Your Complete C-Store Rebate and Merchandising Solution

WAM
FOCUSED PROGRAMS • PROVEN RESULTS

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

Mountain/Service Distributors

Full Line Convenience Products Distributor

40 Lake Street * P.O. Box 520

South Fallsburg, NY 12779

WAM
FOCUSED PROGRAMS • PROVEN RESULTS

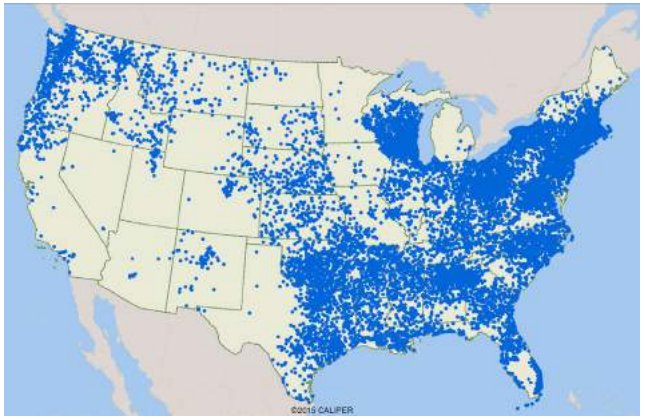
2018 C-Store Solutions

Technology • Rebates • Promotions • New Items

WHO IS WAM

25 WAM Distributors	33 Warehouses
7 Billion in Sales	48 States
18 Thousand C-Stores	14 Thousand Independents
4 Thousand Chain Stores	

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

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

Snacks

Kraft Heinz
Inventure Foods
Gurley's Golden Recipe
Prairie City Bakery
CLIF
Kellogg's Specialty Channels
Hostess
premier nutrition — The Good Energy People
ConAgra Foods — Food you love
Snyder's Lance — Snacking is our passion
Mondelēz International

Beverage

Bug Juice
Nestlé Waters North America
DeanFoods
Dr Pepper Snapple Group
Florida's Natural Premium
Campbell's

General Merchandise

Energizer
Edgewell Personal Care
P&G
Lil' Drug Store Products
Warren Distribution Since 1922
BIC

Tobacco

National Tobacco — Makers of Fine Tobacco Products — © 1988 NTC — Louisville, KY 40202

Confections

Ferrara candy company
Bazooka Candy Brands
Perfetti van Melle
Ferrero
Sathers
Nestlé
Mars Wrigley confectionery

Grocery

ConAgra Foods — Food you love
P&G
Kraft Heinz
Campbell's
SC Johnson — A Family Company

Food Service

Nestlé Professional

4 WAM promoSense

WAM's comprehensive promotional solution

What is it?

- Promo$ense 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?

- Shelf$ense 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

Value Added Services

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

Value Added Services

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
TOTAL	**$1093**	**$665**	

*Based on average store sales

EARN $1758

ConAgra 3'Meat Snack

Kraft Heinz FEM