

2024 Red Bull



Program Details

- Please call your HRA rep for planogram and spacing information
- EDLP: 2/\$5 on 8.04oz & 2/\$6 on 12oz
- Cold Cashier Placement Within 8' From Register
- Permanent Warm Case Display



	8oz	12oz	16oz	20oz
On Invoice Pricing	\$40.75	\$53.45	\$35.11	\$42.23
Suggested Single Retail	\$2.89	\$3.99	\$4.69	\$5.49
2 For Retail	\$5	\$6	-	-

Rebate

\$1.50
/case

- 8oz Cases
- 12oz Cases

Contact Information

Matador Distributing	Matt Whitlatch	mwhitlatch@matadordist.com	770.833.9609
Champion Brands	Dustin Cobb	dcobb@championbrands.net	912.314.5212
Premium Beverage	Wayne Knox	knox20@yahoo.com	334.744.1865
Bev South/Better Brands/Triangle Dist.	Michael Whitley	michael.whitley@bevsouth.us	229.395.9266
Gulf Distributing	Kevin Thomas	kthomas@gulfdistributing.com	251.583.0636
Hay Distributing	Matt McDonald	matt@haydistributing.com	864.238.7646
BDT Beverage	Alex McGlothlin	amcglathlin@bdtbev.com	615.319.0085
Allstate Beverage	Jeff Carswell	jcarswell@allstatebeverage.com	334.399.5062
RBDC NC	Mario Caruso	mario.caruso@redbull.com	919.480.5234
RBDC SC	Heather Balsler	heather.balsler@redbull.com	614.371.9189