



STORE TAKE-OVER PROGRAM

****Customer Buys****

Ice Mountain 1.5L

Gets 1L of Action Free



How the store take-over will work

- Manufacture Coupon Created on buy a 1.5L Ice Mountain and get 1 Bottle of Ac+ion Free
- Must order through McLane - both products – Ice Mountain 1.5L and Ac+ion cases
- We ask that the store places the POP on the front door (two-way sticker) ,and static cling in front of cooler door.
- We will provide:
 - 150 Coupons to use at the register per store
 - Static Door Cling
 - Double Sided Sticker for front door
 - Average \$5.50 - 6.00/Ring at the Register per sale
 - Payment reimbursement through Manufacture Coupon Clearing House
 - Promotion ends 12/31/22



UIN
410787



UIN
563317



FREE 1L Ac+ion

What the coupon would look like



***Place Free Product on rack or end cap!**

