

**Pine State Beverage & Athletic Brewing Company**

**Athletic Retail Display Program**

**Timing:**

**October - November 2025**

**Program Packages**

**All Athletic sku's are included**

**Account Eligibility**

**All independent off premise retail and chain accounts (where authorized) are eligible.**

**Incentive:  
All Sales  
Reps,  
& DM's  
Martel,  
Neal and  
Priest**

**CHAIN ACCOUNT PROGRAM**

**By account, earn the following payout against your Athletic display execution:**

**Earn \$2 per displayed case**

**A minimum of ten cases on the display is required to qualify for the payout.**

**"INDY" ACCOUNT PROGRAM**

**By account, earn the following payout against your Athletic display execution:**

**Earn \$3 per displayed case**

**A minimum of ten cases on the display is required to qualify for the payout.**

**Please submit all display photos to [glozito@pinestatetrading.com](mailto:glozito@pinestatetrading.com) for credit**



**ATHLETIC**  
BREWING CO<sup>®</sup>

# On Premise Programming

**Timing:** Oct. 1<sup>st</sup> 2025 – Jan 31<sup>st</sup> 2026



## Program Packages:

The entire Athletic portfolio of package and draft sku's is eligible

## New Package Placement Program

Earn \$15 per new AP secured  
Max payout is \$15 per account regardless of the number of new sku's secured  
90-day non-buy of any Athletic item to qualify

## New Draft Placement Program

Earn \$25 for a new draft placement, then continue to earn \$15 on each unit sold to the new account throughout Oct - Jan

## New Menu Placement Program

Earn \$10 per account when you secure a new menu placement. Verification can be photo\* of the menu proof or of the final menu following marketing department update



January 2026 ONLY.....

For existing draft accounts earn \$10 on every 1/4 keg that you sell into any ONP account!



To qualify for this payout, please send in a photo\* of any form of Athletic "visibility"; for example, a poster or a menu featuring Athletic on draft.

\*Please email your photos to [glozito@pinestatetrading.com](mailto:glozito@pinestatetrading.com)



# Baxter Non-Alc Selections Independent Retail Accounts New Placement Program



## Timing:

October – November  
Retro to 10/1/25

## Account Eligibility

All 90-day non-buying  
Independent off premise  
Retail account are eligible

## Incentive: All Sales Reps

By account: Earn \$10 on  
each new qualifying placement  
that you secure during the period

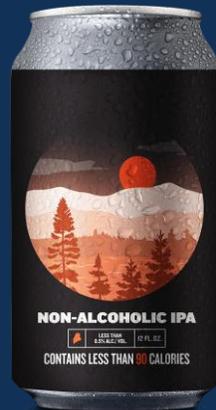
Minimum 2 placements  
to qualify for payout

Program SKU's
BAXTER NA IPA 4/6/12CN
BAXTER NA IPA 2/12/12CN
BAXTER NA PUMPKIN 4/6/12CN
BAXTER NA BLUEBERRY 4/6/12CN



### NON - ALCOHOLIC BLUEBERRY ALE

No matter the reason or season, you can now savor all the multidimensional, satisfying flavors of your favorite Baxter brews anytime, anywhere. Our Non-Alcoholic Blueberry Ale delivers the same high-quality experience, so you can enjoy this refreshing brew alongside all your distinctly Maine adventures.



### NON - ALCOHOLIC IPA

No matter the reason, or the season, you can now savor all the multidimensional, satisfying flavors of your favorite Baxter brews without the alcohol. Our non-alcoholic IPA delivers the same high-quality experience, so you can enjoy an adventurous and refreshing brew anytime, anywhere.



### NON - ALCOHOLIC PUMPKIN ALE

As autumn leaves turn and the crisp air settles, savor the warmth and spice of Baxter Brewing's Non-Alcoholic Pumpkin. Crafted for distinctly Maine adventures, this rich, flavorful brew offers a high-quality, non-alcoholic experience—perfect for any occasion, anytime, anywhere.

# Pine State Beverage & Boston Beer Company

## Boston Beer TRI III 2025 Portfolio Volume Drive

<b>Period</b>	October 1st - December 31st, 2025
<b>Program Portfolios</b>	All package and draft sku's within the Boston Beer Portfolio are included
<b>Objective</b>	Company goal is to sell 228,570 CE's
<b><u>Incentive</u></b>	<b>Earn up to \$350 On Your Performance!</b>
<b>Group I Sales Reps</b>	Hit your Level I sales goal, earn \$250 Or - hit your Lev II goal, earn \$350
<b><u>Incentive</u></b>	<b>Earn up to \$500 On Your Team Performance!</b>
<b>Group I DM's</b>	Hit your Level I sales goal, earn \$250 Or - hit your Lev II goal, earn \$350
<b>Incentive: Group II Sales Reps &amp; DM's</b>	<b>By Level, hit your sales goal, earn the listed payout</b>

