



FEBRUARY 2012 PROMOTIONS



FEBRUARY
Spanner Boards

20 ft.

15 ft.

Dr Pepper
20oz Bottles Retail 2 for \$2.22

Fiji
.500ml Bottles Retail 2 for \$2.22

FEBRUARY
Posters

<p>Coca-Cola 12pk Cans Invoice Cost \$7.55</p>	<p>Dr Pepper 2 Liter Bottles Invoice Cost \$9.20</p>	<p>Aquafina 1 Liter Bottles Invoice Cost \$7.00</p>
---	---	--

GHRA STOREFRONT

2 for \$2.22
All Dr Pepper, Dr Pepper Ten, 7UP, Sunkist Soda, A&W and Big Red Products

2 for \$8.88
12 packs

WIN A TRIP TO ACADEMY AWARDS
21 Bottles 2/\$3

SPECIAL AQUAFINA
1 Liter Bottles 99¢ ea.



**GHRA Suggested Retail Pricing
for February 2012 is available for
GHRA members only.**

**GHRA members please login in to
GHRA secured website and click on promotions.**



MillerCoors ~ Promo Letter - HDC and Faust

Product Description		Promo Dates		Regular Cost	Discount Per Case	Discounted Price		Suggested Retail		
Brand	Package	From...	To...			Case Price	Unit Price	15%	20%	25%
Blue Moon & Seasonal	6pk Bottle	02/06/12	03/06/12	\$26.25	\$0.90	\$25.35	\$6.34	\$7.49	\$7.89	\$8.45
Miller Lite/Coors Light	24oz Cans	Now	TBD	\$20.16	\$1.99	\$18.17	\$1.51	\$1.79	\$1.89	\$1.99
Miller Lite	7oz 8-Pack Bottle	Now	TBD	\$13.12	\$2.35	\$10.77	\$3.59	\$4.19	\$4.49	\$4.79
Miller Lite	9pk 16oz Aluminum	Now	TBD	\$19.91	\$0.90	\$19.01	\$9.51	\$11.19	\$11.89	\$12.69
Coors Light	9pk 16oz Aluminum	Now	TBD	\$19.91	\$0.90	\$19.01	\$9.51	\$11.19	\$11.89	\$12.69
Miller Lite/Coors Light	5.7 Liter Home Draft	Now	TBD	\$15.84	\$2.34	\$13.50	\$13.50	\$15.89	\$16.89	\$17.99
Miller Lite	24pk Can	Now	TBD	\$19.63	\$1.25	\$18.38	\$18.38	\$21.59	\$22.99	\$24.49
Genuine Draft/MGD 64	24pk Can	Now	TBD	\$19.63	\$1.25	\$18.38	\$18.38	\$21.59	\$22.99	\$24.49
Coors/Coors Light	24pk Can	Now	TBD	\$19.63	\$1.25	\$18.38	\$18.38	\$21.59	\$22.99	\$24.49
Miller Lite	18pk Can/Bottle	Now	TBD	\$14.73	\$0.88	\$13.85	\$13.85	\$16.29	\$17.29	\$18.49
Genuine Draft/MGD 64	18pk Can	Now	TBD	\$14.73	\$0.88	\$13.85	\$13.85	\$16.29	\$17.29	\$18.49
Coors	18pk Can	Now	TBD	\$14.73	\$0.88	\$13.85	\$13.85	\$16.29	\$17.29	\$18.49
Coors Light	18pk Can/Bottle	Now	TBD	\$14.73	\$0.88	\$13.85	\$13.85	\$16.29	\$17.29	\$18.49
Miller Lite	12pk Can	Now	02/28/12	\$19.91	\$0.90	\$19.01	\$9.51	\$11.19	\$11.89	\$12.69
