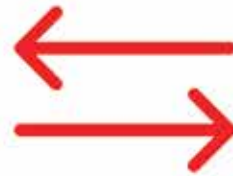


P1 KEEP UP / TAKE DOWN

- ALL **January/February** promotional signage should be **BLUE**.
 - *P1 time frame: 1/4- 2/28*
- White permanent & Drive Thru signs should stay up: Bait pricing, keep door closed, restroom signs, fountain rings, ICE pricing & propane headers.

**START DATE
JANUARY 4TH**



REMOVE ALL **RED** SIGNS



DISPLAY **BLUE** SIGNS





TAKE DOWN

1. ALL RED Building Snap locks
2. ALL RED Pump Bollard Snap locks
3. ALL RED Pump topper + Extender combo
4. FRONT DOOR WELCOME SIGNS
5. Restroom decals
6. RED Front Door statics

1. Building Snap locks



2. Pump Bollard Snap locks



3. Pump Toppers & Extenders



4. REMOVE CURRENT WELCOME SIGNS



5. Restroom decals



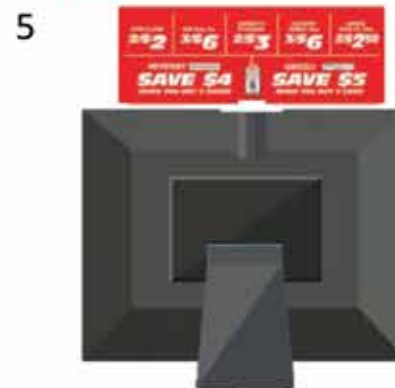
6. RED front door statics





TAKE DOWN

1. ALL RED COOLER TICKLERS
 1. *ALL COOLER TICKLERS SHOULD COME DOWN DUE TO PRICE CHANGES!
2. ALL RED COFFEE INSERTS
3. ALL RED COUNTERMATS
4. ALL RED SHELF WOBBLERS
5. RED POS HEADER
6. RED SHIPPER STICKERS/WOBBLERS



KEEP UP

White permanent signs should stay up:

- Keep door closed
- Restroom signs
- Fountain rings
- Propane Headers
- Ice frames
- Drive Thru Signage
- Friendly Dog DARK BLUE menu decals





P1 MONTHLY PLANOGRAM

MINUTEMAN
FOOD MART

NEW DEALS
AND
NEW LOOK

SCAN ME



**PHYSICAL ID
IS REQUIRED**

FOR ALL INFORMATION PRODUCTS

WELCOME
MINUTEMAN
FOOD MART



WELCOME
MINUTEMAN
FOOD MART



MINUTEMAN
FOOD MART

Fast, Friendly Service With A Smile!

STORE HOURS

Mon-Thurs	5 AM - 10 PM
Friday	5 AM - 10 PM
Saturday	5 AM - 10 PM
Sunday	7 AM - 10 PM

NOW ACCEPTING
SNAP

WE CARD
Payment Method

MINUTEMAN
FOOD MART

FUEL DEALS
UP TO

**25¢
OFF
PER
GAL**

With 

FRONT DOOR STRIKERS - TO REPLACE FRONT DOOR STATICS



P1 MONTHLY
PLANOGRAM

NEWPORT SIGN STORES:

