



THE VOICE OF INDEPENDENT RETAILERS

AFPD MEMBER EXCLUSIVE

Members with questions call the AFPD office at 1-800-666-6233



be more tea

C-STORE Growth Rebate Program

REQUIREMENTS:

- AFPD member must have signed a 2016 CDA program with Pepsi Beverages Company (PBC).
- Lipton products within AFPD rebate program must include distribution on all Lipton Pure Leaf, LIT, Lipton Sparkling and Brisk RTD beverages sold & delivered by PBC distributor to be eligible.
- AFPD member must be in good standing with PBC and purchase products directly from PBC.
- Lipton Growth Rebate Program begins January 1, 2016, and goes through December 31, 2016.



CONVENIENCE STORE REBATE PROGRAM:

- 20¢ per case rebate after your sales grow 10% - 24% from your 2015 sales.
- 35¢ per case rebate after your sales grow 25% or more from your 2015 sales.
- Based on total volume of PBC delivered cases of Lipton Pure Leaf, LIT, LIT Sparkling and Lipton Brisk product lines.
- Growth Rebate will be paid from first growth case, if growth goal level is achieved.
- Rebate checks will be sent out by AFPD **if** sales and growth program requirements are met and **after** the program period ends on December 31, 2016.
- Total Lipton cooler space within your store to be set to agreed to by *PBC and Retailer Optimization Space Set per 2016 standards.*



To sign up for this program, please complete this form and fax to AFPD at (248) 671-9610 or email info@AFPDonline.org.

AFPD MEMBER ID#: _____ PEPSI CUSTOMER ID#: _____ DATE: _____

CONTACT NAME: _____ PHONE: _____

NAME OF STORE: _____

STORE LOCATION: *(If you have multiple locations, attach store list)*

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____



THE VOICE OF INDEPENDENT RETAILERS

AFPD MEMBER EXCLUSIVE

Members with questions call the AFPD office at 1-800-666-6233



be more tea

GROCERY STORE Growth Rebate Program

REQUIREMENTS:

- AFPD member must have signed a 2016 CDA program with Pepsi Beverages Company (PBC).
- Lipton products within AFPD rebate program must include distribution on all Lipton Pure Leaf, LIT, Lipton Sparkling and Brisk RTD Beverages sold & delivered by a PBC distributor to be eligible.
- AFPD member must be in good standing with PBC and purchase products directly from PBC.
- Lipton Growth Rebate Program begins January 1, 2016, and goes through December 31, 2016.



GROCERY STORE REBATE PROGRAM:

- 20¢ per case rebate after your sales grow 10% - 24% from your 2015 sales.
- 35¢ per case rebate after your sales grow 25% or more from your 2015 sales.
- Based on total volume of PBC delivered cases of Lipton Pure Leaf, LIT, LIT Sparkling and Lipton Brisk product lines.
- Growth Rebate will be paid from first growth case, if growth goal level is achieved.
- Rebate checks will be sent out by AFPD **if** sales and growth program requirements are met and **after** the program period ends on December 31, 2016.
- Total Lipton display & gondola space within retailer store to be set to minimum 50% of total tea category space and agreed to by PBC and retailer per 2016 merchandising standards.



To sign up for this program, please complete this form and fax to AFPD at (248) 671-9610 or email info@AFPDonline.org.

AFPD MEMBER ID#: _____ PEPSI CUSTOMER ID#: _____ DATE: _____

CONTACT NAME: _____ PHONE: _____

NAME OF STORE: _____

STORE LOCATION: *(If you have multiple locations, attach store list)*

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____