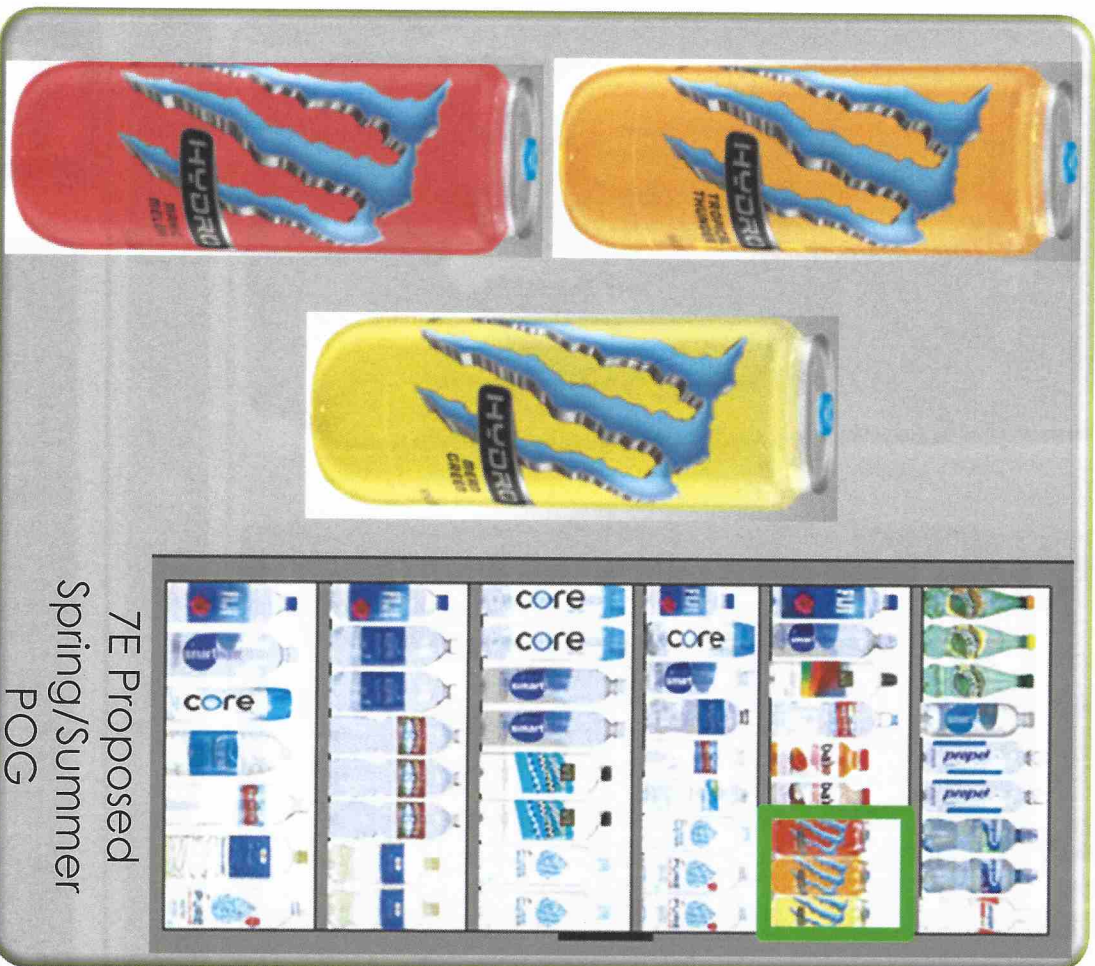




Hydro @ 7Eleven



VAULT PLACEMENT



7E Proposed
Spring/Summer
POG

PROGRAM ELEMENTS

First Order Date

3/27/17

Product Description

- Energized Hydration Drink
- 100 calories per can
- 3 flavors (Tropical Thunder, Mean Green, Manic Melon)
- 16.9oz PET Can Package

Hydro Financials

Frontline Retail	\$2.49
Case/Unit Cost (12pk)	\$15.96/\$1.33ea
GP Case/Unit*	\$13.92 / \$1.16ea
Margin %*	50.60%
SLIN #'s	TBD

MEC CONTACT

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