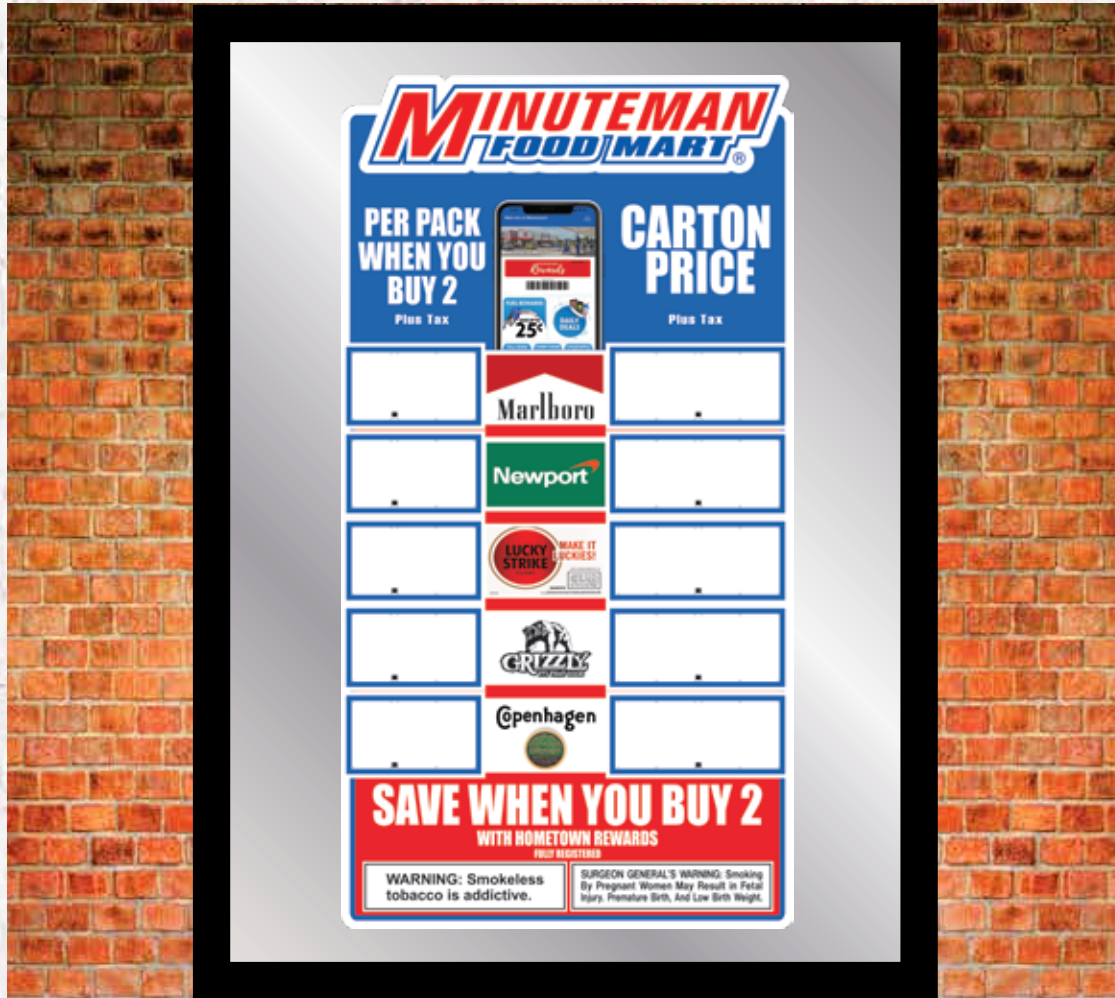
2, 6, 7, 16, 17, 18, 20, 25, 38, 40, 41, 42, 48, 49, 52, 58, 59, 201, 204, 206, 209, 225

MARLBORO SIGN STORES:

12, 14, 15, 19, 21, 22, 23, 27, 29, 31, 32, 33, 34, 35, 36, 37, 39, 43, 44, 45, 46, 47, 50, 53,
54, 55, 56, 57, 208, 210, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224



P1 MONTHLY PLANOGRAM



0 1 2 3 4

5 6 7 8 9

CIGARETTE CHANGEABLE STATIC- PEEL THE BACK CAREFULLY AND PLACE ON WINDOW.

NUMBER SETS - 0-9 - PEEL BACK OFF OF NUMBER AND PLACE CAREFULLY IN CORNER MARKS IN WHITE PRICE BOX. PRICING WILL COME FROM CORPORATE



P1 MONTHLY PLANOGRAM

COFFEE & BREAKFAST SANDWICH **\$4**

20oz FOUNTAIN DRINK for WISE CHIPS & SANDWICH **\$4.99**
BURGER **\$1 EXTRA**

MINUTEMAN FOODMART
DIP CLUB
BUY 10 CANS GET 1 FREE

With

WINTER GREENS Copenhagen **25¢**
GRIZZLY **25¢**

MINUTEMAN FOODMART
FUEL DEALS
UP TO 25¢ OFF PER GAL

With

MINUTEMAN FOODMART
16oz ENERGY CLUB
BUY 5, GET 1 FREE
Mix n' Match

With

MINUTEMAN FOODMART
Marlboro
\$

EACH WHEN YOU BUY 2 PACKS

With

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

0 1 2 3 4 5 6 7 8 9

BUILDING SNAPLOCKS - OPEN SNAPLOCK FRAME AND REMOVE OLD SIGN. REPLACE WITH NEW SIGN AND SNAP FRAME CLOSED.

