

## Your Complete C-Store Rebate and Merchandising Solution



### Mission Statement

To be recognized as the leader in developing the most progressive data-driven marketing programs in the C-Store Channel

WAM represents over 18,000 C-Stores, making WAM Distributors the 3rd largest National C-Store Supplier

[www.wamresults.com](http://www.wamresults.com)



**GEM STATE DISTRIBUTORS INC.**  
CONVENIENCE STORE SOLUTIONS SINCE 1958



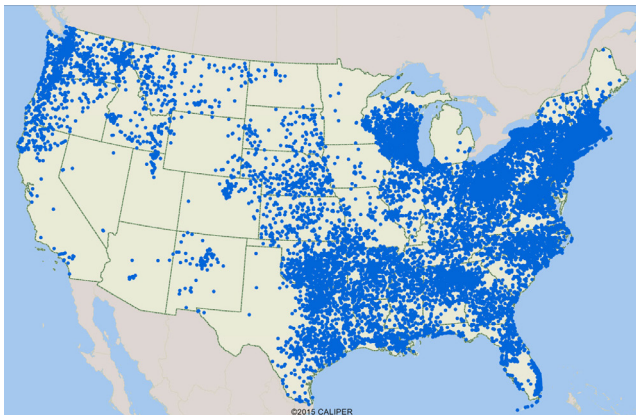
**2018**  
**C-Store Solutions**

Technology • Rebates • Promotions • New Items

## WHO IS WAM



Started in 1985, WAM is a coalition of wholesalers and manufacturers working together to accomplish what no other organization has achieved nationwide. The impact has created connectivity to independent c-stores and small chains that previously did not exist with manufacturers.



Map of WAM Coverage

*The following 5 proven programs have provided results to help the retailer achieve their maximum rebate dollars*

## Participating Manufacturers

**Earn ongoing WAM Rebates from the following WAM Manufacturers!!!**

### Snacks



### Confections



### Beverage



### General Merchandise



### Tobacco



### Grocery



### Food Service



## 4 WAM promoSense

*WAM's comprehensive promotional solution*

### What is it?

- PromoSense is our monthly promotional vehicle that includes the newest items and the best deals on top-selling products.



## 5 WAM shelfSense

*WAM's complete Category Management Resource*

### What is it?

- ShelfSense is WAM's Category Management Program that delivers customized in-line and rack planograms to our customers.
- Attaining your volume goal is "built into" the WAM Planogram and will:
  - Maximize potential rebates
  - Reduce shrinkage and waste
  - Maximize sales through the register
  - Streamline the ordering process, reducing out-of-stocks
  - Increase overall profitability
  - Reduce carrying costs

### Available:

- Planograms
- Category Insights
- Category Add/Drops
- WAM Program Notes



The WAM planograms are built utilizing IRI/Nielsen data, distributor data, and aligned to the WAM Retailer Programs

## 1 PROGRAM MANAGEMENT TOOLS

All smart phones and tablets allow your sales reps to better manage and grow your business and rebates.

- More effectively manage the WAM Retailer Programs and maximize rebates! You will be able to see weekly updates on your total rebates earned, easily identify non-compliant programs with at-risk dollars and order missing items/pre-packs on the spot.



## 2 WAM 1st EDITION

*WAM's industry-leading new item speed-to-shelf program*

### What is it?

- 1st Edition is our new item program designed to secure speed-to-shelf on select new item launches.
- Over 7,000 participating stores automatically receive selected items
- Over 10,000 boxes sold per item.
- New items contribute more than 60% to category growth



### 3 RETAILER REBATES & MERCHANDISERS

#### More Sales • More Profits • More Rebates

Your WAM Distributor's experienced sales staff is committed to helping you maximize... sales, profits, and rebates by taking advantage of all possible opportunities.

#### Merchandisers gain valuable end-cap placement for your top SKUs

The WAM MVDs combine the best items from the best manufacturers to drive impulse purchases and boost category sales via secondary placements.

- Candy Shoppe MVD
- Cooler MVD
- Healthy Snacks MVD
- Candy Yum MVD
- Snacks MVD



WAM 3FT Candy Yum MVD



WAM 3 FT Snacks MVD

## AMAZING EARNING POTENTIAL

Manufacturer	Program Rebate*	Rack Payment	Total Earnings
ConAgra	\$68	\$250	\$318
Ferrara	\$73		\$73
Hostess	\$234	\$35	\$269
Kellogg's	\$63		\$63
Kraft	\$59	\$100	\$159
Lil' Drug	\$68		\$68
Mondelēz	\$128	\$30	\$158
Nestle Waters	\$335		\$335
Snyder's-Lance	\$65	\$50	\$115
WAM Candy Yum		\$100	\$100
WAM Snacks		\$100	\$100
<b>TOTAL</b>	<b>\$1093</b>	<b>\$665</b>	<b>\$1758</b>

\* Example based on an average store sales

\* Ask sales rep about these & other WAM Manufacturer Programs



ConAgra 3' Meat Snack



Kraft Heinz FEM