**BOSTON BEER TRI - III 2025 VOLUME DRIVE GOALS AND RESULTS / OCT - DEC 2025**

Supervisors	Sales Reps	SALES INFORMATION					PROJECTED PAYOUTS	
		LEVEL I GOAL	LEVEL II GOAL	RESULTS	% TO LEV I GOAL	% TO LEV II GOAL	LEV I	LEV II
<b>GROUP I</b>								
MATT MITCHELL	Total	52,443	52,957	0	0%	0%	\$300	\$500
	KELLY HARFORD	8,740	8,825		0%	0%	\$250	\$350
	RANDY BRODEUR	8,700	8,786		0%	0%	\$250	\$350
	BRUCE PAQUETTE	8,333	8,415		0%	0%	\$250	\$350
	XZAVIER PARISH	8,211	8,292		0%	0%	\$250	\$350
	CHAD PRINCE	6,973	7,041		0%	0%	\$250	\$350
	BLAKE TREUBER	6,010	6,069		0%	0%	\$250	\$350
	DERICK RAVEN	5,475	5,529		0%	0%	\$250	\$350
JASON CHILDS	Total	51,350	51,853	0	0%	0%	\$300	\$500
	TIM LEWIS	10,198	10,298		0%	0%	\$250	\$350
	CAM TOWER	9,547	9,641		0%	0%	\$250	\$350
	DAN WILLIS	8,733	8,819		0%	0%	\$250	\$350
	RICHIE A	8,673	8,758		0%	0%	\$250	\$350
	NATE ROSSIGNOL	7,203	7,273		0%	0%	\$250	\$350
	MICKEY BECHARD	6,995	7,064		0%	0%	\$250	\$350
TOM HIGGINS	Total	33,475	33,803	0	0%	0%	\$300	\$500
	MIKE NORRIS	8,576	8,660		0%	0%	\$250	\$350
	BRUCE MORNEAUL	8,118	8,198		0%	0%	\$250	\$350
	JORDAN ELLIS-C	8,103	8,182		0%	0%	\$250	\$350
	ZACARY FITTS	5,115	5,165		0%	0%	\$250	\$350
	JEREMY PONTES	3,563	3,598		0%	0%	\$250	\$350
JOSH PORTER	Total	31,107	31,412	0	0%	0%	\$300	\$500
	HAL CARTER	7,830	7,907		0%	0%	\$250	\$350
	CHRIS RISCEN	5,946	6,004		0%	0%	\$250	\$350
	JACOB SEDGWICK	5,945	6,004		0%	0%	\$250	\$350
	MATT DEAN	5,708	5,764		0%	0%	\$250	\$350
	BERNIE JOHNSON	5,677	5,733		0%	0%	\$250	\$350
SCOTT MARTEL	Total	12,916	13,042	0	0%	0%	\$300	\$500
	BRANDI G.	5,646	5,702		0%	0%		
	RYAN DENNISON	3,266	3,298		0%	0%		
	SCOTT MARTEL	2,202	2,223		0%	0%		
	ADAM WHITE	1,802	1,820		0%	0%		
TIM POLLARD	Total	12,606	12,729	0	0%	0%	\$300	\$500
	MASON JOHNSTON	3,512	3,546		0%	0%	\$250	\$350
	DARREN COTE	3,449	3,483		0%	0%	\$250	\$350
	LIZ BERRY	2,782	2,809		0%	0%	\$250	\$350
	RICKEY WHITE	1,686	1,703		0%	0%	\$250	\$350
	JARED VAFIADES	1,177	1,188		0%	0%	\$250	\$350
BRANDON PRIEST	Total	11,784	11,899	0	0%	0%	\$300	\$500
	MATT CANWELL	3,177	3,208		0%	0%		
	KYLE BRANN	3,055	3,085		0%	0%		
	LUKE ST HILAIR	3,028	3,057		0%	0%		
	DYLAN COOMBS	2,524	2,549		0%	0%		
JAY NEAL	Total	9,596	9,690	0	0%	0%	\$300	\$500
	COOPER MORAN	2,934	2,962		0%	0%		
	BEN SPEED	2,571	2,596		0%	0%		
	PETER DUNPHY	2,121	2,142		0%	0%		
	SCOTT CHAMBERS	1,970	1,989		0%	0%		
<b>GROUP II</b>								
ADAM ANTHONY	Total	2,970	2,999	0	0%	0%	\$150	\$250
	MATT HERNANDEZ	1,752	1,769		0%	0%	\$125	\$175
	JOSH UNDERHILL	1,035	1,045		0%	0%	\$125	\$175
	KAROLYN MELINO	183	185		0%	0%	\$50	\$100
SHAWN CHAMBERS	Total	1,318	1,331	0	0%	0%	\$75	\$125
	LUKE BERNARD	1,318	1,331		0%	0%	\$125	\$175
KELLY BEAULIEU	Total	4,288	4,330	0	0%	0%		
	DONNA LAWRENCE	3,423	3,456		0%	0%		
	RETAIL PORTAL	865	874		0%	0%		
HOUSE ACCOUNT	Total	1,982	1,982		0%	0%		
	HOUSE ACCOUNT	2,021	2,041		0%	0%		
ALL OTHERS		538	543		0%	0%		
<b>COMPANY TOTAL</b>		<b>226,370</b>	<b>228,570</b>	<b>0</b>	<b>0%</b>	<b>0%</b>	<b>\$10,050</b>	<b>\$14,800</b>

**Pine State Beverage & Constellation Brands - Beer Division**

**Constellation Brands Impact Packages Distribution Program**

<p><b>Timing:</b></p>	<p><b>September - November 2025</b></p>	
<p><b>11 Focus Packages</b></p> 	<p><b>Corona Ex 2/12 can</b>  <b>Corona Non Alc 6 pk btl</b>  <b>Corona Premier 6 pk btls</b>  <b>Pacifico 2/12 can</b>  <b>Modelo Chelada</b>  <b>Variety 12 oz 12 Pk</b></p>	<p><b>Corona Ex 24 oz can</b>  <b>Corona Premier 2/12 can</b>  <b>Modelo Especial 24 oz can</b>  <b>Pacifico 6 pk btl</b>  <b>Modelo Chelada Limon y Sal 24 oz can</b>  <b>Modelo D'Oro</b>  <b>2/12 can</b></p>
<p><b>Objective</b></p> 	<p><b>Please refer to the next page for your team's end of period targets. The figures listed represent how many retail accounts need to purchase that package anytime in 90 days ending 11/30/25</b></p> <p><b>Goals and results include all chain and independent retail accounts</b></p>	
<p><b>Incentives</b></p> 	<p><b>Higgins, Mitchell &amp; Porter Divisions</b></p> <p><b>New for 2025!</b></p> <p><b>Provided that your division achieves all 11 objectives, all contributing sales reps <u>and the DM</u> will each earn \$300!</b></p>	

