



Save \$5 with purchase of Corona this summer!



**CVS Health**  
**DRUG OFFERS**

VERSION	CORONA SUMMER OFFER DESCRIPTION: JUNE 1 - AUGUST 31	STATES	Online Redemption
CDCL2	<p>Save \$5.00 via Mail-in-Rebate on Summer Essentials (soda, tonic water, ice, cups) when you purchase a Corona Extra, Light, Premier or Seltzer 12-pack or larger and Summer Essentials (soda, tonic water, ice, cups).</p> <p>*Save \$5.00 via Mail-in-Rebate on Corona Extra, Light, Premier or Seltzer 12-pack or larger when you purchase a Corona Extra, Light, Premier 12-pack or larger and Summer Essentials (soda, tonic water, ice, cups).</p>	MI, NY, *OH	YES

This promotion will be supported with Easel/Tuck pads and cooler door clings

**Corona**

**SAVE \$5 MAIL-IN REBATE ON CORONA**

When you purchase one (1) Corona Extra, Light, Premier 12-pack or larger and any Summer Essentials (soda, plates, ice, fresh food, etc.). See back for details.

**TWO WAYS TO REDEEM: VIA MAIL OR ONLINE!**

1. MAIL-IN REBATE: See back for details **OR** 2. ONLINE: Visit [www.CoronaRebates.com](http://www.CoronaRebates.com) Enter offer code COR2148

Mail-In Rebate | Valid 5/25/20-8/31/20 | Valid in OH, PA, SC, VA, & WA  
Relax responsibly. Corona Extra®, Corona Light® and Corona Premier® beers. Imported by Crown Imports, Chicago, IL.

*Coupon informational only. Stores will receive the correct version before the rebates begin.*

# "Gloves Off" Memo

**Here is how YOU can help:**

- **Allow distributors** to merchandise "gloves off" displays of the below **top/key brands** which have been selected by the respective FMM Team:

BEER			
Rank	SKU	DESCRIPTION	SIZE
1	295895	WHT CLW SLZ 12PKCN	12Z
2	562041	CORONA 12PK BT	12Z
3	432617	HEINEKEN 12PK BTL	12Z
4	278302	MODELO ESP 12PKCN	12Z
5	362085	STELLA ART 12PK BT	11.2

- Ensure prime placement within the store: front of store, drive aisle, or any other high traffic area
  - **DO NOT PLACE IN FRONT OF PHARMACY**

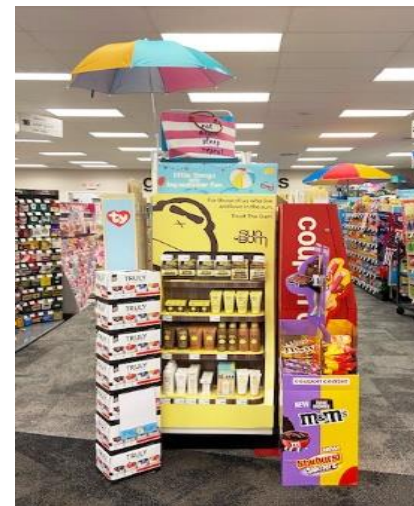
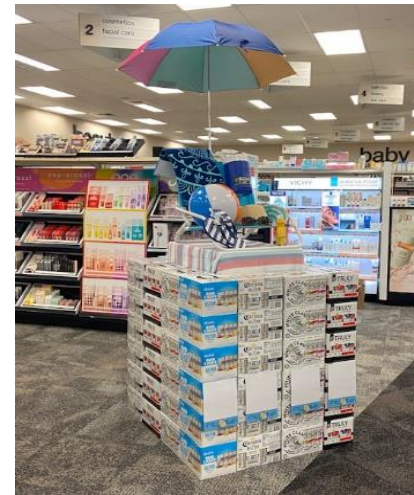
**"Gloves off" Timing:**

- "Gloves Off" weeks for JUL/AUG: WKS 27-34
- **Key Holidays:**
  - 4<sup>th</sup> of July → 7/4/2020
    - Focus should be week 27

