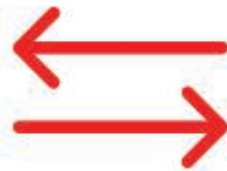


P1 KEEP UP / TAKE DOWN

- ALL **MARCH/APRIL** promotional signage should be **YELLOW**.
 - *P1 time frame: 3/8 – 4/25*
- PERMENANT SIGNS TO KEEP UP: Bait pricing, keep door closed, restroom signs, welcome signs fountain rings, ICE pricing, dark blue hot dog signs, EBT signs, age verification, cigarette window pricer & propane headers.

START DATE
MARCH 8TH



REMOVE ALL **LIGHT BLUE** SIGNS



DISPLAY **YELLOW** SIGNS





TAKE DOWN

1. ALL **LIGHT BLUE** Building Snap locks
2. ALL **LIGHT BLUE** Pump Bollard Snap locks
3. ALL **LIGHT BLUE** Pump topper + Extender combo
4. **Light blue** Front Door statics
5. **Light Blue** ceiling dangler
6. **Light blue** pole wraps

1. Building Snap locks



2. Pump Bollard Snap locks



3. Pump Toppers & Extenders



4. Door & window statics

5. Ceiling Dangler



6. Pole wraps





TAKE DOWN

1. ALL **LIGHT BLUE** COOLER TICKLERS & SHELF WOBLERS
2. ALL **LIGHT BLUE** COFFEE INSERTS
3. ALL **LIGHT BLUE** COUNTERMATS
4. ALL **LIGHT BLUE** SHELF WOBLERS
5. **LIGHT BLUE** POS HEADER
6. **LIGHT BLUE** SHIPPER STICKERS/WOBLERS/COOLER DECALS



KEEP UP

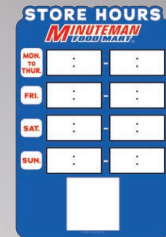
White permanent signs should stay up:

- Cigarette Window Pricer
- Ebt signage
- Front door welcome signs
- Keep door closed
- Restroom signs
- Fountain rings
- Propane Headers
- Ice frames
- Friendly Dog DARK BLUE menu decals





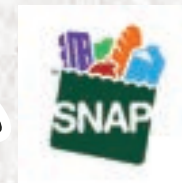
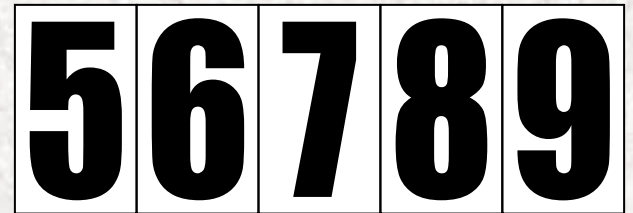
P2 MONTHLY PLANOGRAM



6X9 CHANGEABLE STATIC - TO REPLACE STORE HOUR SIGNS (TO BE DELIVERED BY DISTRICT LEADER)
8X10 WINDOW STATIC - TO BE PLACED ON FRONT DOORS (IF APPLICABLE TO YOUR STORE)



P2 MONTHLY PLANOGRAM



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

NUMBER SETS - 0-9 - PEEL OFF NUMBER FROM THE SHEET AND PLACE CAREFULLY IN CORNER MARKS IN WHITE TIME BOX.

EBT & 24 HOUR OVERLAY - ONLY EBT STORES WILL RECEIVE AN EBT DECAL.
ALL OTHER STORES WILL RECEIVE A BLUE BOX TO COVER THE WHITE BOX AT THE BOTTOM.
24 HOUR DECALS WILL COVER ALL TIME BOXES IN THAT ROW