Pine State Beverage Co. & Constellation Beer  
 Corona & Modelo Impact Retail Distribution Drive / Sept - Nov 2025

## Goals & Results

EOP Objectives	Corona 2/12 cans = 119			Corona 24 oz can LSE = 148			Premier 2/12 cans = 70			Premier 6 pk btls = 155			Corona Non Alc 6 pk btls = 70		
	Goal	Results	% to goal	Goal	Results	% to goal	Goal	Results	% to goal	Goal	Results	% to goal	Goal	Results	% to goal
PORTER	26		0%	33		0%	10		0%	44		0%	15		0%
MITCHELL	26		0%	63		0%	13		0%	46		0%	15		0%
HIGGINS	36		0%	35		0%	16		0%	49		0%	12		0%
GROC & AO'S	31		0%	17		0%	31		0%	16		0%	28		0%
COMPANY	119	0	0%	148	0	0%	70	0	0%	155	0	0%	70	0	0%

EOP Objectives	Mod Esp 24 oz cans = 158			Modelo CH LSAL 24 oz can = 7			Modelo CH VRPK 12 oz can = 24			Modelo Oro 2/12 cans = 49			Pacifico 2/12 cans = 85		
	Goal	Results	% to goal	Goal	Results	% to goal	Goal	Results	% to goal	Goal	Results	% to goal	Goal	Results	% to goal
PORTER	40		0%	2		0%	8		0%	9		0	20		0%
MITCHELL	54		0%	2		0%	6		0%	15		0	21		0%
HIGGINS	34		0%	3		0%	6		0%	15		0	18		0%
GROC & AO'S	30		0%			#DIV/0!	4		0%	10		0	26		0%
COMPANY	158	0	0%	7	0	0%	24	0	0%	49	0	0%	85	0	0%

EOP Objectives	Pacifico 6 pk btls = 75		
	Goal	Results	% to goal
PORTER	21		0%
MITCHELL	23		0%
HIGGINS	24		0%
GROC & AO'S	7		0%
COMPANY	75	0	0%

PROGRAM RECAP			
EOP OBJECTIVES	GOAL	RESULTS	% TO GOAL
Porter	228	0	0%
Mitchell	284	0	0%
Higgins	248	0	0%
GROC & AO'S	200	0	0%
COMPANY	960	0	0%

# Pine State Beverage & Constellation

Corona & Modelo IMPACT Retail Distribution Drive / Sept - Nov 2025

Supervisors	Sales Reps	PROJECTED PAYOUT
<b>MATT MITCHELL</b>	<b>Total</b>	<b>\$300</b>
	<b>KELLY HARFORD</b>	<b>\$300</b>
	<b>RANDY BRODEUR</b>	<b>\$300</b>
	<b>XZAVIER PARISH</b>	<b>\$300</b>
	<b>BRUCE PAQUETTE</b>	<b>\$300</b>
	<b>CHAD PRINCE</b>	<b>\$300</b>
	<b>BLAKE TREUBER</b>	<b>\$300</b>
	<b>DERICK RAVEN</b>	<b>\$300</b>
<b>JOSH PORTER</b>	<b>Total</b>	<b>\$300</b>
	<b>HAL CARTER</b>	<b>\$300</b>
	<b>CHRIS RISCEN</b>	<b>\$300</b>
	<b>BERNIE JOHNSON</b>	<b>\$300</b>
	<b>MATT DEAN</b>	<b>\$300</b>
	<b>JACOB SEDGWICK</b>	<b>\$300</b>
<b>TOM HIGGINS</b>	<b>Total</b>	<b>\$300</b>
	<b>JORDAN ELLIS-C</b>	<b>\$300</b>
	<b>MIKE NORRIS</b>	<b>\$300</b>
	<b>BRUCE MORNEAULT</b>	<b>\$300</b>
	<b>ZACARY FITTS</b>	<b>\$300</b>
	<b>JEREMY PONTES</b>	<b>\$300</b>
<b>COMPANY TOTALS</b>		<b>\$6,000</b>

**Pine State Beverage Co. & Constellation Brands Beer Division**

**Constellation Innovation Distribution Program**

<b>Timing</b>	<b>September - November 2025</b>
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<b>6 Focus Packages</b>	<b>Corona NA 2/12 cans</b>	<b>Modelo Oro 2/12 btls</b>
	<b>Corona Sun Brew 2/12 btls</b>	<b>Sun Brew 6 pk btls</b>
	<b>Corona Sun Brew 24 oz can</b>	<b>Fresca VP # 1 cans</b>

<p><b>Objective</b></p> 	<p>Please refer to the next page for your team's end of period targets. The figures listed represent how many retail accounts need to purchase that package anytime in 90 days ending 11/30/25</p> <p><b>Goals and results include all chain and independent retail accounts</b></p>
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<p><b>Incentive</b></p> 	<p><b>Higgins, Mitchell &amp; Porter Divisions</b></p> <p><b>New for 2025!</b></p> <p><b>Provided that your division achieves all 6 objectives, all contributing sales reps <u>and the DM</u> will each earn \$200!</b></p>
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# Pine State Beverage Co. & Constellation Beer

