

RITE AID METRO

Better For You Endcap Program



Rite Aid Metro “Better For You” EndCap Program



P.O.S. Power
Wings and
Card
Provided by
Molson
Coors.

Shelf 1	
Item	Facings
White Claw Hard Seltzer Variety (2.0) 12 pack cans	1
White Claw Hard Seltzer Variety 12 pack cans	1
White Claw Hard Seltzer Black Cherry 12 pack cans	1
White Claw Hard Seltzer Mango 12 pack cans	1
Shelf 2	
Item	Facings
Truly Hard Seltzer Lemonade Mix 12 pack cans	1
Truly Hard Seltzer Variety 12 pack cans	1
Truly Hard Seltzer Berry Variety 12 pack cans	1
Truly Hard Seltzer Tropical Variety 12 pack cans	1
Shelf 3	
Item	Facings
Bud Light Seltzer Variety 12 pack cans	1
Corona Hard Seltzer Variety 12 pack cans	1
Vizzy Hard Seltzer Variety 12 pack cans	1
Arctic Summer Seltzer Variety 12 pack cans	
Shelf 4	
Item	Facings
Blue Moon Light Sky 12 pack cans	1
Corona Premier 12 pack bottles	2
Movo 4 pack cans	2
Shelf 5	
Item	Facings
Saint Archer Gold 12 pack cans	2
Michelob Ultra 12 pack bottles	2
Miller Lite 12 pack cans	1



Metro “Better For You” EndCap Program **Update**

RA Item #	MBD Item #	DESCRIPTION	Everyday Retail	Ad Feature's & Rite Buy / IS TPR's			
				5/1/2020	5/8/2020	5/15/2020	5/22/2020
0264052	2211	White Claw Flavor Collection #2 12/12oz Can	\$ 16.99		AD \$14.99		AD \$14.99
0254704	1698	Truly Lemonade Seltzer Variety 12/12oz can	\$ 16.99		AD \$14.99		AD \$14.99
0254685	898	Corona Hard Seltzer Variety Pack 12/12oz can	\$ 17.99				AD \$14.99
0254692	6216	Blue Moon Light Sky Citrus Wheat 12/12oz can	\$ 16.99				AD \$14.99
0254706	6781	Saint Archer Gold 12oz 2/12 can	\$ 12.99		AD \$10.99		AD \$10.99
0254712	5916	Vizzy variety Pack 12oz 2/12 can	\$ 17.99	IS \$15.99	IS \$15.99	IS \$15.99	IS \$15.99
0259965	5902	Movo Variety Pack 8.5oz can 6/4	\$ 8.99	NA	NA	NA	NA

Program Outline & Execution:

- 90 Stores confirmed by DSD Buyer, Marc Farling, Metro District Leaders and Regional Vice President, Paul Perenetti
 - GSMS - Quinones 15, Cregin 10, Yonick 41, Hourihan 2, Romero 7, Munson 15
- **POS Power wings and Header Cards are available in all warehouses.**
- Store Managers will identify/confirm endcap location. Utilize endcap space from “Treat Yourself” and Craft endcaps.
- Uploaded photos of merchandised Endcaps in CPG, only as it appears in the POG.
- Vizzy and Movo inventory now available.
- Add Hein 0.0 6pks where there are gaps from comp brands.



RA Metro “Better For You” EndCap Program

****Email below from Regional Vice President to RA Metro District Leaders****

From: Paul Perinetti

Sent: Monday, February 3, 2020 3:34 PM

To: Christopher P. Lynch <clynch@riteaid.com>; Crystal Crowley <ccrowley@riteaid.com>; Fady S. Soliman <fsoliman@riteaid.com>; Glen C. Stidolph <Glen.C.Stidolph@riteaid.com>; John P. Padian <John.P.Padian@riteaid.com>; Juan Barillas <Juan.Barillas@riteaid.com>; Kaitlyn L. Mullins <Kaitlyn.L.Mullins@riteaid.com>; Karl J. Hall <Karl.J.Hall@riteaid.com>; Michael Dilallo <mdilallo@riteaid.com>; Michael S. De Fazio <Michael.S.Defazio@riteaid.com>; Nancy A. Virga <nvirga@riteaid.com>; Scott J. Szymczak <sszymczak@riteaid.com>; Stephanie Denker <Stephanie.Denker@riteaid.com>

Cc: Crystal Crowley <ccrowley@riteaid.com>; Marc L. Farling <Marc.L.Farling@riteaid.com>; Paul Perinetti <pperinetti@riteaid.com>

Subject: FW: Better For You End

Importance: High

Team,

This is a great looking and timely end for the stores.
It will drive sales & help us continue to grow our business.



