

GHRA IN ACTION WEEKLY IN THE LOOP

Stay Informed, Stay Connected



April 11th, 2022



GHRA NEW PHONE NUMBER
844-777-GHRA

WE HAVE A NEW PHONE NUMBER!

To better serve you, GHRA phones have been switched to a new automated system with a new phone number effective **April 11th, 2022**.

Both GHRA Corporate and Warehouse will have the same number.

1-844-777-GHRA (4472)

The new number will direct you to the automated voice greeting. Please listen to the greeting carefully to be directed to the right person / department, as the menu options have been changed.

LATINO FACTOR RACK PROGRAM



GHRA has partnered with IMM on this special Hispanic endcap program to help you meet your local consumer needs! Please reach out to the below contact to place a new rack into your store today.

Amarilis Massannet - AmarisM@immlatino.com | 787-509-2869

PACKAGE BEVERAGE PROMO OFFER

Promotional cost available on 8.4oz 24pk Red Bull at \$33.90 for the months, April thru November. Monthly promotional cost is available when you price promote Red Bull 8.4oz cans at an everyday retail price of 2/\$4.50. Ask your Red Bull sales representative for details.



INFUSE VAPOR

In conjunction with the new oversight that the FDA will have over synthetic nicotine, Infuse product cannot legally be sold after May 14, 2022. GHRA is selling through remaining Infuse inventory at a reduced price of \$39.75 (\$3.98 each) with a suggested promotional retail of \$6.39 (37.7% GM).

| Item # | Description |
|--------|-------------------------------|
| 28006 | INFUSE BANANA ICE E CIG 4.8% |
| 28011 | INFUSE BERRY ICE E CIG 4.8% |
| 28007 | INFUSE BLUEBERRY E CIG 4.8% |
| 28012 | INFUSE GRAPEE CIG 4.8% |
| 28009 | INFUSE MANGO E CIG 4.8% |
| 28010 | INFUSE MANGO ICE E CIG 4.8% |
| 28014 | INFUSE MENTHOLE CIG 4.8% |
| 28008 | INFUSE MIXED BERRY E CIG 4.8% |
| 28005 | INFUSE STRAWBERRY ECIG 4.8% |
| 28013 | INFUSE TOBACCO E CIG 4.8% |



While supplies last

SPK - JUNE POSTER PROMO

Sour Patch Kids June Poster Promo. To order, contact your member service representative.

June Poster Promo

SOUR PATCH KIDS PEG BAGS

- 24 - 3.6oz SPK Cola
- 12 - 5oz Sour Patch Kids
- 12 - 5oz SPK Strawberry
- 12 - 5oz SPK Watermelon

- 20 - 5oz Sour Patch Kids
- 20 - 5oz SPK Watermelon
- 10 - 5oz Swedish Fish Red
- 10 - 5oz SPK Strawberry

6 free units - 4oz SPK Extreme



60 Ct Counter Unit

**You can
Buy Both
or
Choose Any
One**



66 Ct Counter Unit

| | |
|-----------------------------|-----------------------|
| Promo Cost Display | \$52.20 |
| Promo Cost Each | \$0.87 |
| Feature Retail | 2 for \$2.50 |
| Regular Retail / GM% | \$1.99 / 56.3% |
| Promo Retail / GM% | \$1.25 / 30.4% |

Deadline for all orders is May, 6th 2022