

ATTENTION CENTRAL DIVISION PSR, BCR, GEO REPS, TSL, ASM,
AREA DIRECTORS, MD, OTS CDARS, RETAIL KAM, DOR, MERCHANDISERS

100 DAYS OF SUMMER!

Grow your Route or Territory CSD & Rockstar
Net Revenue +10% vs PY during P6-P7 2025
and earn Rewards Points to shop for cool
gear at gopcrewards.com

HOW IT WORKS

- PSRs = 100 Reward Points
- SDL/TSL/KAM/OTS = 200 Reward Points
- ASM/DOR/MD/AD = 300 Reward Points

DISPLAY & WIN!

Earn 25 Reward Points good to shop for cool
gear at gopcrewards.com for every Take Home
Display you place during P6-P7 2025.

- Qualifying packages: 12oz 12pk FM, 16.9oz 6pk
- Must include Pepsi, PZS, Diet Pepsi, Starry*, Dew, Diet Dew & Baja Reg
- 50cs minimum - LF; 20cs minimum - SF
- All displays must be priced to qualify & follow brand flow

*Starry not required to be on display for locations that do not carry.



Earn 15 Reward Points for every incremental
shipper you place during P6-P7 2025.

- Eligible Shipper options include:
 - Bottle Lotto
 - Rockstar Fuel Your Drive
 - Mtn Dew Summer Freeze/ New VIS
 - Lipton Pure Leaf
 - Pepsi Cherries & Cream
 - Bubbl'r Evergreen & Orange Dream Freez'r

ADD ON BONUS

- Include Dew Summer Freeze (reg & zero) 12pk on display for additional **+10 BONUS POINTS EACH** (2cs min)
- Add Mini Can 10pk on take home display for additional **+10 BONUS POINTS** (10cs min)
- Feature Summer POS on display for additional **+10 BONUS POINTS EACH**
 - POS includes: Po1 Summer Endcap Header, RWB Faux Walls, Po1 Pallet Dress up Kits, Dew Summer Frz & Vis Pallet Kits, Dew Baja Wave pallet kit, Dew Pallet Topper, MD Vis Side Stacker, MD Vis/Frz Headers, MD Vis/Frz Floor Graphics, MD Vis/Frz Flex panels, Metele shelf talker & Mountain Dude
 - Excludes static clings, case cards
- Maximum 100 Reward Points per display / Maximum 1000 Reward Points for total program



Simply scan this QR code to submit qualifying
display photos to pc2216.pcbigdisplay.com

- Duplicate photo entries will be disqualified.
- All display photos must be submitted by July 12, 2025 for executions secured during the May 18 through July 12, 2025 incentive timing.
- On-line upload site will be disabled at 11:59 EST on July 12 2025.

This sales incentive is subject to applicable taxes required by law. Employees receiving this award will be taxed within 1-2 pay cycles after the incentive period closes less unforeseeable administrative challenges. Employees who wish to not participate must notify their manager, in writing, prior to the start of the incentive period.

Use your reward points now or add them to your existing 123rewards account along with points you have earned from other Reward Point Programs and save for higher value rewards!