P2 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

OUTDOOR SIGNAGE PLACEMENT GUIDE

STORE # 209 216 219 220 221

STORE # 201 204 206 208 210 215 217 218
222 223 224 225

PUMPTOPPERS



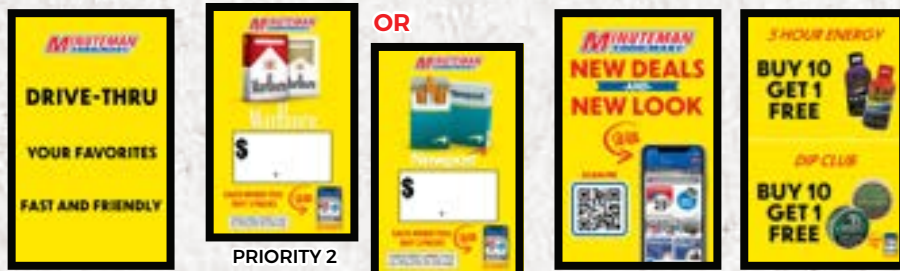
OR NEWPORT

PUMPTOPPERS



OR NEWPORT

PUMP BOLLARDS



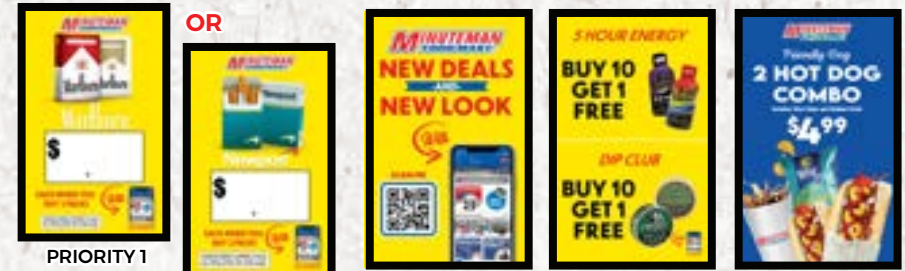
PRIORITY 1
MOST VISIBLE
TO ROAD

PRIORITY 2
2ND MOST VISIBLE
TO ROAD

PRIORITY 3

PRIORITY 4

PUMP BOLLARDS



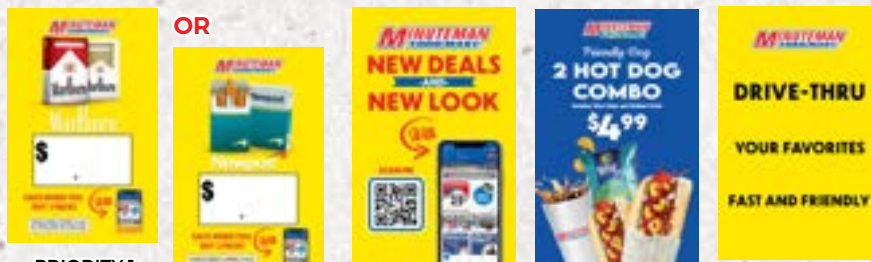
PRIORITY 1
MOST VISIBLE
TO ROAD

PRIORITY 2
2ND MOST VISIBLE
TO ROAD

PRIORITY 3

PRIORITY 4

BUILDING SNAPLOCK



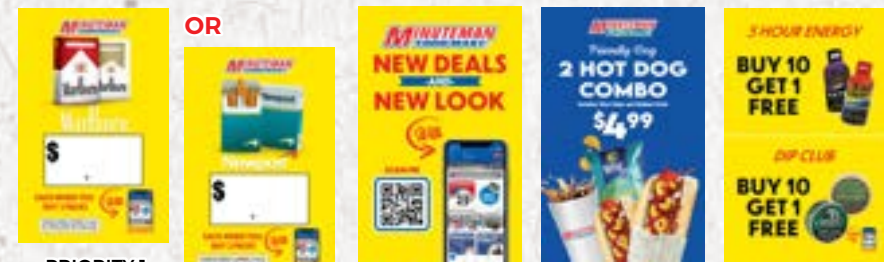
PRIORITY 1
CLOSEST TO DOOR

PRIORITY 2
2ND CLOSEST
TO DOOR

PRIORITY 3

PRIORITY 4

BUILDING SNAPLOCK



PRIORITY 1
CLOSEST TO DOOR

PRIORITY 2
2ND CLOSEST
TO DOOR

PRIORITY 3

PRIORITY 4

OUTDOOR SIGNAGE PLACEMENT GUIDE

STORE #23 25 32 45 49 58

STORE #29 57

PUMPTOPPERS



OR NEWPORT

PUMPTOPPERS



OR NEWPORT

PUMP BOLLARDS



PRIORITY 1
MOST VISIBLE TO ROAD

PRIORITY 2
2ND MOST VISIBLE TO ROAD

PRIORITY 3

PRIORITY 4

PUMP BOLLARDS



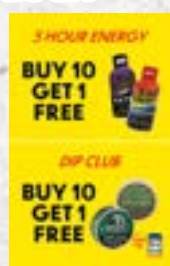
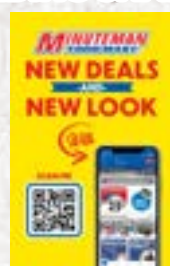
PRIORITY 1
MOST VISIBLE TO ROAD