**Merchandising Execution Requirements:**

- Displays should be **impactful but tasteful** and placed out of Alcohol Beverage department in **high traffic locations** such as: **front of store, drive aisle, or any other high traffic area**
  - Please work with your distributor sales rep on display location
- Goal is to have 3-4 interruption points
  - Potential locations for displays include (*but are not limited to*):
    - Seasonal Display, Drive Aisle, Card Aisle, End Cap in Drive Aisle, other **High Traffic** locations
      - **DO NOT PLACE IN FRONT OF PHARMACY**
- Ensure all "gloves off" displays are **tagged** appropriately with **TPR and/or promo tags**
- "GLOVES OFF" DOES **NOT** PERTAIN TO HEALTH HUB STORES
  - Alcohol is not approved to be "gloves off" within Health Hub stores

**DRIVE AISLE INTERRUPTION POINTS**



*\*Brands pictured are for communication & illustration purposes only*

# Hard Seltzer Mega Plan

By effectively executing a 2020 national Hard Seltzer Mega Plan, we will drive **+\$29M** in sales, bringing the Beer category back to **growth!** We need **YOUR** help in achieving this significant growth plan!

## HARD SELTZER INSIGHTS (NATIONAL)

### KNOW THE FACTS:

#### CUSTOMER:

- More affluent, younger, & more ethnically diverse
- Basket Size: **\$31.66** (Avg FS basket: \$21.77)
  - Their basket is **\$10 larger** than the average FS basket!
- Make **1.6 trips (+2.8% to LY)** and spend **\$16.30** per trip

#### SALES:

- Hard Seltzers have brought **Beer** back to **growth** within total marketplace
  - It is our **fastest growing** Total Alcohol segment, up **+545.3%** or **+\$9.2M** to LY!
- Without category would be down **-11.0%** vs. Alternatives, the Total Beer **-2.9%**!
  - **YTD Top 3 Brands Performance Nationally:**
    - White Claw: **\$6.2M, (+420.8% or +\$5.0M vs LY)**
      - White Claw 12pk is the **#1 Total Alcohol** item
    - Truly: **\$1.4M (+680.8% or +\$1.2M vs LY)**
    - Bud Light Seltzer: **\$966K, (NEW to market!)**
      - White Claw, Truly & Bud Light Seltzer represent **~70%** of Total Alternatives!

#### HERE IS HOW YOU CAN HELP:

- Increase bulk stack display presence
  - Feature top 3 brands at a minimum
- Reference your Alcohol merch planner to understand floor displays as well as single serve options that are available

## NEW YORK GOALS & RESULTS

### 2020 GOAL:

State	% of Total Beer Category Sales	% of Total Alternatives Category Sales	Alternatives % of Total Beer Sales for State	Alternatives \$ Growth Goal	Projected Total Alternatives \$
NEW YORK	8.7%	12.66%	9.75%	\$3,661,731	\$6,256,835

### YTD RESULTS:

NEW YORK	
TOTAL SALES \$	\$ 1,582,825
\$ CHG LY	\$ 1,272,388
% CHG LY	409.9%
VAR TO GOAL	\$ (2,389,343)
% OF GOAL ACHIEVED	34.7%

### TOP BRAND PERFORMANCE:

NEW YORK			
BRAND	TOTAL SALES \$	\$ CHG LY	% CHG LY
WHITE CLAW	\$943,097	\$811,174	614.9%
TRULY	\$160,562	\$159,428	14060.5%
BUD LIGHT SELTZER	\$124,568	NEW	NEW



# Hard Seltzer MEGA Planning

- Hard Seltzer category is projected to grow by 141% nationally in CVS
- MI/IN/OH/NY are up 123% to Ly already in 2020
- IN/MI/OH/NY account for 27% of total alternatives sales for the company.
- Regional directors signed stores up for 1 of 3 summer seltzer options for May – September
- DLs have file with store designation
- Option #1: Multiple stackers should be placed throughout store of multiple seltzer brands
- Option #2: Bulk Endcap. Bulk endcap converted to striped brands of seltzers for holding power and statement
- Option #3: Go Big! These stores will have store specific merchandising and signing plans in partnership with the DL, Store and Supplier.



**GO BIG!!**



**Merchandising Execution Requirements**

Stores should locate a Primary display on a bulk flat location near the coolers. Exact position will vary by store layout type.

•**Primary Display** : Should be built to match weekly front page ad or hot month long TPR price

•**Secondary Display**: Can be built in stores where space is available to ensure holding power for seltzer brands

**Bulk Display #1**

**Premium Ad Packs**



**Bulk Display #2**

**Hard Seltzers**



\*Premium packs vary by ad zone. Could include 12s, 18s or 24s based on availability and priorities within zone