RA Metro *"Better For You"* EndCap Program GSM Quinones - 15

Route	CusKey	CusName	ShipAdr2	ShipCity
SalesHierarchyGeneralSalesManagerName: GUILLERMO QUINONES (15)				
1	Sls Rte 106	22999 RITE AID #7759 B	1033 ST NICHOLAS AVE	NEW YORK
2	Sls Rte 163	12769 RITE AID #1225 Y	534 HUDSON STREET	NEW YORK
3	Sls Rte 163	22531 RITE AID # 4261 B	501 6TH AVENUE	NEW YORK
4	Sls Rte 176	12788 RITE AID #2010 R	4046 BROADWAY	NEW YORK
5	Sls Rte 320	16800 RITE AID #7767 G	1951 1ST AVE	NEW YORK
6	Sls Rte 335	201817 RITE AID #10534	225 LIBERTY STREET	NEW YORK
7	Sls Rte 375	15185 RITE AID PHARMACY #1711 R	408 GRAND STREET	NEW YORK
8	Sls Rte 375	17795 RITE AID #4202 B	7 MADISON STREET	NEW YORK
9	Sls Rte 419	15684 RITE AID #4195 B	282 8TH AVENUE	NEW YORK
10	Sls Rte 419	18006 RITE AID #4196	188 9TH AVE	NEW YORK
11	Sls Rte 419	23169 RITE AID #10531 G	195 8TH AVENUE	NEW YORK
12	Sls Rte 420	19038 RITE AID #4971 Y	542 2ND AVENUE	NEW YORK
13	Sls Rte 425	19041 RITE AID #3110 R	303 WEST 50 STREET	NEW YORK
14	Sls Rte 427	18011 RITE AID #4205 R	81-77 1ST AVENUE	NEW YORK
15	Sls Rte 460	23384 RITE AID #7760	2170 FREDERICK DOUGLAS BLVD	NEW YORK



RA Metro *"Better For You"* EndCap Program GSM Cregin - 10

Route	CusKey	CusName	ShipAdr2	ShipCity
SalesHierarchyGeneralSalesManagerName: JAMIE CREGIN (10)				
1	Sls Rte 182 40229	RITE AID #1947 Y	960 HALSEY ST.	BROOKLYN
2	Sls Rte 342 43010	RITE AID #2612 Y	344 AVENUE X	BROOKLYN
3	Sls Rte 342 44580	RITE AID #4876 G	3823 NOSTRAND AVE	BROOKLYN
4	Sls Rte 343 44704	RITE AID # 4782 Y	783 MANHATTAN AVENUE	BROOKLYN
5	Sls Rte 349 40048	RITE AID #10575 B	2577 NOSTRAND AVE	BROOKLYN
6	Sls Rte 349 45664	RITE AID #10585 G	2060 MILL AVENUE	BROOKLYN
7	Sls Rte 350 32985	RITE AID #1881 Y	185 KINGS HIGHWAY	BROOKLYN
8	Sls Rte 350 43001	RITE AID #3766 G	5901 BAY PARKWAY	BROOKLYN
9	Sls Rte 391 42320	RITE AID #10584 Y	320 SMITH STREET	BROOKLYN
10	Sls Rte 483 34309	RITE AID #3978 G	1679 BEDFORD AVE.	BROOKLYN



