



Monster 4pk @ 7Eleven



Approved Rack Location



Key Callouts

- Monster 4pk sales are +41% since price reduced to \$6.99
- 4pk Monster delivers \$2.54 per store per day.
- Monster 4pk is a top 25 A\$PSD energy Sku.
- Monster 4pk rack is a 7-11 authorized piece of equipment in all stores.

4pk Financials

Frontline Retail	\$6.99
Case/Unit Cost*	\$28.50/\$4.75ea
GP Case/Unit	\$13.44/\$2.24ea
Margin	32%
SLIN Number	240217

*Cost is inclusive of \$1.25 scan back per unit

MEC CONTACT

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GLA P1 Focus Items



NOS Grape 16oz



NOS 16oz Grape can UPC



GLA Item Performance

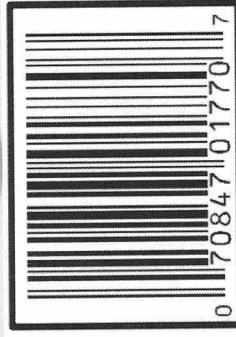
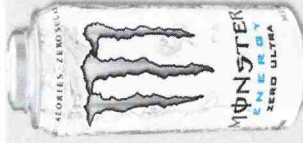
- Energy Category Item Rank = 45
- Average Dollars per day per store = \$1.29
- Average Units Per Store Per Day = 0.8
- Annual Franchisee Rev & GP = \$500 Rev / \$250 GP

Single/Promo Retail	\$2.19 / 2/\$3
OI Case/Unit Cost	\$23 / \$0.96
GP Case/Unit*	\$22.48 / \$0.94
Margin (blended*)	50%
SLIN #	243435

*CMA factored into GP & Margin



Zero Ultra 24oz



GLA Item Performance

- Energy Category Item Rank = 43
- Average Dollars per day per store = \$1.98
- Average Units Per Store Per Day = 0.6
- Annual Franchisee Rev & GP = \$725 Rev / \$360 GP

Single Retail	\$3.49
OI Case/Unit Cost	\$24.12 / \$2.01
GP Case/Unit*	\$17.76 / \$1.48
Margin*	42%
SLIN #	242226

*CMA factored into GP & Margin



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