

**ATTENTION CENTRAL DIVISION PSR, MERCHANDISERS, BCR, GEO REPS, TSL, ASM, AREA DIRECTORS, MD, OTS CDARs, RETAIL KAM, DOR**

# P1-P3 QUARTERLY INCENTIVE

**Grow your location/territory CSD Net Revenue 8% vs PY during P1-P3 2026 and earn a Blackstone Grill\*.**

*\*Optional 360 Reward Points can be substituted for Blackstone Grill.*

## HOW IT WORKS

- **3 Winners from each size location with highest NR Growth**
  - Small 3 PSR, 3 TSL, 3 ASM
  - Med 3 PSR, 3 TSL, 3 ASM
  - Large 3 PSR, 3 TSL, 3 ASM
- **5 Retail Territory Winners**
  - Top 2 LF KAM
  - Top 2 SF KAM
  - Top OTS KAM
- **NR Target excludes poppi**



## DISPLAY & WIN!

**Earn 25 Reward Points for every qualifying Incremental Take Home Display you place during P1-P3 2026 to shop for cool gear at [gopcrewards.com](https://gopcrewards.com)**

- **Qualifying packages:** 12oz 12pk FM, 16.9oz 6pk, 12oz 24pk cube
- **Must Include Core 6 plus BAJA :** Pepsi, Pepsi Zero Sugar, Diet Pepsi, Starry\*, Mountain Dew, Diet Mountain Dew and Baja Blast
- **Large Format:** Minimum 50 cases | **Small Format:** Minimum 20 cases
- **All displays must be priced & follow brand flow to qualify**
- *\*Starry not required to be on display for locations that do not carry.*

**Earn 20 Reward Points for every incremental shipper you place during P1-P3 2026.**

- **Eligible Shippers Include:**
  - Bubly Mocktails (P1)
  - SBX Winter Olympics (P2)
  - Bubly SuperMario Bros (P3)
  - Gatorade Lower Sugar (P3)
  - Evergreen Shipper (P1-P3)
  - Gatorlyte (P1-P3)
  - Pepsi Prebiotic (P2-P3)

**TSLs earn 25 BONUS Reward Points for every 5 entries placed by sales reps **500 POINTS MAX****

## BONUS WAYS TO WIN

- **Include Cabo Citrus on display for additional **+10 BONUS POINTS EACH** (5cs min LF, 2cs min SF)**
- **Feature Cabo Citrus POS on display for additional **+10 BONUS POINTS EACH****
- **Feature any any Superbowl POS on your display for additional **+10 BONUS POINTS EACH****
  - **POS includes:** SB Football Pallet Kit, Endcap Header, Display Builders, Faux Walls w/ lug ons, Pallet Toppers, Headers, Dump Bins & Pole Toppers, tailgate truck, standees
  - **Excludes static clings, case cards, basewrap**
- **Maximum 55 Reward Points per display / Maximum 1500 Reward Points for total program**



**Simply scan this QR code to submit qualifying display photos to [pc2331.pcbigdisplay.com](https://pc2331.pcbigdisplay.com)**

- Duplicate photo entries will be disqualified.
- All display photos must be submitted by March 20, 2026 for executions secured during the December 28, 2025 through March 20, 2026 incentive timing.
- On-line upload site will be disabled at 11:59p CST on March 20, 2026.

This sales incentive is subject to applicable taxes required by law. Employees receiving this award will be taxed within 1-2 pay cycles after the incentive period closes less unforeseeable administrative challenges. Employees who wish to not participate must notify their manager, in writing, prior to the start of the incentive period.



## HUNDREDS OF ITEMS TO CHOOSE FROM

**Use your reward points now or add them to your existing 123rewards account along with points you have earned from other Reward Point Programs and save for higher value rewards!**