



2021

C-Store Solutions

Technology • Rebates • Promotions • New Items



GEM STATE DISTRIBUTORS INC.
CONVENIENCE STORE SOLUTIONS SINCE 1958

WHO IS **WAM**

26 Distributors	32 Warehouses	\$8.9 Billion in Sales	500 Sales Reps	22,000 C-Stores
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Total payments to retailers in 2019 - \$10M



Your Complete C-Store Rebate and Merchandising Solution

80%

of our c-stores are independents or small chains, providing our manufacturers with access to this difficult-to-reach segment.

1 of 5

1 of 5 independent c-stores in the nation is serviced by a WAM distributor.

**WAM represents over 22,000 C-Stores,
making WAM Distributors the 3rd largest
National C-Store Supplier**

www.wamresults.com

AMAZING EARNING POTENTIAL FOR RETAILERS

HOW IT WORKS...

1 ENROLL!

- ▶ **Sign up for any or all of the available manufacturer programs**

2 PURCHASE!

- ▶ **All purchases tracked by InfoBate**
- ▶ **No need for the retailer to submit purchase details**
- ▶ **Get paid on minimum compliance – no penalties for non-compliance**

3 EARN!

- ▶ **Three types of available earnings**
 - **Rebates on everyday purchases**
 - **Payments on compliance purchases**
 - **Payments for racks and multi-vendor displays**
- ▶ **Additional Opportunities throughout the year**
 - **Off invoice allowances on select pre-books**
 - **Promotions available monthly**

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

1

PROGRAM MANAGEMENT TOOLS

The WAM/infoBATE Portal allows 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.

*info***BATE**



2

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

4

WAM **promoSense**

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**

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/Nielsens data, distributor data, and aligned to the WAM Retailer Programs

Participating Manufacturers

WAM partners with the best brands in each category.
Earn ongoing WAM Rebates from
most of our Manufacturers!!!

Beverage



CBD



Confections



General Merchandise/HBC



Participating Manufacturers

Grocery



Ice Cream



Snacks



Food Service

