



Association of Convenience Store Retailers

October 2017 PROMOTIONS – Effective 10/01/17 to 10/31/17



Monster 16oz @ 2/\$4

Regular EDV Cost	\$36.48
Promotional Cost	\$33.23
Promotional Single Unit Cost	\$1.38
Promotional Suggested Retail	2/\$4 or One @ EDV
Blended Margin	31-47%



Smartwater 1L @ 2/\$3.50

Regular EDV Cost	\$17.22
Promotional Cost	\$13.92
Promotional Single Unit Cost	\$1.16
Promotional Suggested Retail	2/\$3.50 or EDV
Blended Margin	45.5%



POWERade 32oz @ 2/\$2

Regular EDV Cost	\$18.75
Promotional Cost	\$12.00
Promotional Single Unit Cost	\$0.80
Promotional Suggested Retail	2/\$2 or One @ EDV
Blended Margin	20-58%



2 Liter @ 2/\$3

Regular EDV Cost	\$15.52
Promotional Cost	\$10.80
Promotional Single Unit Cost	\$1.35
Promotional Suggested Retail	2/\$3 or one @ \$2.49
Retailer GP % -(Blended Retail of \$1.52)	

Classified - Internal use





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1. Vitamin Water 20oz @ \$1.79– Costs \$25.68 p/case, \$1.07 per unit, GPM 40.2%
2. Gold Peak 18.5oz @\$1.79 - Costs \$12.86 p/case, \$1.07 p/unit, GPM 40.1%
3. 16oz SSD Cans @ \$1.29 – Costs \$16.48 p/case, \$0.69 per unit, GPM 46.8%
4. POWERade 20oz @ \$1.29– Costs \$18.24 p/case, \$0.76 per unit, GPM 41.1%
5. 20oz Flavors–2/\$2 or one at \$1.29 - Costs \$17.12 p/case, \$0.71 p/unit, GPM 28.7%
6. 355ml KO de Mexico – 2/\$2.22 or EDV– Costs \$19.20 p/case, \$0.80 p/unit, 28-50% GPM
7. FUZE 1L Refresh Tea - @ \$1.19– Costs \$8.64 p/case, \$0.72 p/unit, 39.5% GPM
8. Tum E Yummies @ \$0.99 – Costs \$7.68 p/case, \$0.64 p/unit, 35.4% GPM
9. Peace Tea - \$0.99 – Costs \$7.80 p/case, \$0.65 p/unit, 34.3% GPM
10. Core Power - \$2.99 – Costs \$23.04 p/case, \$0.96 p/unit, 35.8% GPM
11. Smartwater 700ml – \$1.99– Costs \$29.04 p/case, \$1.21 p/unit, 39.2% GPM
12. Minute Maid Juices To Go 15.2oz – @ \$1.99– Costs \$30.72 p/case, \$1.28 p/unit 36%
13. Monster 24oz – @ 2/\$5.50 or One @ EDV - Costs \$24.40 p/case, \$2.03 p/unit, 26-50% GPM
14. Full Thottle/NOS 16oz - @ 2/\$3 or One @ EDV – Costs \$27 p/case, \$1.13 p/unit, 25-44% GPM
15. Dasani 20oz - @ 2/\$2 or EDV - Costs \$16.08 p/case, \$0.67 p/unit, 41% GPM
16. Monster Hydro - @ \$2.49 – Costs \$18.72 p/case, \$1.56 p/unit, 37.4% GPM