PRIORITY 2
2ND MOST VISIBLE TO ROAD

PRIORITY 3

PRIORITY 4

BUILDING SNAPLOCK



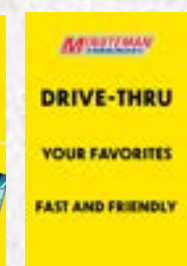
PRIORITY 1
CLOSEST TO DOOR

PRIORITY 2
2ND CLOSEST TO DOOR

PRIORITY 3

PRIORITY 4

BUILDING SNAPLOCK



PRIORITY 1
CLOSEST TO DOOR

PRIORITY 2
2ND CLOSEST TO DOOR

PRIORITY 3

PRIORITY 4

OUTDOOR SIGNAGE PLACEMENT GUIDE

STORE #18

PUMPTOPPERS



OR MARLBORO

PUMP BOLLARDS



OR



PRIORITY 1
MOST VISIBLE TO ROAD



PRIORITY 2
2ND MOST VISIBLE TO ROAD



PRIORITY 3



PRIORITY 4

BUILDING SNAPLOCK



OR



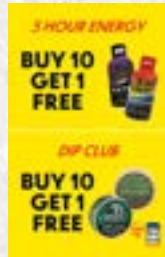
PRIORITY 1
CLOSEST TO DOOR



PRIORITY 2
2ND CLOSEST TO DOOR



PRIORITY 3



PRIORITY 4

STORE # 2 6 7 12 14 15 16 17 19 20 21 22 31 33 34 35 36 37 38 39 40 41 42 43 44 46 47 50 52 53 59

PUMPTOPPERS



OR MARLBORO

PUMP BOLLARDS



OR



PRIORITY 1
MOST VISIBLE TO ROAD



PRIORITY 2
2ND MOST VISIBLE TO ROAD



PRIORITY 3



PRIORITY 4

BUILDING SNAPLOCK



OR



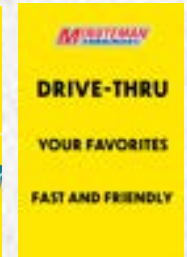
PRIORITY 1
CLOSEST TO DOOR



PRIORITY 2
2ND CLOSEST TO DOOR



PRIORITY 3



PRIORITY 4

OUTDOOR SIGNAGE PLACEMENT GUIDE

STORE #27 48

PUMPTOPPERS



OR MARLBORO



OR NEWPORT

PUMP BOLLARDS



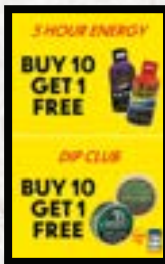
PRIORITY 1
MOST VISIBLE
TO ROAD



PRIORITY 2
2ND MOST VISIBLE
TO ROAD



PRIORITY 3



PRIORITY 4

BUILDING SNAPLOCK



PRIORITY 1
CLOSEST TO DOOR



PRIORITY 2
2ND CLOSEST
TO DOOR



PRIORITY 3



PRIORITY 4

STORE # 2 6 7 12 14 15 16 17 19 20 21 22 31 33 34 35 36 37 38 39 40 41 42 43 44 46 47 50 52 53 59

PUMPTOPPERS



OR MARLBORO



OR NEWPORT

PUMP BOLLARDS



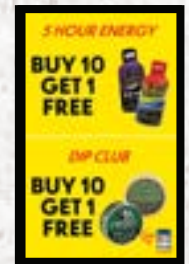
PRIORITY 1
MOST VISIBLE
TO ROAD



PRIORITY 2
2ND MOST VISIBLE
TO ROAD



PRIORITY 3



