

GHRA IN ACTION WEEKLY IN THE LOOP

Stay Informed, Stay Connected



March 21st, 2022



NAVROZ MUBARAK

THE GHRA BOARD OF DIRECTORS AND
STAFF, WISHES YOU AND YOUR FAMILY
A VERY BLESSED NAVROZ MUBARAK!

BOGO PROMOS

MIKE & IKE



BOGO PROMO ON MIKE & IKE AT GHRA
WAREHOUSE. GET BERRY BLAST & ORIGINAL
FRUITS **PACK OF 24 FOR \$7.75.**

Berry Blast Item# 10351 | Original Item# 10352

SRP - \$1.29 | GM % - 75%

VITAMIN ENERGY



BOGO PROMO ON VITAMIN ENERGY PRODUCTS AT
GHRA WAREHOUSE. GET A **PACK OF 12 FOR \$7.99.**

Item Numbers:

27041 VITAMIN ENERGY B12 14000% 12CT

27038 VITAMIN ENERGY FOCUS 12/20Z

27040 VITAMIN ENERGY IMMUNE 12/20Z

27037 VITAMIN ENERGY MOOD 12/2 OZ

27039 VITAMIN ENERGY WORKOUT 12/20Z

SRP - \$2.99 | GM % - 77.7%

PACKAGED BEVERAGE RESETS

With 2,000+ members, Packaged Beverage resets at GHRA are the biggest reset project in the South Texas market!

Reset scheduling is designed to be fair to everyone involved. The schedule is designed to maximize efficiencies and reset a large number of stores in a (relatively) short period of time.

It is important that the resets are completed according to the schedule to ensure that all GHRA Member stores are reset in a timely manner.

[Click here](#) to review the packaged beverage reset schedule through April. This list will be revised as additional stores are added to the schedule. Follow up with your MSR to confirm the schedule. Check future weekly In the Loop for updated information.

TOBACCO LAW

On Tuesday, March 15th, President Biden signed a new law that grants the US Food and Drug Administration (FDA) authority to regulate synthetic nicotine product as tobacco products. Below is a summary of the key provisions:

- The new legislation will become effective on April 15, 2022
- Synthetic nicotine products are permitted to stay on the market for 30 days (through May 14, 2022)
- After this date, synthetic nicotine products are not allowed to be marketed unless the manufacturer filed a premarket tobacco product application (PMTA) by May 14, 2022
- If the manufacturer filed the PMTA, their synthetic product can remain on the market pending the outcome of the PMTA for an additional 60 days (until July 13, 2022) unless the FDA allows the product to remain on the market
- Additional communication will be issued regarding the synthetic nicotine product stocked at the GHRA Warehouse.
- Members are encouraged to seek information from the manufacturer regarding the legal status of product NOT purchased from GHRA Warehouse.

ORDER FULFILLMENT CONCERNS

As you have all experienced, Frito Lay continues to have supply chain issues as a result of the ongoing pandemic. These recovery issues are similar to all other DSD Suppliers. The Global issues continue to create shortages in raw materials, product creation and the transportation of goods to you. This is impacting all customers in all trade channels. These issues will remain until Frito Lay is able to consistently fill the pipeline and get back to safety stock levels.

While you as a Member may not be getting all that you have ordered, please note some of the actions your Frito Lay Representative may be taking to help you out.



- Order rates by your Frito Lay representative may indicate 2 to 3 X's your store average to attempt to get you more product.
- Product availability may vary by the day of week, your stores location and or when you receive your order(s).

Q2 Outlook

- Supply Chain nationally has improved 10%, Houston specifically has improved 20% as a result of the new production line coming online Q4 2021.
- An additional production line starts Q3 2022 helping fill rates.

5 HOUR ENERGY REBATE PARTICIPATION!

Get with your GHRA Member Services Rep to participate in the 5-Hour Energy rebate program.

Requirements include:

- Must Order New Rack from GHRA Warehouse.
- Must buy additional fulfillment orders from GHRA Warehouse.
- Must merchandise 5 Hour rack at primary checkout area.
- Rebate allowances vary by size of rack. Your GHRA MSR has the details.

