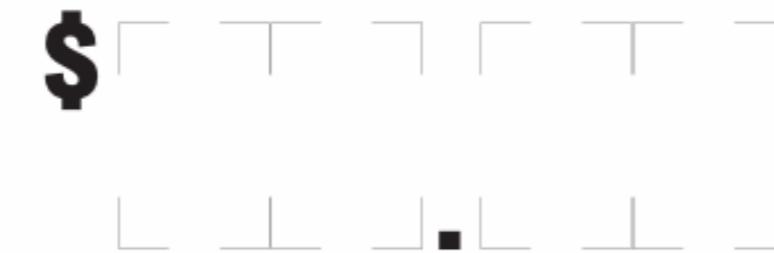
Assortment varies by store
Plus CRV, deposit, and tax where applicable

Bud Light 18-pk cans (12 oz.)



ONLY WITH 7REWARDS

\$



Price per pack after discount

While quantities last.
Must be 21 or older to buy alcohol. Photo ID req'd. Drink Responsibly.
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PKP0126 144242 VAULT DECAL 5x10 Q8Y9R9

Offer valid through: 03/03/26



OFFICIAL BEER SPONSOR



\$14.99

Assortment varies by store
Plus CRV, deposit, and tax where applicable

Bud Light 18-pk cans (12 oz.)

ONLY WITH LOYALTY APP



Offer valid through: 03/03/26



OFFICIAL BEER SPONSOR OF TEAM USA

\$16.99

Assortment varies by store
Plus CRV, deposit, and tax where applicable

Michelob Ultra 18-pk cans (12 oz.)

ONLY WITH LOYALTY APP



Offer valid through: 03/03/26

ASK! 10 CASES DISPLAYS IN ALL STORES!



7-ELEVEN
NEW!! NEW!! NEW!! NEW!! NEW!!



Michelob ULTRA 32oz Bottle

IGNITE JOB	TARGET CONSUMER
Trade Up	All, Co-Ed, Hispanic
GROWTH DRIVER	OCCASION
Meaningfully Premium	Easy-drinking Occasions

Beer Style	Color	Ingredients	Shelf Life	ABV	Calories
Light Lager	Light Amber	Barley, Hops, Rice, Water	180 days	4.2%	95 per 12 oz
Flavor Profile	A light lager brewed with hops, producing a light citrus aroma and crisp, refreshing finish.				
Features	Four simple ingredients and only 95 calories, 2.6 carbs per 12 fluid ounces				

REASONS TO BELIEVE

Michelob ULTRA is the #1 fastest growing brand in the industry in Dollar Sales

SOURCE: Circana MULC+ \$\$ Sales

Michelob ULTRA over-indexes with both LDA & Hispanic audiences.

MXI 32oz BTL growing +28% dollar sales vs. YA L52W

SOURCE: Circana, Pilot States MULC

STR

1/5/2026
R2: GA, FL, NC, TN, SC;
R5: TX, LA; R6: CA, AZ, NV

Recommended Pricing

Core +

Pack Format

32oz Bottle
(Shipped in 12x32oz Bottle Case Carton)

MARKETING SUPPORT

MEDIA & TRADE SUPPORT: CREATIVE COHESION



UPCs

PACKAGE	CASE CODE	CARRIER CODE	UNIT CODE
12/32 NR BTL TE	0 18200 29359 7		0 18200 00272 4

SLINS COMING SOON!! ORDER NOW!!



#1 BEST SELLING BEER IN AMERICA!!



**MICHELOB ULTRA
12PK 16OZ ALUMINUM
BTLS
CASE COST \$28.55
UNIT COST \$14.27
SRP \$17.99**





IGNITE JOB
Expand Frequency of Occasions
Invite New Drinkers In

MACRO TRENDS
Value Equation

TARGET CONSUMER

GENDER
Male

AGE
21-34

ETHNICITY
Caucasian

REASONS TO BELIEVE

The Value Segment is worth \$5.4 Billion and is growing +0.5% in L12W

Busch Light is the #1 Largest Value Brand in the segment

Busch Light is the 3rd fastest growing beer brand in the category

Busch Light is attracting new drinkers, growing 56% with 21-34 year olds

Source: Circana TUS MULC FY '23 & L12W WE 5/19/24, Circana TUS MULC YTD WE 5/19/24, Numerator Insights Projected Sales L52W

TRADE & MARKETING SUPPORT



NASCAR

FISHING

GREAT OUTDOORS

FARMING & RANCHING

HUNTING

COUNTRY

Enjoy Responsibly

The alcohol beverage laws of individual states vary regarding the merchandising and promotion of beers. You should be guided accordingly.

