

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

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 31st, 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 31st, 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 31st, 2021

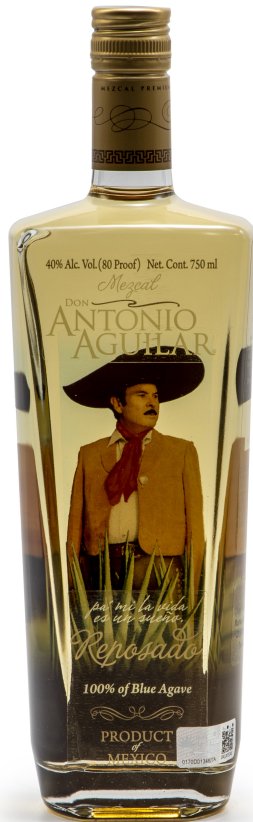
La Penca Mezcal (With Worm!)



- 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 31st, 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 31st, 2021