Constellation Innovation Retail Distribution Drive / Sept - November 2025

## Goals & Results

EOP Objectives	Corona NA 2/12 cans = 30			Modelo Oro 2/12 btls = 9			Fresca Mix VP # 1 - 8 pk cans = 60		
	Goal	Results	% to goal	Goal	Results	% to goal	Goal	Results	% to goal
PORTER	8		0%	2		0%	17		0%
MITCHELL	10		0%	2		0%	16		0%
HIGGINS	8		0%	2		0%	12		0%
GROC & AO'S	4		0%	3		0%	15		0%
COMPANY	30	0	0%	9	0	0%	60	0	0%

EOP Objectives	Sun Brew 2/12 cans = 71			Sun Brew 6 pk btls = 198			Sun Brew 24 oz cans = 70		
	Goal	Results	% to goal	Goal	Results	% to goal	Goal	Results	% to goal
PORTER	15		0%	50		0%	20		0%
MITCHELL	25		0%	64		0%	26		0%
HIGGINS	17		0%	46		0%	21		0%
GROC & AO'S	14		0%	38		0%	3		0%
COMPANY	71	0	0%	198	0	0%	70	0	0%

EOP Objectives	RECAP		
	Goal	Results	% to goal
PORTER	112	0	0%
MITCHELL	143	0	0%
HIGGINS	106	0	0%
GROC & AO'S	77	0	0%
COMPANY	438	0	0%

# Pine State Beverage & Constellation

Constellation INNOVATION Retail Distribution Drive / Sept - Nov 2025

Supervisors	Sales Reps	PROJECTED PAYOUT
<b>MATT MITCHELL</b>	<b>Total</b>	<b>\$200</b>
	<b>KELLY HARFORD</b>	<b>\$200</b>
	<b>RANDY BRODEUR</b>	<b>\$200</b>
	<b>XZAVIER PARISH</b>	<b>\$200</b>
	<b>BRUCE PAQUETTE</b>	<b>\$200</b>
	<b>CHAD PRINCE</b>	<b>\$200</b>
	<b>BLAKE TREUBER</b>	<b>\$200</b>
	<b>DERICK RAVEN</b>	<b>\$200</b>
<b>JOSH PORTER</b>	<b>Total</b>	<b>\$200</b>
	<b>HAL CARTER</b>	<b>\$200</b>
	<b>CHRIS RISCEN</b>	<b>\$200</b>
	<b>BERNIE JOHNSON</b>	<b>\$200</b>
	<b>MATT DEAN</b>	<b>\$200</b>
	<b>JACOB SEDGWICK</b>	<b>\$200</b>
<b>TOM HIGGINS</b>	<b>Total</b>	<b>\$200</b>
	<b>JORDAN ELLIS-C</b>	<b>\$200</b>
	<b>MIKE NORRIS</b>	<b>\$200</b>
	<b>BRUCE MORNEAULT</b>	<b>\$200</b>
	<b>ZACARY FITTS</b>	<b>\$200</b>
	<b>JEREMY PONTES</b>	<b>\$200</b>
<b>COMPANY TOTALS</b>		<b>\$4,000</b>

# Pine State Beverage & Constellation Brands

## Constellation Beer Portfolio **On Premise** Brand Distribution Drive

<b>Timing:</b>	<b>September 1st - November 30th, 2025</b>
<b>Who's eligible to participate?</b>	<b>All sales reps with On Premise accounts are eligible to participate in this incentive</b>
<b>Objectives:</b>	<b>Accomplish 100% of each of the 7 package and 3 draft AP objectives by November 30th</b>

 	<h3 style="background-color: yellow; display: inline-block; padding: 5px;">How It Works</h3>
	<p><b>#1:</b> For each goal the team accomplishes, we will add in the values below to increase the value of the pool; up to a maximum of \$5,000</p> <p><b>#2:</b> At the conclusion of the program, we will add up your contributions to the final results to determine your contribution to the total results.</p> <p style="text-align: center;"><b>Payouts are earned by brand. For example: if all of the package goals are hit except for Corona NA, the total payout would be \$2,050 on the 6 brands that were achieved.</b></p>

<h2 style="font-size: 1.5em;">Brand Values</h2> 	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;"><b>Corona Pkg \$600</b></td> <td style="width: 50%;"><b>Pacifico Package \$250</b></td> </tr> <tr> <td><b>Premier Package \$600</b></td> <td><b>Modelo Oro Pkg \$25 ★</b></td> </tr> <tr> <td><b>Modelo Especial Pkg \$500</b></td> <td><b>Corona NA Pkg \$400</b></td> </tr> <tr> <td colspan="2" style="text-align: center;"><b>Corona Sun Brew Package \$100</b></td> </tr> </table>	<b>Corona Pkg \$600</b>	<b>Pacifico Package \$250</b>	<b>Premier Package \$600</b>	<b>Modelo Oro Pkg \$25 ★</b>	<b>Modelo Especial Pkg \$500</b>	<b>Corona NA Pkg \$400</b>	<b>Corona Sun Brew Package \$100</b>	
<b>Corona Pkg \$600</b>	<b>Pacifico Package \$250</b>								
<b>Premier Package \$600</b>	<b>Modelo Oro Pkg \$25 ★</b>								
<b>Modelo Especial Pkg \$500</b>	<b>Corona NA Pkg \$400</b>								
<b>Corona Sun Brew Package \$100</b>									

<h2 style="font-size: 1.2em;">Pacifico Draft \$675</h2> <h2 style="font-size: 1.2em;">Corona Premier Draft \$375</h2> <h2 style="font-size: 1.2em;">Modelo Especial Draft \$1,500</h2>
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★ **\*1st rep to report a Modelo Oro Package AP wins \$25.  
No other payout on Modelo Oro after the prize is claimed**

