

New Nestea Real Brewed Tea – 18.5oz



**No other RTD Tea is as Special
as Nestea Real Brewed**

Single Source Tea Leaves from Nilgiri, India
Real Brewed in tea kettles using whole leaves
Tea forward flavor for the brewed tea drinker

Significantly Preferred Taste vs other
leading Premium Tea brands

Preferred Wide Mouth Opening – 38mm

Green & Black Organic Flavors

Tea Forward Black Unsweet and

Slightly Sweet Roobios



In a head-to-head competition
68% of consumers preferred
Nestea Real Brewed vs
A leading Premium Tea!





The New NESTEA! Nestea Real Brewed Tea 18.5oz



Category Name: Non-Alcohol Beverages

CSA

- RTD Tea Growing 8.5% YTD at 7-Eleven
 - Premium Tea Driving Category Growth
- In 2020 Premium Tea will be the Same Size as Mainstream!
- California (38 UPSD) is a TOP Premium Tea Market
- Organic Tea Growing Fastest at +30% in C-Store Channel
 - New Nestea Now Offers 2 Organic Flavors in Black & Green



Why Nestea Real Brewed 18.5oz?

- Single Source Tea Leaves from Nilgiri, India
- Real Brewed in Tea Kettles using Whole Leaves
- No High Fructose Corn Syrup, Artificial Flavors or Colors
- \$20M National Marketing Campaign Focused on Driving Awareness & Trial
 - 100k Free Bottles to be Given Away on 7-Eleven App
 - Exclusive 7-Eleven Radio & Social Media
 - Free Cases to Franchisees!
 - 2/\$2.50 Mix and Match P5 & P6!!



4 Unique Flavors!
Nestea Real
Brewed 18.5 oz

Financials

	Everyday	P5 Sept/Oct	1st Month - July	2nd Month - August
		Promo 2/\$2.50	Buy 2 Flavors Get Next 2 Free (Cases)!	Buy 3 Flavors Get the 4th Free (Cases)!
Retail	\$1.89	\$2.50	\$1.89	\$1.89
Cost	\$1.08	\$2.16	\$1.08	\$1.08
Bill-Back Everyday	(\$0.13)	(\$0.26)		
BillBack Promo		(\$0.52)	(\$0.54)	(\$0.27)
Net Cost	\$0.95	\$1.39	\$0.54	\$0.81
GPS	\$0.94	\$1.12	\$1.35	\$1.08
GP%	50%	45%	71%	57%

Store Execution Steps

- EDLP Offer - \$1.89 Everyday
 - 50% margin and \$0.70 GP Dollar per package sold!
- Mark SLIN TBD as Carried in the WMC
- Distributors: Haralambos (CA)
- Drive Distribution Incentive
 - July Buy 2 Flavors Get 2 Free!
 - August Buy 3 Flavors Get 4th Free!
- Forecast
 - First Order: 2 cases per flavor = 24 selling units
 - Estimated UPSD: 2.5 = 17.5 selling units per week
- Merchandise in Premium Tea section of the Cold Vault as per the updated planogram attached (TBD).



Arrowhead Spring Water 20oz FREE with Sandwich Purchase

Why Order?

- ◆ **Drive Meal Bundling** Amongst Your Guests!
- ◆ **Top Selling Items Paired Together to Drive Sales!**
 - Arrowhead 20oz is #5 Water Sku in the Cold Vault and High Affinity to Pair with a Sandwich & Meal
 - Chicken, Tuna, Egg Salad Sandwiches are Summertime Favorites
- ◆ **20oz Fully Funded at Cost**

CSA

- ◆ 5.2 UPSD – Current Velocity
- ◆ 8.5 UPSD – Promo Offer Goal
- ◆ Fresh Sandwich Basket = \$10.14

Merchandising

- ◆ **Ensure Arrowhead 20oz is Marked carried** and in your Cold Vault
- ◆ **Merchandise 20oz** in Both Cold Vault & Deli Cooler
- ◆ Recommended orders = **5 units per Sku & 3 cases of 20oz**.
- ◆ **Accept Promo Master**
- ◆ **Display All POP:** Deli Cooler, Window & Cold Vault



20oz Fully Funded at Cost National – Period 4 2017



Arrowhead SLIN: 241149



Financials

Free Arrowhead 20oz & Sandwich Offer	
Avg Retail:	\$3.69
Avg Sandwich Cost:	\$2.03
Avg Water Cost	\$0.33
Transaction Avg Cost	\$2.36
Promo Scan-Back:	(\$0.33)
Transaction Cost Avg:	\$2.03
GP \$ / GP %	\$1.66 / 45%

**FREE 20oz
ARROWHEAD
WATER** WITH PURCHASE OF
A SALAD SANDWICH

EGG SALAD • TUNA SALAD • CHICKEN SALAD

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Perrier & S. Pellegrino Sparkling Promotion– .5L: Period 4 - 2/\$2.50

Why Order

- ◆ **\$1.5M National Radio & Social Media Investment Exclusively For 7-Eleven in July & August**
→ Featuring the 2/\$2.50 Retail & 7-Eleven is the “Best Place to Try Sparkling Water!”
- ◆ **Now Including S. Pellegrino on Promotion!** Line Priced with Perrier to Mix & Match!
- ◆ **Perrier & S. Pellegrino are the #1 Sparkling Water Brands in the US and Worldwide!**
- ◆ **Perrier is largest and fastest selling Sparkling Brand at 7-Eleven!**
→ **UPSD = 4-7 YTD**
- ◆ **Adding More Flavors will Attract New Users to Perrier!**
→ Original, Citrus, Berry and Trendy flavors appeal to all users! Ensure you have a variety to capture all users in your stores!
- ◆ **S. Pellegrino's smaller bubbles are perfect to pair with a meal or snack!**
- ◆ **Both Perrier & S. Pellegrino Over Indexes with Hispanic & Asian descents**

Merchandising

- ◆ Ensure S. Pellegrino is in your vault
- ◆ Ensure a **MINIMUM 5 Flavors** of Perrier is Carried!
- ◆ Ensure Adequate Days of Supply & Inventory on Hand To Avoid OOS Issues!
- ◆ **Execute 2/\$2.50 Promotional POS**
- ◆ Radio & Social Media will be tagging 7-Eleven & the 2/\$2.50



Financials

Perrier & S. Pellegrino 500ml.

EDLP Single Unit	2/\$2.50 Promo Period 4
SRP: \$1.69	SRP: \$2.50
Unit Cost: \$0.75	Unit Cost:
Bill-Back:	Promo Bill-Back: (\$0.25)
Promo Scan-Back:	Promo Scan-Back:
Net Cost: \$0.75	Net Cost: \$1.25
GP \$: \$0.94	GP \$: \$1.25
GP %: 56%	GP %: 50%



S. Pellegrino
SLIN: 241878



Perrier Original
SLIN: 241401



Lime
SLIN: 243388



Watermelon
SLIN: 243424



Strawberry
SLIN: 243425



L'Orange
SLIN: 248010



Grapefruit
SLIN: 243727



Green Apple
SLIN: 247417

