

# C4 Cereal Killer 16oz FOD: 12/15/2025



SLIN  
642451

C4 Performance 16oz				
		In-Store		
Financials	EDV	2/\$5.50	2/\$5.75	B2G1 Free
SRP	\$3.29	\$5.50	\$5.75	\$6.58
Cost	\$1.56	\$3.13	\$3.12	\$4.68
Funding	\$0.00	\$0.51	\$0.39	\$1.55
Landed Cost	\$1.56	\$2.62	\$2.73	\$3.13
GP\$	\$1.73	\$2.88	\$3.02	\$3.45
GP%	52.6%	52.3%	52.5%	52.4%

## 7-Eleven Support

- First Case Free w/ Launch and Focus Item
  - NCC Support
- Window Banner Signage w/ B2G1 Free
- Standee Flyer POP
- Windmaster POP
- Oversized vault decal POP
- Exclusive programming
- Shipper opportunities

\$35 in Gross Profit!!!



Shipper Header

Shipper



Window Banner /  
Windmaster



Standee Flyer /  
Case Card



Oversized Vault Decal

# INTRODUCING CEREAL KILLER: FOD 12/15/2025



Fruity Cereal is an emerging flavor in Protein category, with C4 being the first to launch in the energy drink category<sup>1</sup>

C4 consumers crave novelty and prioritize bold unexpected flavor drops that feel fun and collectable<sup>2</sup>

70%

Of American households eat cereal, with the Gen Z population consuming the most cereal<sup>3</sup>