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**12PK CAN
CASE CODE**

SLIN#10088



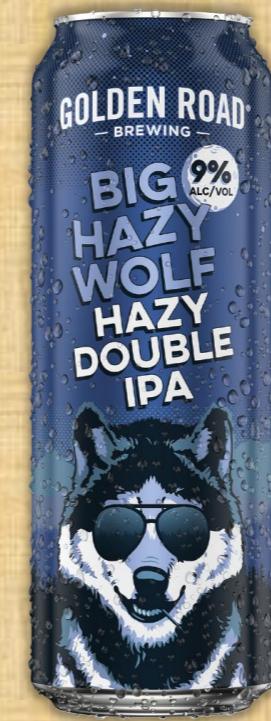
BUSCH LIGHT
12PK 12OZ CANS
CASE COST \$12.85
UNIT COST \$6.42
SRP \$9.49



RECOMMENDED CRAFT 19.2OZ

SINGLES

SRP \$3.49



8 17904 00689 8

8 17904 00859 5

8 10628 03215 0

8 10628 03244 0

8 10628 03189 4

7 36920 21368 7

7 36920 21108 9

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%

A BETTER-FOR-YOU
ENERGY DRINK

LIQUID DEATH ENERGY LAUNCH



🚚 FOD DECEMBER 15, 2025
INFO DISPATCH DEC 8, 2025

FIRST CASE FREE – ALL STORES
FIRST 30 DAYS OF LAUNCH

- SCARY STRAWBERRY
- TROPICAL TERROR

CONSUMER BOGO – P1 2026
JAN 7, 2026 – MAR 3, 2026



SCARY STRAWBERRY
SLIN: 643142
CASE COST: \$18.00
SRP: \$2.99



TROPICAL TERROR
SLIN: 643135
CASE COST: \$18.00
SRP: \$2.99



ORANGE HORROR
SLIN: 643139
CASE COST: \$18.00
SRP: \$2.99



MURDER MYSTERY
SLIN: 642446
CASE COST: \$18.00
SRP: \$2.99





DEEP DISCOUNTS JAN 2026



>>>> WEEK OF DEC 29th THRU JAN 4th 2026 <<<<

Prices Subject to Change and applicable only to Straub Distributing Co. Discounts will only reflect if delivered within date window

NO DISCOUNTS

>>>> WEEK OF JAN 5th THRU JAN 11th 2026 <<<<

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
1/5/26	1/11/26	BUDWEISER, BUD LIGHT 2/12pk can/bottle 11246, 53246, 11360, 53360	\$22.70	\$20.55	\$10.27	\$13.99	26.59%	\$3.72	3 Wks
1/5/26	1/11/26	NATURAL LIGHT & ICE 2/12 Pk cn - 15246,27246	\$14.65	\$12.85	\$6.42	\$8.99	28.59%	\$2.57	4 Wks
1/5/26	1/11/26	ROLLING ROCK 2/12 Pk can/btl - 97452, 97453	\$14.65	\$12.85	\$6.42	\$8.99	28.59%	\$2.57	4 Wks
1/5/26	1/11/26	BUSCH LIGHT 2/12 Pack Cans -86246	\$14.65	\$12.85	\$6.42	\$8.99	28.59%	\$2.57	4 Wks



>>>> WEEK OF JAN 12th THRU JAN 18th 2026 <<<<

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
1/12/26	1/18/26	BUD ICE 32OZ BTL - 37394	\$23.16	\$21.96	\$1.83	\$2.49	26.51%	\$0.66	4 Wks



>>>> WEEK OF JAN 19th THRU JAN 25th 2026 <<<<

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
1/19/26	1/25/26	HURRICANE, KING COBRA 15/25oz Single cans - 96010, 51251	\$20.70	\$13.65	\$0.91	\$1.29	29.46%	\$0.38	2 Wks
1/19/26	1/25/26	HURRICANE 3PK 25OZ - 96629	\$20.70	\$13.65	\$2.73	\$3.99	31.58%	\$1.26	2 Wks



>>>> WEEK OF JAN 26th THRU FEB 1st 2026 <<<<

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
1/26/26	2/1/26	BUDWEISER, BUD LIGHT 2/12pk can/bottle 11246, 53246, 11360, 53360	\$22.70	\$20.55	\$10.27	\$13.99	26.59%	\$3.72	?
1/26/26	2/1/26	BUD, BUD LIGHT 5/3pk 25oz can - 11192, 53192	\$29.20	\$27.50	\$5.50	\$7.99	31.16%	\$2.49	?
1/26/26	2/1/26	BUD, BUD LIGHT 15/25oz can - 11251, 53251,	\$29.20	\$27.50	\$1.83	\$2.59	29.34%	\$0.76	?

