



Summer's COOLEST COMBO

ONLY
\$3

FOR ANY SIZE
ICED COFFEE
WITH ANY HOSTESS,
CRAFT HOUSE, OR
UNCLE ED'S ITEM

INDEPENDENT CUSTOMERS OPPORTUNITY!

WHY?

TO DRIVE LOST CUSTOMER COUNTS

Hot Coffee Sales are **DOWN**, and this gives NCD a chance to grow Coffee Sales in a Segment that is Growing Nationally

Bean to Cup Units are great but have caused hot coffee sales to slow down due to much less waste!

PROMOTIONAL ELIGIBILITY:

- All participating stores must agree to install window and coffee bar marketing signs
- Sales reps will verify participation with pictures of marketing signage

Summer's
COOLEST COMBO
ICED Coffee
COFFEE SAVINGS

Buy 4 Cases
1 Case FREE

<u>Total Profits for Free Case:</u>	
84 pots	5,376oz.
Qty 537 Cups	16oz
SRP	\$2.99
Total Profit: \$1,606	



SALES REP SPIFF
\$3
EACH BUNDLE

SPIFF
INCREASES TO
\$5

WHEN SALES
REP SELLS
20 (80 CASES)
DEALS

Summer's
COOLEST COMBO
ICED Coffee
COFFEE SAVINGS

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<u>Total Profits for Free Case:</u>	
84 pots	5,376oz.
Qty 537 Cups	16oz
SRP	\$2.99
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ICED COFFEE

UPOURIA™

TASTE THAT TRANSCENDS™



Cold Brew
Farmingdale 6000639
Chicopee 615922
Philadelphia 600049

Mocha
Farmingdale 6000187
Chicopee 600437
Philadelphia 600030
Rockville 458786

French Vanilla
Farmingdale 6000186
Chicopee 600445
Philadelphia 600040
Rockville 458778



SALES REP SPIFF
\$3
EACH BUNDLE

SPIFF
INCREASES TO
\$5

WHEN SALES
REP SELLS
20 (60 CASES)
DEALS

Summer's COOLEST COMBO ICED Coffee



Schaerer Coffee Art C
Model #51 \$10,900
Model #52 \$11,250
With hot water button



Sure Immersion 312
\$7,499

Sure Immersion 312
w/ BUNNLINK WIFI
\$11,799



Franke A800
\$11,899
Includes freight
&
installation kit



Ice Dispenser
\$2,599



Two Compartment
Bubbler
\$1,999



Iced Coffee Urn
\$149 each

• All Equipment is Subject to State Sales Tax*

**EASY AND
COST EFFECTIVE
PIECES OF
EQUIPMENT TO
GET CUSTOMERS
INTO THE ICED
COFFEE BUSINESS**

FREE FROZEN FRIDAY



INDEPENDENT CUSTOMERS OPPORTUNITY!

WHY? SUMMER PROMOTION!

COMPETE WITH CHAINS RUNNING SIMILAR PROMOTIONS THIS SUMMER

This is a great way to drive traffic from the Gas Islands to inside the store.

PROMOTIONAL ELIGIBILITY:

- Customers need to make a purchase
- Sales reps will verify participation with pictures of marketing signage
- All Participating Stores Must Agree to Install Window and Beverage Bar Marketing Signs

FREE FROZEN FRIDAY

BUY 3 CASES GET 1 FREE

For the Month of August

For Eligibility: Poster Must Be Visible to Consumer, & Product Must Be Given Away

<u>Total Profit from FREE Case</u>		<u>Total Profits from FREE Case</u>	
<u>Jolly Rancher & Jarrito:</u>		<u>UPOURIA:</u>	
.5 Gallon makes	1,920OZ.	.5 Gallon makes	1,536OZ.
Qty 120	16oz Cups	Qty 92	16oz Cups
SRP	\$1.99	SRP	\$1.99
Total Profit: \$1,433		Total Profit: \$1,098	

Account #: _____ Sales Rep: _____

Account Name: _____

SALES REP SPIFF

\$3

EACH BUNDLE

SPIFF

INCREASES TO

\$5

WHEN SALES

REP SELLS

20 (60 CASES)

DEALS



BUY 3 CASES GET 1 FREE

For The Month Of August

For Eligibility: Poster Must Be Visible to Consumer, & Product Must Be Given Away

Total Profits from FREE Case

PEZ:

.5 Gallon makes 3,072OZ.
Qty 192 16oz Cups
SRP \$1.99

Total Profit: \$2,292

Total Profits from FREE Case

UPOURIA:

.5 Gallon makes 1,536OZ.
Qty 92 16oz Cups
SRP \$1.99

Total Profit: \$1,098

Account #: _____ Sales Rep: _____

Account Name: _____

SALES REP SPIFF

\$3

EACH BUNDLE

SPIFF

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\$5

WHEN SALES

REP SELLS

20 (60 CASES)

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