Genuine Draft	12pk Can	Now	02/28/12	\$19.91	\$0.90	\$19.01	\$9.51	\$11.19	\$11.89	\$12.69
MGD 64	12pk Can	Now	02/28/12	\$19.91	\$0.90	\$19.01	\$9.51	\$11.19	\$11.89	\$12.69
Coors/Coors Light	12pk Can	Now	02/28/12	\$19.91	\$0.90	\$19.01	\$9.51	\$11.19	\$11.89	\$12.69
Miller Lite/Coors Light	20 Pack Bottle/Can	Now	TBD	\$16.22	\$0.97	\$15.25	\$15.25	\$17.95	\$19.09	\$20.29
Genuine Draft	20 Pack Bottle/Can	Now	TBD	\$16.22	\$0.97	\$15.25	\$15.25	\$17.95	\$19.09	\$20.29
MGD 64	20 Pack Bottle/Can	Now	TBD	\$16.22	\$0.97	\$15.25	\$15.25	\$17.95	\$19.09	\$20.29
Miller Lite	12pk Bottle	Now	02/28/12	\$19.91	\$0.90	\$19.01	\$9.51	\$11.19	\$11.89	\$12.69
Genuine Draft	12pk Bottle	Now	02/28/12	\$19.91	\$0.90	\$19.01	\$9.51	\$11.19	\$11.89	\$12.69
MGD 64	12pk Bottle	Now	02/28/12	\$19.91	\$0.90	\$19.01	\$9.51	\$11.19	\$11.89	\$12.69
Coors/Coors Light	12pk Bottle	Now	02/28/12	\$19.91	\$0.90	\$19.01	\$9.51	\$11.19	\$11.89	\$12.69
Miller High Life/High Life Light	6pk 16 oz Can	Now	TBD	\$19.19	\$1.65	\$17.54	\$4.39	\$5.19	\$5.49	\$5.85
Keystone Light	6pk 16 oz Can	Now	TBD	\$19.19	\$1.65	\$17.54	\$4.39	\$5.19	\$5.49	\$5.85
Miller High Life	6pk Bottle	Now	TBD	\$16.72	\$1.75	\$14.97	\$3.74	\$3.39	\$4.69	\$4.99
Icehouse	6pk Bottle	Now	TBD	\$16.72	\$1.75	\$14.97	\$3.74	\$3.39	\$5.69	\$4.99
Miller High Life	24 oz Can	Now	TBD	\$17.14	\$3.77	\$13.37	\$1.11	\$1.29	\$1.39	\$1.49
Keystone Light	24 oz Can	Now	TBD	\$17.14	\$3.77	\$13.37	\$1.11	\$1.29	\$1.39	\$1.49
Steel Reserve	40 oz Bottle	Now	TBD	\$21.17	\$3.80	\$17.37	\$1.45	\$1.69	\$1.79	\$1.99
Miller High Life/ High Life Light	12pk Bottle	Now	TBD	\$18.03	\$2.07	\$15.96	\$7.98	\$9.39	\$9.99	\$10.59
Keystone Light	12pk Can	Now	TBD	\$18.03	\$2.07	\$15.96	\$7.98	\$9.39	\$9.99	\$10.59
Miller High Life	18pk Can	Now	TBD	\$11.79	\$1.50	\$10.29	\$10.29	\$12.09	\$12.89	\$13.69
Keystone Light	18pk Can	Now	TBD	\$11.79	\$1.50	\$10.29	\$10.29	\$12.09	\$12.89	\$13.69
Faust Only										
Steel Reserve	24 oz Can	Now	TBD	\$14.06	\$1.42	\$12.64	\$1.05	\$1.19	\$1.29	\$1.39
Mickeys	40 oz Bottle	Now	TBD	\$18.20	\$0.83	\$17.37	\$1.45	\$1.69	\$1.79	\$1.89
Icehouse	24 oz Can	Now	TBD	\$17.16	\$3.84	\$13.32	\$1.11	\$1.29	\$1.39	\$1.49
Coors Light	24pk 7oz	Now	TBD	\$13.12	\$2.59	\$10.53	\$10.53	\$12.39	\$13.19	\$13.99

Coors LIGHT

IT'S BACK!!!!

