

APRIL 2021



**Cinco de Mayo**  
MEXICAN RESTAURANT

# APRIL 2021

## Independent Chain Promotions

### California



**Martinez Distributing Co., Inc.**

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Pasadena, CA 91101

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

# CORONADO Rompope \*\*\*Best Selling Brand\*\*\*



- Top Deal @ 50 cases \$ 9.75
- Price regardless of PO size
- Your Net Cost \$ 9.75
- Everyday Price \$13.99
- Your Margin 30%
- (discuss Ad calendar)

# Rancho Escondido (New Tamarind Spicy) 750ml



- Your Cost \$ 6.13
- Everyday Price \$ 8.99
- Your Margin 32%
- Additional “New Tamarind Spicy Introductory” support @ \$1.00/bottle (Ad feature)



- Your Cost \$ 5.13
- Ad Price \$ 7.99
- Your Margin 36%

**Offer ends May 31<sup>st</sup>, 2021**

Qualifier: PO must include New Tamarind Spicy

# Rancho Escondido 1.75ml



- 20 Case Top Deal Price \$ 13.33
- Additional “pallet program” support @ \$2.00/Btl. (March through May)
- Net Cost \$11.33
- Everyday Price \$ 16.99
- Your Margin 33%

Offer ends May 31<sup>st</sup>, 2021

# VICARIO Sugar Cane Alcohol (98 Proof)



- 25 Case Top Deal Price \$ 9.00
- Additional “pallet program” support @ \$2.00/Btl. (March through May)
- Net Cost \$7.00
- Everyday Price \$ 9.99
- Your Margin 30%

**Offer ends May 31<sup>st</sup>, 2021**

# La Penca Mezcal (With Worm!)



- 10 Case Top Deal Price \$ 22.00
- Additional “Cinco de Mayo” support @ \$1.00/Btl.
- Net Cost \$21.00
- Everyday Price \$ 29.99
- Your Margin 30%

Offer ends May 31<sup>st</sup>, 2021

# Antonio Aguilar Mezcal



- 10 Case Top Deal Price \$ 24.50
- Additional “Cinco de Mayo” support @ \$2.00/Btl. (through end of May)
- Net Cost \$22.50
- Everyday Price \$ 32.99
- Your Margin 32%

**Offer ends May 31<sup>st</sup>, 2021**