NUMBER SETS - 0-9 - PEEL BACK OFF OF NUMBER AND PLACE CAREFULLY IN CORNER MARKS IN WHITE PRICE BOX. PRICING WILL COME FROM CORPORATE

YOUR STORE WILL RECEIVE EITHER MARLBORO OR NEWPORT SIGNAGE NOT BOTH.

COFFEE & BREAKFAST SANDWICH **\$4**

20oz FOUNTAIN DRINK for WISE CHIPS & SANDWICH **\$4.99**

BURGER **\$1 EXTRA**

MINUTEMAN FOODMART

Marlboro

\$

EACH WHEN YOU BUY 2 PACKS *With*

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

MINUTEMAN FOODMART

FUEL DEALS UP TO **25¢ OFF PER GAL**

With

0 1 2 3 4 5 6 7 8 9

PUMP BOLLARD SNAPLOCK 28X44 - REPLACE INSERTS WITH NEW PROMOTIONS. PLACE ONE SIGN IN EACH FRAME. PLEASE NOTE THAT THESE WILL BE NEAR THE PUMPS.

NUMBER SETS - 0-9 - PEEL BACK OFF OF NUMBER AND PLACE CAREFULLY IN CORNER MARKS IN WHITE PRICE BOX. PRICING WILL COME FROM CORPORATE

YOUR STORE WILL RECEIVE EITHER MARLBORO OR NEWPORT SIGNAGE NOT BOTH.

MINUTEMAN FOODMART

DIP CLUB BUY 10 CANS GET 1 FREE

With

25¢

MINUTEMAN FOODMART

NEW DEALS -AND- NEW LOOK

With

SCAN ME

25¢



P1 MONTHLY PLANOGRAM

MINUTEMAN FOOD MART FUEL DEALS
UP TO **25¢ OFF PER GAL**

With

Marlboro

\$ []

EACH WHEN YOU BUY 2 PACKS

With

Marlboro Marlboro

20oz FOUNTAIN DRINK for WISE CHIPS & SANDWICH **\$4.99**

WISER Originals

BURGER \$1 EXTRA

Newport

\$ []

EACH WHEN YOU BUY 2 PACKS

With

Newport

16oz ENERGY CLUB BUY 5, GET 1 **FREE**

Mix n' Match

With

Marlboro

\$ []

EACH WHEN YOU BUY 2 PACKS

With

Marlboro Marlboro

Newport

\$ []

EACH WHEN YOU BUY 2 PACKS

With

Newport

0	1	2	3	4
5	6	7	8	9

PUMPTOPPER EXTENDERS - REMOVE OLD PUMPTOPPERS & PLACE EXTENDER IN FRAME. REFER TO PACKING SLIP FOR APPROPRIATE SIZE.

PUMPTOPPER - REMOVE OLD PUMPTOPPERS & PLACE PUMPTOPPER IN FRAME. REFER TO PACKING SLIP FOR APPROPRIATE SIZE.

PT EXTENDER COMBO - REPLACE OLD INSERT WITH NEW INSERT. **DO NOT REMOVE FUEL BRAND INSERTS!**

NUMBER SETS - 0-9 - PEEL BACK OFF OF NUMBER AND PLACE CAREFULLY IN CORNER MARKS IN WHITE PRICE BOX. PRICING WILL COME FROM CORPORATE

YOUR STORE WILL RECEIVE EITHER MARLBORO OR NEWPORT SIGNAGE NOT BOTH.





P1 MONTHLY PLANOGRAM

MINUTEMAN FOOD MART
NEW DEALS
-AND-
NEW LOOK

SCAN ME

25¢ OFF PER GAL

With

MINUTEMAN FOOD MART
CLUBS

MINUTEMAN CANDY SHARE CLUB
BUY 5 GET 1 FREE

MINUTEMAN Your ENERGY CLUB
BUY 5, GET 1 FREE
Mix n' Match

MINUTEMAN DIP CLUB
BUY 10 CANS GET 1 FREE



TRIANGLE BOLLARD - WRAP AROUND BOLLARD AND CONNECT VELCRO ON EDGES TOGETHER



WOBLERS - PEEL BACKING OFF OF DOUBLE STICK TAPE AND APPLY TO TRACK NEAR APPROPRIATE PRODUCT.

WOBLERS ARE TO BE PLACED ON THE PRICE RAIL IN FRONT OF THE PRODUCT BEING PROMOTED.