Pine State Beverage & Constellation Brands

Constellation ONP Distribution Drive / September - November 2025

**Goals & Results**

	Corona Ex PKG 323 AP's			Corona Premier PACKAGE 44 AP's			Modelo Especial Package 122 AP's			Pacifico Package 21 AP's			Modelo Oro PKG ★ 1 AP ★			CORONA NA PKG 19 AP's		
	Goal	Results	% to goal	Goal	Results	% to goal	Goal	Results	% to goal	Goal	Results	% to goal	Goal	Results	% to goal	Goal	Results	% to goal
COMPANY	323		0%	44		0%	122		0%	21		0%	1		0%	19		0%
COMPANY	323	0	0%	44	0	0%	122	0	0%	21	0	0%	1	0	0%	19	0	0%

Package & Draft AP results are measured and credited from September 1st to November 30th

	Corona Premier DRAFT 4 AP's			Modelo Especial DRAFT 56 AP's			Pacifico Draft 9 AP's		
	Goal	Results	% to goal	Goal	Results	% to goal	Goal	Results	% to goal
COMPANY	4		0%	56		0%	9		0%
COMPANY	4	0	0%	56	0	0%	9	0	0%

Corona Sunbrew PKG 4 AP's		
Goal	Results	% to goal
8		0%
8	0	0%

Package & Draft AP results are measured and credited from September 1st to November 30th

**AP Package Summary  
Includes all brands**

Goal	Results	% to goal
538	0	0%

**Draft AP Summary  
Includes all brands**

Goal	Results	% to goal
69	0	0%

# Heineken 0.0 Display Incentive

## Timing:

- October 1<sup>st</sup> – November 30<sup>th</sup>, 2025

## Off Premise Retail Display Qualifiers:

- **Heineken 0.0 POS with correct pricing**
- 5 case minimum
- Must include:
  - 5-case stack with focus on 1 pack to qualify
  - All accounts are eligible (where authorized)

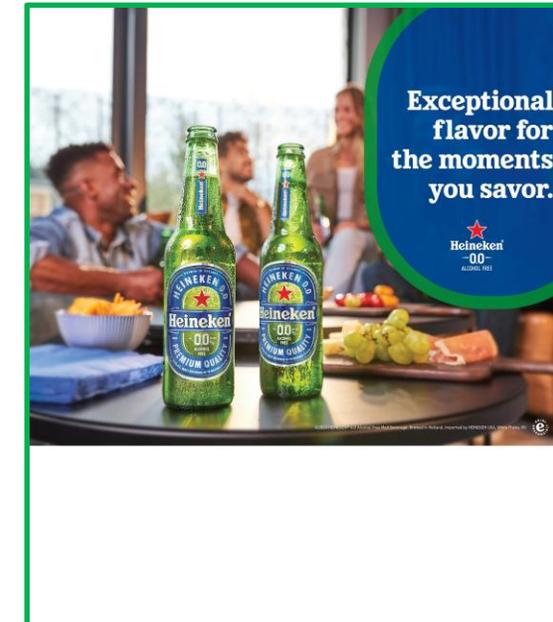
## Payout:

- \$25 Per Display

Please submit your display photos to [glozito@pinestatetrading.com](mailto:glozito@pinestatetrading.com) for credit.

Be sure to include POS with pricing.

Here's a couple of examples.



# Pine State Beverage & FIFCo.

## Labatt Blue and Blue Light Retail Sales Incentive

**Timing:**

**October - November 2025**

**Packages**

***All Labatt Blue & Labatt Blue Light sku's sold to off premise retail accounts only are included***

**Objective**

**Company goal to sell 2,685 CE's of Labatt Blue & Labatt Blue Light at retail during the period.**



**Sales Reps & SSA's - Earn Up To \$200!**

**By group; hit your sales goal,  
earn the payout listed**

**You may increase your payout regardless of  
your goal by selling the amount of cases  
required for the next highest group**

**For example, the minimum number of cases to sell to earn the  
highest payout is 154 CE's. If your goal is 125 but you sell 154  
CE's you would earn \$200 instead of \$150**

**Incentive:  
Martel, Neal, & Priest**

**Hit your team sales goal,  
earn the payout listed**

## Pine State Beverage & FIF Co.

### Labatt Blue and Blue Light *Retail* Sales Incentive

#### Labatt Blue & Blue Light RETAIL Goals & Results

Sales Reps	GOAL	RESULTS	% TO GOAL	PROJECTED PAYOUT
DERICK RAVEN	162			\$200
DAN WILLIS	160			\$200
LUKE BERNARD	154			\$200
TIM LEWIS	143			\$150
JOSH CURTIS	125			\$150
BRUCE PAQUETTE	118			\$150
NATE ROSSIGNOL	105			\$150
HAL CARTER	104			\$150
DYLAN COOMBS	89			\$100
KYLE BRANN	76			\$100
XZAVIER PARISH	76			\$100
RANDY BRODEUR	72			\$100
CHAD PRINCE	71			\$100
ZACARY FITTS	66			\$100
LUKE ST HILAIR	53			\$100
BERNIE JOHNSON	52			\$100
MATT CANWELL	52			\$100
MICKY BECHARD	50			\$100
BRUCE MORNEAUL	49			\$50
JORDAN ELLIS-C	43			\$50
CHRIS RISCEN	36			\$50
BLAKE TREUBER	34			\$50
RICHIE A	30			\$50
CAM TOWER	27			\$50
KELLY HARFORD	25			\$50
MIKE NORRIS	25			\$50
JACOB SEDGWICK	25			\$50
MATT DEAN	25			\$50
JEREMY PONTES	25			\$50
<b>TOTALS</b>	<b>2,074</b>	<b>0</b>	<b>0</b>	<b>\$2,900</b>

