

# GHRA IN ACTION WEEKLY IN THE LOOP

Stay Informed, Stay Connected



May 2<sup>nd</sup>, 2022



## GHRA MAY PROMOTION KIT

Look out for the May promotions kit coming to your stores. If you do not receive it by the first week of May, please call the GHRA Office.

 **G** **GET 2 FOR \$4.00** MIX & MATCH 26oz BOTTLES  **GATORADE**



**2 FOR \$3.33** OR ONE AT REGULAR RETAIL

Includes all PepsiCo flavors 20oz singles  
WHILE SUPPLIES LAST • OFFER VALID 5/1/22 TO 5/31/22

**INSTANT HYDRATION**



**2 FOR \$5.50** OR ONE AT REGULAR RETAIL

Includes all Electrolit 21oz singles  
WHILE SUPPLIES LAST • OFFER VALID 5/1/22 TO 5/31/22

**RED BULL GIVES YOU WIIINGS.**



**2 FOR \$5.33** OR ONE AT REGULAR RETAIL

Includes all Red Bull 12oz singles  
WHILE SUPPLIES LAST • OFFER VALID 5/1/22 TO 5/31/22



## POSTER PROMO DETAILS

The GHRA May magazine shows a discrepancy in some of the promo retail details.

- Gatorade 28oz will be featured at 2 / \$4.00 (\$2.00 each)
- Pepsi 20oz will be featured at 2 / \$3.33 (\$1.67 each)

### Gatorade 28oz

Net Case Cost	\$21.00
Feature Retail	2/\$4.00
Blended Margin	37.2%
Regular Retail/GM%	\$2.69 (48%)
Promo Retail/GM%	\$2.00 (30%)

### Pepsi 20oz

Net Unit Cost	\$26.53
Feature Retail	2/\$3.33
Blended Margin	41.7%
Regular Retail/GM%	\$2.19 (50%)
Promo Retail/GM%	\$1.75 (37%)

## FRITO LAY PRICE INCREASE

Frito Lay is increasing pricing on their entire portfolio of product effective May 15, 2022. A large portion of Frito sales in convenience stores come from the XXVL Bag, which will increase 10¢ to \$2.29. [Click here for full Frito Lay price list.](#)

It can also be referenced on the Member Portal, under Price Lists.



## ELECTROLIT SUPPLIERS

Please purchase Electrolit from the below authorized suppliers to support the May poster promotion:

**- Wismer - Silver Eagle - Del Papa - Stevenson - Jack Hilliard**

## MAY - WAREHOUSE PROMOS

[Click here for May Warehouse promotional details.](#)



## ITG TOBACCO EVENT

ITG Tobacco Company will be at the GHRA Warehouse on Tuesday 5/3 to engage with members and will be offering products at discounted price. **One-day event ONLY** so please stop by and take advantage of it.



**SAVE \$4 ON EACH BOX** (off the invoice)  
MAX 9 BOXES PER MEMBER.  
WHILE SUPPLIES LAST.



**SAVE \$5 ON PODS & KITS** (off invoice)  
MAX 10 CARTONS PER TRANSACTION  
WHILE SUPPLIES LAST.



**SAVE \$2 ON EACH CARTON** (off invoice)  
MAX 10 CARTONS PER TRANSACTION  
WHILE SUPPLIES LAST.

## COUNTRYVILLE FARMS SANDWICHES

A NEW packaged sandwich program is now available! Yumi Ice Cream can provide you with Countryville Farms sandwiches to supplement the limited availability from Deli Express.

- Five varieties of wedge sandwiches are available, in addition to a Spicy Chicken and Double Cheeseburger.
- Members will receive a 3% discount from the prices shown.
- Countryville Farms sandwiches are guaranteed by Yumi.

Contact Yumi for more information at 713-861-1200, ext 2010.



[Click here for details](#)

## AGM MEETING

Annual General Body Meeting on May 24<sup>th</sup> at Stafford Center.  
See you there! More details to come.

# 2022 GHRA ANNUAL GENERAL BODY MEETING

DATE: TUESDAY, MAY 24, 2022

TIME: REGISTRATION / LUNCH 1:30PM

VENUE: THE STAFFORD CENTRE

10505 CASH ROAD STAFFORD, TX 77477

# See U there!

This is an official GHRA Business Meeting.  
Only registered GHRA Authorized representatives are permitted to attend.