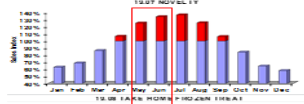
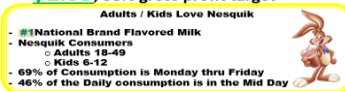


Name	Image	Slin	Cost	Monthly Rebate BB Deal	Other BB Deal	TTL Deal	Net Cost	SRP	GP%	GP\$	Why Carry:
Nestlé Drumstick Vanilla King Cone		190348	\$ 1.75	\$ 0.14		\$ 0.14	\$ 1.61	\$ 2.99	46.15%	\$ 1.38	CSA: - Ice Cream seasonality increases significantly in May thru August – especially with Novelties - By carrying the top 10 novelty frozen treat items, APSD\$ could increase by 8% or \$2.17 - By carrying the top 14 take home frozen treat items, your average APSD\$ could increase by 28% or \$8.58  
Nestlé Drumstick Triple Chocolate King Cone		190440	\$ 1.75	\$ 0.14		\$ 0.14	\$ 1.61	\$ 2.99	46.15%	\$ 1.38	
Haagen Dazs Vanilla Almond Bar		190046	\$ 1.75	\$ 0.14		\$ 0.14	\$ 1.61	\$ 2.99	46.15%	\$ 1.38	
Nestlé Tollhouse Cookie Sandwich		191346	\$ 1.75	\$ 0.14		\$ 0.14	\$ 1.61	\$ 2.99	46.15%	\$ 1.38	
Nestlé Dibs Crunch		190225	\$ 1.75	\$ 0.14		\$ 0.14	\$ 1.61	\$ 2.99	46.15%	\$ 1.38	
Butterfinger Peanut Butter Cups Share Pack 3oz		142917	\$ 1.06	\$ 0.12	\$0.05	\$ 0.17	\$ 0.89	\$ 1.99	55.11%	\$ 1.10	- In Total US Convenience, SweeTarts Ropes Share Pack outsells Twizzlers Share Pack by 95%! - SweeTarts Ropes voted “2016 Product of the Year” by Consumer Survey of Product Innovation - Over 250 Million media impressions combined - Top moving items add an additional \$6.64 in APSD\$ in just the candy aisle  
Crunch 1.55oz		140067	\$ 0.60	\$ 0.07	\$0.05	\$ 0.12	\$ 0.48	\$ 1.39	65.18%	\$ 0.91	
Laffy Taffy Variety Pack		142013	\$ 0.60	\$ 0.07	\$0.05	\$ 0.12	\$ 0.48	\$ 1.39	65.18%	\$ 0.91	
SweeTarts Ropes Cherry 3.5oz		140376	\$ 1.06	\$ 0.12	\$0.05	\$ 0.17	\$ 0.89	\$ 1.99	55.11%	\$ 1.10	
SweeTarts Roll 1.8oz		140167	\$ 0.60	\$ 0.07	\$0.05	\$ 0.12	\$ 0.48	\$ 1.39	65.18%	\$ 0.91	
Nesquik Protein Plus Chocolate Milk 14 oz.		150494; 0150168	\$ 1.62	\$ 0.10	\$0.00	\$ 0.10	\$ 1.52	\$ 2.49	38.84%	\$ 0.97	Base 14 oz. Nesquik New Everyday Single Price \$1.99; 38% gross profit target Adults / Kids Love Nesquik  - Nesquik #1 Selling Flavored Milk in 7-Eleven with distribution in 98.7% of stores - Nestle Brands 52.8% Dollar Share Flavored Milk in 7-Eleven Stores - Reset Retail to Previous levels \$1.99 - Upgrade all POS to Announce New Price - Base Volume will recapture stronger consumer demand for NESQUIK® NEW Protein Plus 14 oz. - In only 16 weeks, NO Protein Plus is selling in over 40% of 7-Eleven stores, compared to #1 Nesquik Chocolate in 98.7% - Nesquik is Leading Sales in all regions 57% of RTD servings are consumed by Millennials - On Average, 8 single serve servings per month (10 for Hispanics) 23g of Protein with the signature NESQUIK taste that Millennial consumers expect
Nesquik Protein Plus Vanilla Milk 14 oz.		150180; 0150055	\$ 1.62	\$ 0.10	\$0.00	\$ 0.10	\$ 1.52	\$ 2.49	38.84%	\$ 0.97	
Nesquik Strawberry Milk 14 oz.		150899; 0151794	\$ 1.36	\$ 0.16	\$0.00	\$ 0.16	\$ 1.20	\$ 1.99	39.86%	\$ 0.79	
Nesquik Banana Strawberry Milk 14 oz.		0151125; 0151137	\$ 1.36	\$ 0.16	\$0.00	\$ 0.16	\$ 1.20	\$ 1.99	39.86%	\$ 0.79	
DiGiorno Pepperoni Pizza		180196	\$ 5.03	\$ 0.25	\$0.00	\$ 0.25	\$ 4.78	\$ 6.99	31.64%	\$ 2.21	Pizza is the largest frozen food category at 7 Eleven with 25% of the volume Single Meals is second with 21% If you carry these top 10 ten items, your APSD\$ would potentially be \$4.97 per store based on your zone's movement While these items may not turn as much as others, these are staples that customers look for and bring in repeat business High SNAP purchased items
DiGiorno Supreme Pizza		180197	\$ 5.03	\$ 0.25	\$0.00	\$ 0.25	\$ 4.78	\$ 6.99	31.64%	\$ 2.21	
Stouffer's Mac & Cheese		180010	\$ 2.01	\$ 0.12	\$0.00	\$ 0.12	\$ 1.89	\$ 3.49	45.86%	\$ 1.60	
Stouffer's Lasagna w/Meat		180011	\$ 2.28	\$ 0.14	\$0.00	\$ 0.14	\$ 2.14	\$ 3.69	41.92%	\$ 1.55	
Hot Pockets Ham & Cheese		180189	\$ 2.04	\$ 0.12	\$0.00	\$ 0.12	\$ 1.92	\$ 3.49	45.05%	\$ 1.57	