RA Metro “Better For You” EndCap Program

GSM Yonick - 41

Route	CusKey	CusName	ShipAdr2	ShipCity	Route	CusKey	CusName	ShipAdr2	ShipCity
SalesHierarchyGeneralSalesManagerName: MATTHEW YONICK (41)					21	Sls Rte 158 65460	RITE AID #10665 G	532A UNION BLVD.	WEST ISLIP
1	Sls Rte 140 63788	RITE AID #4552 R	2 WHITNEY AVENUE	FLORAL PARK	22	Sls Rte 158 65469	RITE AID #10648 Y	5125 MERRICK ROAD	MASSAPEQUA PARK
2	Sls Rte 140 64663	RITE AID #4861 B	50 GREAT NECK ROAD	GREAT NECK	23	Sls Rte 158 66085	RITE AID #10633 G	901 MERRICK ROAD	COPIAGUE
3	Sls Rte 140 65477	RITE AID #10561 G	961-3 PORT WASHINGTON BLVD.	PORT WASHINGTON	24	Sls Rte 158 68677	RITE AID #4902 R	600 NORTH WELLWOOD AVENUE	LINDENHURST
4	Sls Rte 140 65480	RITE AID #10621 R	444 HILLSIDE AVENUE	WILLISTON PARK	25	Sls Rte 307 65455	RITE AID #10649 R	2799 ROUTE 112	MEDFORD
5	Sls Rte 140 66574	RITE AID #10611 Y	1140 WILLIS AVENUE	ALBERTSON	26	Sls Rte 313 64981	RITE AID #4981 G	3131 HEMPSTEAD TURNPIKE	LEVITTOWN
6	Sls Rte 141 65486	RITE AID #10612 G	225 FOREST AVENUE	GLEN COVE	27	Sls Rte 313 65475	RITE AID #10630 R	3974 HEMPSTEAD TURNPIKE	BETHPAGE
7	Sls Rte 141 65871	RITE AID #10655 G	273 PINE HOLLOW ROAD	OYSTER BAY	28	Sls Rte 313 65483	RITE AID #10614 G	1910 HEMPSTEAD TURNPIKE	EAST MEADOW
8	Sls Rte 142 63075	RITE AID #1203 R	178 NEW HYDE PARK ROAD	FRANKLIN SQUARE	29	Sls Rte 313 67958	RITE-AID #3235 Y	2260 JERUSALEM AVENUE	NORTH BELLMORE
9	Sls Rte 142 65473	RITE AID #10620	198 W. MERRICK ROAD	VALLEY STREAM	30	Sls Rte 461 65471	RITE AID #10618	168 N. VILLAGE AVENUE	ROCKVILLE CENTRE
10	Sls Rte 142 69955	RITE AID #10616	400 SUNRISE HIGHWAY	LYNBROOK	31	Sls Rte 461 67201	RITE AID #10619 Y	31-99 LONG BEACH ROAD	OCEANSIDE
11	Sls Rte 149 65434	RITE AID #10626 Y	836 SUNRISE HIGHWAY	BAY SHORE	32	Sls Rte 461 68899	RITE AID #10615 Y	23 EAST PARK AVENUE	LONG BEACH
12	Sls Rte 149 66554	RITE AID #10661 Y	101 MAIN STREET	SAYVILLE	33	Sls Rte 461 68944	RITE AID #10613 B	500 HEMPSTEAD TPKE	WEST HEMPSTEAD
13	Sls Rte 156 64411	RITE AID #10642 R	695 EAST JERICHO TURNPIKE	HUNTINGTON STATION	34	Sls Rte 462 67744	RITE AID #10628 Y	2784 SUNRISE HIGHWAY	BELLMORE
14	Sls Rte 156 65433	RITE AID #10635 G	577 LARKFIELD ROAD	EAST NORTHPORT	35	Sls Rte 463 60572	RITE AID #4768 R	210 POST AVENUE	WESTBURY
15	Sls Rte 156 65448	RITE AID #10640 R	391 W. MAIN STREET	HUNTINGTON	36	Sls Rte 464 65446	RITE AID #10657 G	397 SUNRISE HIGHWAY	W. PATCHOGUE
16	Sls Rte 156 65452	RITE AID #10653 R	395 FORT SALONGA ROAD	NORTHPORT	37	Sls Rte 464 65458	RITE AID #10650 B	700-43 PATCHOGUE YAPHANK ROAD	MEDFORD
17	Sls Rte 156 69930	RITE AID #10641 R	283 WEST JERICHO TURNPIKE	HUNTINGTON STATION	38	Sls Rte 464 66460	RITE AID #10668 R	23 EASTPORT MANOR RD.	EASTPORT
18	Sls Rte 157 60432	RITE AID #10658 Y	593 OLD TOWN RD	PORT JEFFERSON	39	Sls Rte 465 65634	RITE AID #4226 G	82 NUGENT STREET	SOUTHAMPTON
19	Sls Rte 157 64457	RITE AID #10651 B	335 ROUTE 25A	MILLER PLACE	40	Sls Rte 466 65498	RITE AID #10632 B	126-128 JERICHO TURNPIKE	COMMACK
20	Sls Rte 157 65442	RITE AID PHARMACY #10662 Y	229 INDEPENDENCE PLAZA	SELDEN	41	Sls Rte 466 65441	RITE AID PHARMACY #10663	65 ROUTE 111	SMITHTOWN