P1 MONTHLY PLANOGRAM

**MINUTEMAN
BREW CLUB**
BUY 5, GET 1
FREE



With



COFFEE INSERTS - PLACE NEW SIGN INTO FRAME NEAR COFFEE STATION.



P1 MONTHLY PLANOGRAM

NEW DEALS AND NEW LOOK

SHARE SIZE CANDY CLUB BUY 5 GET 1 FREE	Max ENERGY CLUB BUY 5 GET 1 FREE MILK w/ Match	DIP CLUB BUY 10 GET 1 FREE	HYDRATION CLUB BUY 5 GET 1 FREE <small>Club Energy, Best Value</small>	5 HOUR ENERGY SHOT CLUB BUY 10 GET 1 FREE
---	---	----------------------------------	--	--

SUPER HOT DEALS ON
Newport & Marlboro

With  Scan QR code to activate app



POS HEADER 11X4 - PEEL ADHESIVE OFF OF T-CLIP AND ATTACH TO TOP OF REGISTER MONITOR

**MINUTEMAN
FOODMART**

**NEW DEALS
-AND-
NEW LOOK**

With 

SCAN ME 

COUNTER MAT - PEEL BACKING OFF & SLOWLY APPLY TO COUNTER. MAKE SURE TO SMOOTH FROM CENTER OUT TO THE EDGES.

MAT IS TO BE PLACED AT EACH REGISTER IN THE DESIGNATED CUSTOMER TRANSACTION AREA.



P1 MONTHLY PLANOGRAM

5IN BULLSEYE - PEEL OFF BACK AND PLACE AT EYE LEVEL IN THE CENTER OF THE COOLER DOOR.
ENSURE ALL 5 INCH BULLSEYES ARE PLACED AT THE SAME HEIGHT ACROSS ALL COOLER DOORS.

- ENERGY CLUB PROMO - ENERGY COOLER DOOR
- NEW DEALS PROMO - ISOTONICS COOLER DOOR + 3 BEER DOORS
- DIP CLUB - BEER CAVE DOOR OR BEER DOOR & COKE COOLER DOOR
- CANDY SHARE CLUB - PEPSI COOLER DOOR
- 5 HOUR ENERGY CLUB- WATER COOLER DOOR



5X3 STATIC - PEEL OFF BACK & PLACE IN FRONT OF APPROPRIATE PRODUCT.

COFFEE - CLOSED HOT CASE -GLASS
20OZ FOUNTAIN - CLOSED HOT CASE -GLASS



COOLER DOOR TICKLERS - SLIDE INTO SHELF TRACK IN FRONT OF APPROPRIATE PRODUCT.





P1 MONTHLY PLANOGRAM

**NOW
ACCEPTING
EBT**



CHANNEL STRIP 3 X 1.25 - SLIDE INTO SHELF TRACK IN FRONT OF ALL EBT ELIGIBLE PRODUCTS THROUGHOUT THE STORE



P1 MONTHLY PLANOGRAM



CEILING DANGLER



0 1 2 3 4 5 6 7 8 9

CEILING DANGLER- HANG DANGLER IN CENTER STORE CEILING.
MARLBORO OR NEWPORT - CASHIER CEILING *CANNOT BE OVER OR INFRONT OF BACK BAR!

NUMBER SETS - 0-9 - PEEL BACK OFF OF NUMBER AND PLACE CAREFULLY IN CORNER MARKS IN WHITE PRICE BOX.
PRICING WILL COME FROM CORPORATE

YOUR STORE WILL RECEIVE EITHER MARLBORO OR NEWPORT SIGNAGE NOT BOTH.



P1 MONTHLY PLANOGRAM



CONTOUR AISLE VIOLATOR - PLACE IN CLIP AND SLIDE INTO SHELF TRACK IN FRONT OF APPROPRIATE PRODUCT.
CANDY SHARE CLUB - CENTER STORE
NEW DEALS NEW LOOK - 2 PER AISLE + 2 IN THE CANDY SECTION



**FRONT FACING VIOLATOR - ATTACH TO THE FRAME AROUND THE TRANSLITE
(NOT THE TRANSLITE ITSELF) SO THAT IT DANGLES APPROPRIATELY**

COFFEE CLUB - COFFEE AREA
FOUNTAIN CLUB - FOUNTAIN AREA
ICEE CLUB - ICEE AREA