# Pine State Beverage & FIF Co.

## Labatt Blue and Blue Light *Retail* Sales Incentive

### Company Goals & Results

Supervisors	Sales Reps	GOAL	RESULTS	% TO GOAL	PROJECTED PAYOUT
SCOTT MARTEL	<b>Total</b>	<b>468</b>	<b>0</b>	<b>0%</b>	<b>\$200</b>
	ADAM WHITE	175		0%	
	BRANDI G.	175		0%	
	RYAN DENNISON	93		0%	
	SCOTT MARTEL	25		0%	
JASON CHILDS	<b>Total</b>	<b>514</b>	<b>0</b>	<b>0%</b>	
	DAN WILLIS	160		0%	TBD
	TIM LEWIS	143		0%	TBD
	NATE ROSSIGNOL	105		0%	TBD
	CAM TOWER	27		0%	TBD
	MICKEY BECHARD	50		0%	TBD
	RICHIE A	29		0%	TBD
MATT MITCHELL	<b>Total</b>	<b>559</b>	<b>0</b>	<b>0%</b>	
	DERICK RAVEN	162		0%	TBD
	BRUCE PAQUETTE	118		0%	TBD
	XZAVIER PARISH	76		0%	TBD
	CHAD PRINCE	71		0%	TBD
	BLAKE TREUBER	34		0%	TBD
	RANDY BRODEUR	72		0%	TBD
	KELLY HARFORD	25		0%	TBD
TOM HIGGINS	<b>Total</b>	<b>198</b>	<b>0</b>	<b>0%</b>	
	ZACARY FITTS	66		0%	TBD
	JORDAN ELLIS-C	43		0%	TBD
	JEREMY PONTES	15		0%	TBD
	BRUCE MORNEAUL	49		0%	TBD
	MIKE NORRIS	25		0%	TBD
BRANDON PRIEST	<b>Total</b>	<b>270</b>	<b>0</b>	<b>0%</b>	<b>\$150</b>
	DYLAN COOMBS	89		0%	
	KYLE BRANN	76		0%	
	LUKE ST HILAIR	53		0%	
	MATT CANWELL	52		0%	
SHAWN CHAMBERS	<b>Total</b>	<b>280</b>	<b>0</b>	<b>0%</b>	
	JOSH CURTIS	125		0%	TBD
	LUKE BERNARD	154		0%	TBD
JOSH PORTER	<b>Total</b>	<b>224</b>	<b>0</b>	<b>0%</b>	
	HAL CARTER	104		0%	TBD
	BERNIE JOHNSON	52		0%	TBD
	CHRIS RISCEN	36		0%	TBD
	JACOB SEDGWICK	18		0%	TBD
	MATT DEAN	14		0%	TBD
JAY NEAL	<b>Total</b>	<b>143</b>	<b>0</b>	<b>0%</b>	<b>\$100</b>
	BEN SPEED	63		0%	
	SCOTT CHAMBERS	51		0%	
	PETER DUNPHY	22		0%	
	COOPER MORAN	7		0%	
ALL OTHERS		30		0%	
<b>COMPANY TOTALS</b>		<b>2,685</b>	<b>0</b>	<b>0%</b>	<b>\$450</b>



# T3 "ALWAYS ON" SINGLE SERVE INCENTIVE



## INCENTIVE TIMING

September 1<sup>st</sup> – December 31<sup>st</sup> 2025

Baseline Measured: Jan 1<sup>st</sup> – Apr 30th, 2025

## OBJECTIVES

Increase our single serve distribution by securing 3 full shelves per account

- 8+ White Claw 19.2oz SKUs - Excluding Clawtails (Goal = +10% vs Baseline)
- 8+ FMB 23.5oz SKUs (Goal = +5% vs Baseline)
- 6+ FMB 16oz SKUs (Goal = +5% vs Baseline)

These objectives represent an "end of period" (by December 31<sup>st</sup>) goal to secure a total of 103 WHITE CLAW FULL SHELVES AND 68 MIKE'S HARDER FULL SHELVES

## DETAILS

Includes ALL Off Premise Controllable Accounts

- Minimum 1case depletion of each SKU during incentivetimeframe
- Record 8+ White Claw 19.2oz SKUs in (1) Account = Rep will earn \$50 per account
- Record 8+ FMB23.5oz SKUs in (1) Account = Rep will earn \$50 per account
- Record 6+ FMB 16oz SKUs in (1) Account = Rep will earn \$50 per account
- Account results and Sales Reps' payouts will be provided by MAB Reporting

## SALES REPS PAYOUTS

Up to \$150 per account per round (coop50/50)

- \$50 for 8+ White Claw 19.2oz SKUs
- \$50 for 8+ FMB 23.5oz SKUs
- \$50 for 6+ FMB 16oz SKUs

By account sell in these numbers of SKU's anytime Sept – December, earn \$50 per shelf secured up to \$150 Per Account!

FMB 23.5oz includes HARDER + Cayman Jack

FMB 16oz includes HARDER + MXD



# MARK ANTHONY BRANDS T-III RETAIL DISTRIBUTION PROGRAM

## INCENTIVE TIMING

September 1<sup>st</sup> – December 31<sup>st</sup> 2025

POD's are credited as "In the Bank" (ITB) retro to 9/1/25.

