

INDEPENDENT CUSTOMERS OPPORTUNITY!

WHY?

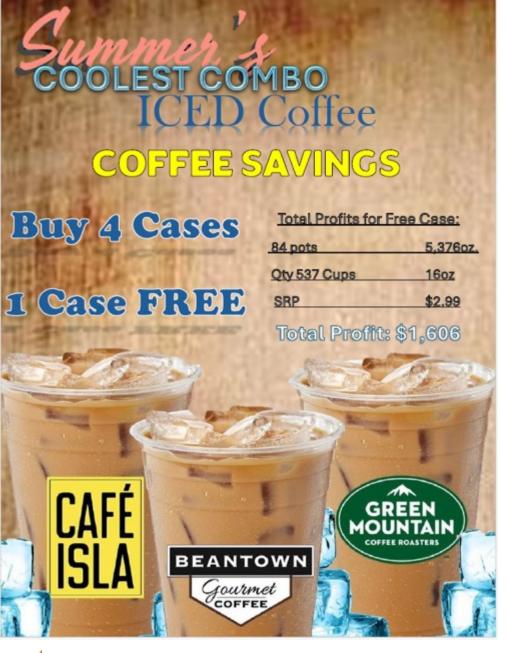
TO DRIVE LOST CUSTOMER COUNTS

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



SALES REP SPIFF

\$3

EACH BUNDLE

SPIFF INCREASES TO

\$5

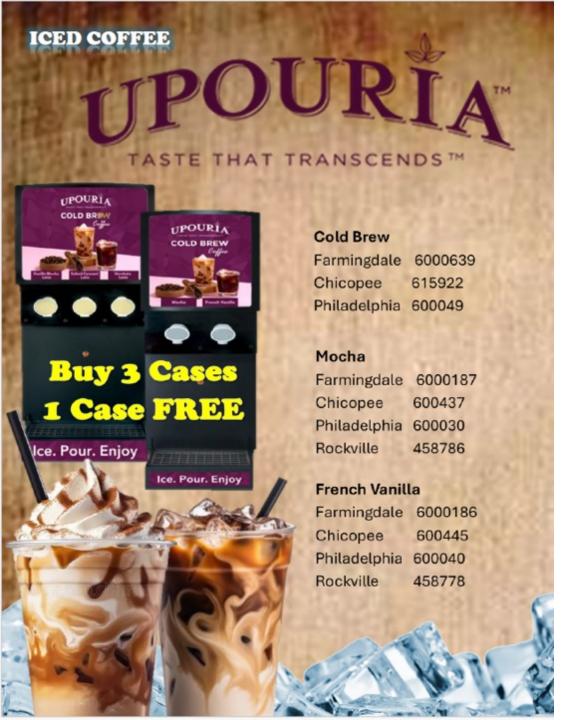
WHEN SALES
REP SELLS

20 (80 CASES)

DEALS







SALES REP SPIFF \$3 EACH BUNDLE

SPIFF INCREASES TO

\$5

WHEN SALES
REP SELLS

20 (60 CASES)
DEALS



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



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



For the Month of August

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

Total Profit from FREE Case Jolly Rancher & Jarrito:

.5 Gallon makes 1.920OZ. **Qty 120** 16oz Cups

SRP \$1.99

Total Profit: \$1,433

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 EACH BUNDLE

SPIFF INCREASES TO

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 INCREASES TO

\$5

WHEN SALES
REP SELLS

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