RA Metro “Better For You” EndCap Program GSM Hourihan - 2 / Romero - 7

Route	CusKey	CusName	ShipAdr2	ShipCity
SalesHierarchyGeneralSalesManagerName: RICHARD HOURIHAN (2)				
1	Sls Rte 170	70653 RITE AID DRUG #2541 G	420 SOUTH BROADWAY #2541	YONKERS
2	Sls Rte 457	71877 RITE AID #10548 B	53 EAST PROSPECT AVENUE	MOUNT VERNON
SalesHierarchyGeneralSalesManagerName: RICHARD ROMERO (7)				
1	Sls Rte 198	22481 RITE AID#4267 Y	1091 OGDEN AVENUE	BRONX
2	Sls Rte 338	12007 RITE AID # 3844 Y	950 SOUTHERN BLVD.	BRONX
3	Sls Rte 338	15901 RITE AID #7906 R	840 WESTCHESTER AVE	BRONX
4	Sls Rte 411	24589 RITE AID- # 3980	1179 EAST 233RD STREET	BRONX
5	Sls Rte 411	26602 RITE AID #4294 B	4159 WHITE PLAINS ROAD	BRONX
6	Sls Rte 413	26105 RITE AID-#3774 Y	2426 EASTCHESTER ROAD	BRONX
7	Sls Rte 416	14970 RITE AID #10541 R	5825 35 BROADWAY	BRONX



RA Metro “Better For You” EndCap Program

GSM Munson - 15

Route	CusKey	CusName	ShipAdr2	ShipCity
SalesHierarchyGeneralSalesManagerName: TROY MUNSON (15)				
1	Sls Rte 171	32927 RITE AID #1805 R	33-01 TO 33-11 30TH AVE.	ASTORIA
2	Sls Rte 172	30168 RITE AID #10569 B	32-14 31ST STREET	ASTORIA
3	Sls Rte 172	36392 RITE AID #4865 R	32-87 STEINWAY ST	ASTORIA
4	Sls Rte 316	35211 RITE AID #4852 Y	71-14 AUSTIN STREET	FOREST HILLS
5	Sls Rte 329	30383 RITE AID #10605 R	583 GRANDVIEW AVENUE	RIDGEWOOD
6	Sls Rte 330	46778 RITE AID #4863 B	144-29 NORTHERN BLVD	FLUSHING
7	Sls Rte 331	32319 RITE AID #10600 R	50-15 ROOSEVELT AVENUE	QUEENS
8	Sls Rte 331	32527 RITE AID #4858 G	46-12 GREENPOINT AVENUE	SUNNYSIDE
9	Sls Rte 360	40257 RITE AID #10592 R	43-20 BELL BLVD	BAYSIDE
10	Sls Rte 361	30296 RITE AID #3984 G	82-13 37TH AVE	JACKSON HEIGHTS
11	Sls Rte 361	36900 RITE AID #3581 B	85-10 NORTHERN BLVD #	JACKSON HEIGHTS
12	Sls Rte 362	40808 RITE AID #3626 R	158-02 UNION TURNPIKE	FLUSHING
13	Sls Rte 363	42915 RITE AID #4277 R	115-10 MERRICK BLVD	JAMAICA
14	Sls Rte 363	45131 RITE AID #3865 R	218-35 HEMPSTEAD AVENUE	QUEENS VILLAGE
15	Sls Rte 364	34110 RITE AID #4991 R	109-07 101ST AVENUE	JAMAICA