## ACCOUNT ELIGIBILITY

All off premise retail accounts are eligible - EXCLUDING THE CHAIN OUTLETS LISTED ON THE NEXT SLIDE

## OBJECTIVE

Secure at least (any combination) of 7,162 combined POD's. Team POD goals include any combination of all programmed sku's. There is no payout unless this company goal is achieved

## PROGRAM SKU'S

There are 48 focus sku's included in this program. Please refer to the next slide for details

## PAYOUTS

Provided that the company achieves the goal, each team that hits their team POD goal will be awarded the payouts per team member as listed on the right.

Supervisors	PROGRAM GOALS & RESULTS			PROJECTED TEAM PAYOUT	COMMENTS
	TEAM POD GOAL	# POD'S ITB SEPT 1ST TO OCT 3RD	% TO GOAL		
JASON CHILDS	1,713	1,319	77.0%	\$2,100	\$300 PER REP & DM
MATT MITCHELL	2,133	1,524	71.5%	\$2,400	\$300 PER REP & DM
JOSH PORTER	1,317	940	71.4%	\$1,800	\$300 PER REP & DM
TOM HIGGINS	1,506	977	64.9%	\$1,800	\$300 PER REP & DM
ADAM ANTHONY	128	94	73.4%	\$150	\$75 DM & Hernandez
KELLY BEAULIEU	184	90	48.9%	\$100	\$100 Donna
BRANDON PRIEST	56	38	67.9%	\$50	DM \$50
TIM POLLARD	65	53	82.1%	\$50	DM \$50
SHAWN CHAMBERS	31	19	60.9%		
JAY NEAL	14	11	78.6%		
SCOTT MARTEL	9	7	81.3%		
JR TURGEON	1	2	185.8%		
DARELL SCOVILLE	3	0	0.0%		
HOUSE ACCOUNT	3	2	61.9%		
<b>COMPANY TOTALS</b>	<b>7,162</b>	<b>5,076</b>	<b>70.9%</b>	<b>\$8,450</b>	

# MARK ANTHONY BRANDS T-III RETAIL DISTRIBUTION PROGRAM

## 48 Program SKU's

All off premise retail accounts are included in your results  
**EXCLUDING these chain outlets**

PACK SIZE		
19.2oz	8	Black Cherry, Mango, Grapefruit, Blackberry, <b>Peach</b> , Surge Blood Orange, Surge Cranberry, <b>Surge Blueberry</b>
23.5oz+	6	Lemonade, Cranberry, Mango, Strawberry Pineapple, <b>HARDER Tea Lemon, HARDER Tea Half &amp; Half</b>
16oz	6	Lemonade, Cranberry, Strawberry, Black Cherry, MXD LIT, <b>MXD Margarita</b>
<b>SINGLES</b>	<b>20</b>	
24PKS	1	<b>Variety</b>
12PKS	8	VP #1, VP #2, VP #3, Surge VP #1, Surge VP #2, <b>Clawtails VP</b> , Black Cherry, <b>Peach</b>
6PKS	5	Black Cherry, Peach, <b>Blackberry, Lime, Grape</b>
0%	1	Variety
<b>WHITE CLAW</b>	<b>15</b>	
12PKS	4	Margarita Variety, Margarita, Sweet Heat, <b>Adventure Pack</b>
6PKS	2	Margarita, Strawberry Margarita
<b>CAYMAN JACK</b>	<b>6</b>	
12PKS	3	Variety Can, HARDER 12oz Variety, Variety Bottle
6PKS	4	Lemonade, Strawberry, Black Cherry, <b>Zero Sugar</b>
<b>MIKE'S</b>	<b>7</b>	
	<b>48</b>	<b>GREEN</b> = Innovation   <b>Underline</b> = New TY

BJ'S WHOLESALE  
CIRCLE K  
CUMBERLAND FARMS  
DOLLAR GENERAL  
FAMILY DOLLAR  
GLOBAL MNTTELLO  
HANNAFORD  
SAM'S CLUBS  
SHAW'S  
TARGET  
WALMART  
WALGREEN'S

# Pine State Beverage & Sierra Nevada Brewing Co

## Celebration Fresh Hop IPA Draft Sales Contest

**Timing:**

**October to whenever the draft is depleted for the season**

**Packages**

**Sierra Nevada Celebration  
Fresh Hop IPA 1/2 and 1/6 barrels**

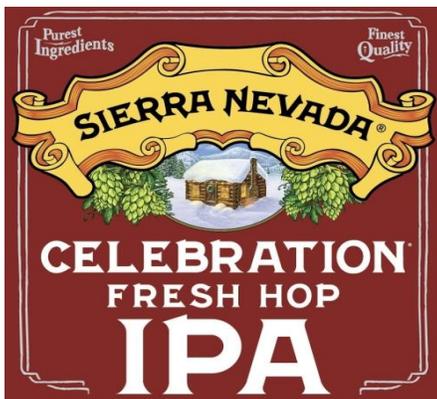
**Objective**

**Company goal is to sell a minimum of 100 CE's of Celebration Fresh Hop IPA for the season**

**Incentive:  
All Sales Reps  
With ONP Accounts**

**Top Two Reps each earn \$300!**

**Top two reps that each sell at least  
25 CE's of Celebration to an account  
will each earn a \$300 payout!**



**In the event of a tie, the sales rep with the highest overall trends on their total SN business will be declared the winner. This total would include all On and Off Premise business conducted in all accounts.**



**Pine State Beverage & Sierra Nevada Brewing Co**

**Celebration Fresh Hop IPA Draft Sales Contest**

<b>Timing:</b>	<b>October to whenever the draft is depleted for the season</b>
<b>Packages</b>	<b>Sierra Nevada Celebration Fresh Hop IPA 1/2 and 1/6 barrels</b>
<b>Objective</b>	<b>Company goal is to sell a minimum of 100 CE's of Celebration Fresh Hop IPA for the season</b>
<b>Incentive: Tim Pollard</b>	<b>Earn a \$250 Payout!</b>
	<b>Earn \$250 when the On Premise Team sells a minimum of 100 CE's of Sierra Nevada Celebration Fresh Hop IPA Draft by the end of "the season".</b>