PRIORITY 4

BUILDING SNAPLOCK



PRIORITY 1
CLOSEST TO DOOR



PRIORITY 2
2ND CLOSEST
TO DOOR



PRIORITY 3



PRIORITY 4



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

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





P2 MONTHLY PLANOGRAM

**MINUTEMAN
BREW CLUB**

**BUY 5, GET 1
FREE**

With



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



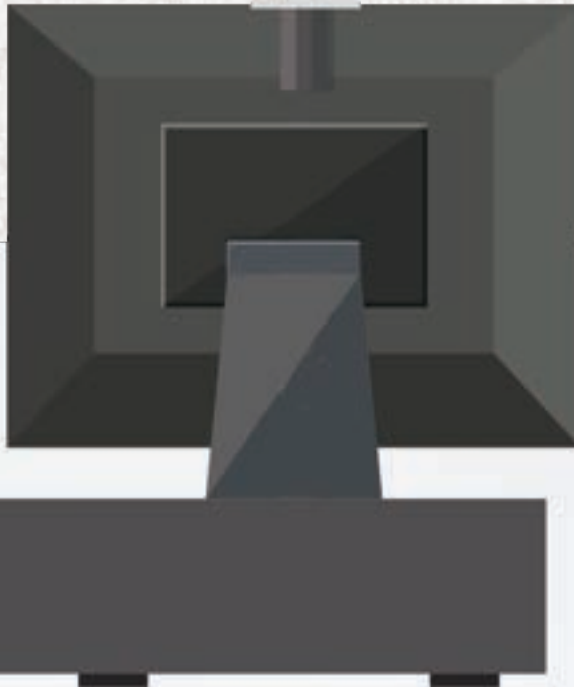
P2 MONTHLY PLANOGRAM



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

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.





P2 MONTHLY PLANOGRAM

10IN ROUND COOLER STATIC - PEEL OFF BACK AND PLACE AT EYE LEVEL (APPROXIMATELY 5 ½ FEET HIGH) IN THE CENTER OF THE COOLER DOOR. ENSURE ALL 10 INCH STATICS 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 SHELF CARD - PEEL OFF BACKING FROM TAPE & PLACE IN FRONT OF APPROPRIATE PRODUCT.



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





P2 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



P2 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



P2 MONTHLY PLANOGRAM



MINUTEMAN
FUEL DEALS
UP TO
25¢ OFF
PER GAL

With

TORNADOS 2/\$3 	<small>20oz FOUNTAIN DRINK, 1oz WISE CHIPS, & SANDWICH</small> BURGER \$1 EXTRA \$4.99
-------------------------------------	--

**BREAKFAST
BISCUITS**

2/\$6

TORNADOS 2/\$3 	<small>20oz FOUNTAIN DRINK, 1oz WISE CHIPS, & SANDWICH</small> BURGER \$1 EXTRA \$4.99
-------------------------------------	--

20oz
FOUNTAIN DRINK,
1oz WISE CHIPS,
& SANDWICH

\$4.99

BURGER \$1
EXTRA

3X3 CLEAR DECAL - TO BE PLACED ON ALL SIGNS FEATURING THE FOLLOWING PROMOTION
“LUNCH COMBO: 20oz FOUNTAIN DRINK, 1oz WISE CHIPS, & SANDWICH”
PLACE IN BLANK AREA NEXT TO FOOD IMAGES (USE BLUE DOT FOR REFERENCE)