Coors Light® Silver Bullet Aluminum Pint

GIVE MORE CONVENIENCE,
GET MORE PROFIT.






Why Coors Light Silver Bullet Aluminum Pint?

The Coors Light Aluminum Pint is in high demand. Consumers are looking for it and talking about it on Facebook. It is the perfect way to enjoy Rocky Mountain Cold Refreshment and is built upon a legacy of innovations that are proven drivers of volume.




What it gives shoppers.

Convenient portability. It allows them to take Cold Refreshment with them when they're on the go.

- In Houston, Coors Light Aluminum Pint was #35 package in 2010
- Miller Lite Aluminum Pint was +45.5% in 2011 in GHRA Houston

Brand	Code	Full Case	Carrier	Single
18/16 oz. Aluminum Bottle 2/9	JC 2LT	 0 71990 30105 7	 0 71990 30104 0	 0 71990 30103 3

- Full Case UPC: 0 71990 30105 7
- Carrier: 0 71990 30104 0
- Single UPC: 0 71990 30103 3

Retailer Growth Imperatives	Coors Light Silver Bullet Aluminum Pint will deliver incremental dollars and profits to your category
Penetration 	Attract new users with this innovative package that can provide "new occasion" opportunities for shoppers.
Frequency 	A complete culmination of the brand attributes of innovation, cold and refreshing will drive consumer traffic.
Profit 	Incremental category profit through impulse purchases on a higher margin package. <u>+9.5% dollars/ounce</u> versus base Coors Light bottles

<u>Coors Light 9pk Aluminum</u>	
<i>HDC and Faust Pricing</i>	
Frontline Case Cost:	\$19.91
Discount:	\$0.90
Case Cost:	\$19.01
Unit Cost:	\$9.51



Based on National Grocery Nielsen Data Ending 7/11/09

MAC'S PORK SKINS PROMOTION



Item	Regular Price	Regular SRP	Promotion Price	Promotion SRP	Margin
Mac's Pork Skins 1.75oz ALL FLAVORS	\$0.75	\$ 1.19	\$0.65	2/\$2.00	34%



- Mac's is one of the leading Brands in the industry
- Increase your sales and profits by adding our 3 new flavors:
 - Chili – Limon
 - Salt & Pepper
 - Cheddar Jalapeno.



PRASLA INSURANCE AGENCY

LOCATED INSIDE GHRA OFFICE
12790 SOUTH KIRKWOOD RD HOUSTON TEXAS, 77477



COMMERCIAL



HOME



AUTO

Property, Liability, Workman's Comp,
Underground Tank,
Flood, Windstorm and Many more

**YOU WILL BE PLEASED WITH OUR SERVICE AND
PRODUCTS, SO CALL US TODAY
CALL MOIZ MERCHANT TODAY FOR
YOUR FREE QUOTE AT**

281-295-5380

Cell: 832-283-4246

Fax: 281-295-5381

WWW.GHRAONLINE.COM

All GHRA announcements and publications will be posted online. Members are encouraged to visit the GHRA website on a regular basis for up to date information and latest publications.

COMING UP: MARCH PROMOTIONS

Spanner:
TBD

Poster #1: Dr Pepper 12pk Cans
Poster #2: Gatorade 32oz
Poster #3: TBD

GHRA CLASS SCHEDULE - 2012

MONTH	HEALTH/FOOD CERTIFICATE	TABC	TNRCC/TCEQ
FEBRUARY	Feb. 21	Feb. 23	No Class
MARCH	Mar. 20	Mar. 22	Mar. 8
FEES	\$55	\$20	\$30

GHRA ONLINE CLASSIFIEDS

www.ghraonline.com

Under Other Services

Absolutely FREE for GHRA members.

Members can now list businesses or equipment for sale on the GHRA Website!

LABOR LAW POSTER

Now available at the GHRA office.

(while supplies last)

Full Color & Laminated!

\$10