# & White Claw

September 1<sup>st</sup> – December 31<sup>st</sup>, 2025

## Drive to 218\* AP's Incentive

(Thru Sept 2025 we have 113)

### Program Packages

All White Claw Hard Seltzer Sku's are included. Black Cherry is the #1 Priority package

Any White Claw Hard Seltzer sku purchased by any ONP account during the period will qualify that account as an AP

### Incentive: All Sales Reps

\*Provided the House goal is achieved... Earn \$10 for each On Premise account that purchases at least one White Claw Hard Seltzer Sku anytime during the period

Plus! Earn \$20 for each AP that you secure above your goal!

# White Claw On Premise AP TRI-III Distribution Drive

House goal is to end The Sept – Dec 2025 period with at least 218 ONP AP's



See next slide for goals and results

## White Claw On Premise Distribution Drive / Sept - December 2025 / Updates through 9-30-25

Supervisors	Sales Reps	EOP GOAL	In the Bank Sept 25 results	Hit your goal, earn:	# AP's OVER GOAL \$20	SEPT - DEC 2024 AP'S	CAN BUYS	PROJECTED PAYOUT EXCLUDING + GOAL
TIM POLLARD	Total	112	57	\$1,120	-55	112	418	
	MASON JOHNSTON	27	17	\$270	-10	27	76	\$270
	LIZ BERRY	27	13	\$270	-14	27	96	\$270
	DARREN COTE	26	12	\$260	-14	26	82	\$260
	RICKEY WHITE	21	6	\$210	-15	21	91	\$210
	JARED VAFIADES	11	9	\$110	-2	11	73	\$110
KELLY BEAULIEU	Total	52	25	\$300	-27	56	371	
	DONNA LAWRENCE	30	13	\$300	-17	30	187	?
	RETAIL PORTAL	22	12		-10	26	184	
TOM HIGGINS	Total	15	6	\$150	-9	14	31	\$150
	JORDAN ELLIS-C	7	3	\$70	-4	5	16	\$70
	ZACARY FITTS	6	2	\$60	-4	7	13	\$60
	JEREMY PONTES	2	1	\$20	-1	2	2	\$20
ADAM ANTHONY	Total	14	8	\$140	-6	12	97	
	MATT HERNANDEZ	9	5	\$90	-4	8	35	\$90
	KAROLYN MELINO	5	3	\$50	-2	4	62	\$50
MATT MITCHELL	Total	7	4	\$70	-3	6	13	\$70
	XZAVIER PARISH	7	4	\$70	-3	6	13	\$70
JASON CHILDS	Total	12	8	\$120	-4	8	32	
	RICHIE A	5	5	\$50	0	1	11	\$50
	MICKY BECHARD	7	3	\$70	-4	7	21	\$70
ALL OTHERS		6	5		-1	9	82	
COMPANY TOTALS		218	113	\$1,900	-105	217	1,044	\$1,820



# Woodland Dark Beer ONP Program – “Deep Nights, Dark Pints”

New Placements Period:  
October 1<sup>st</sup> – November 30<sup>th</sup>

Draft Rebuys Period:  
October 1<sup>st</sup> – December 31<sup>st</sup>

## Program Beers

1/6 bbls & cans of:

Big Effin’ Porter

Monroe Oatmeal Stout

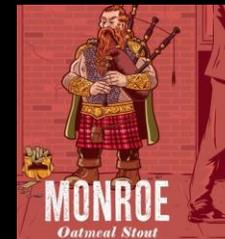
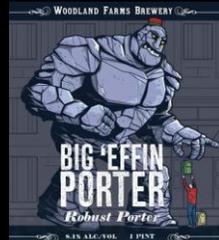
Double Chocolate Peanut Butter Stout

(Nitro) Monroe 1/6 bbls only – no cans

## New Placement Program Account Eligibility

All 90 day non – buying On Premise accounts are eligible for this program

All Sales Reps are eligible to participate in this program



New Draft Placement Program  
By eligible account earn the following:

1<sup>st</sup> unit sold = \$25

2<sup>nd</sup> unit sold + \$25

3<sup>rd</sup> unit + \$50

Total max payout by account = \$100!

You may “mix ‘n match” different beers to achieve the volume qualifier by 12/31

New qualifying package placements

Pay \$15 per new sku secured.

Maximum payout is \$45 on packages

Draft Volume Bonus Program

Provided that the company sells 20 – 29 logs during the period, the Sales Rep with the most units sold will also receive a \$200 bonus!

OR - if the company sells 30 + logs, the top performer will receive \$300!

Minimum of 6 logs sold to qualify for either bonus.

Tiebreakers:

#1: Most new accounts with at least 2 logs purchased

#2: Drawing



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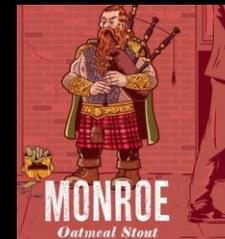
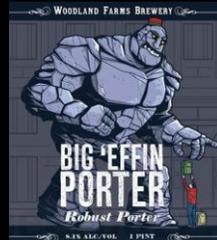
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All Sales Reps are eligible to participate in this program



New Draft Placement Program  
By eligible account earn the following:

1<sup>st</sup> unit sold = \$25

2<sup>nd</sup> unit sold + \$25

3<sup>rd</sup> unit + \$50

Total max payout by account = \$100!  
You may “mix `n match” different beers to achieve the volume qualifier by 12/31

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