

OnPoint

CENTER STORE PROMOTIONS
2024



ONPOINT IS THE ONLY SCAN DATA SOLUTION THAT PROVIDES YOU WITH A FULL CALENDAR OF CENTER-STORE PROMOTIONS FROM THE BEST BRANDS. STORES CAN EARN THREE WAYS - PROMOTENSE DISPLAY ALLOWANCES, SCAN ALLOWANCES, AND ONGOING WAM REBATES!

Signage Kits

Store receives 1 push bar sign and 2 shelf talkers per deal



WAVE 1 • JAN 1 - FEB 28

Manufacturer	Brand/Category	Required Retail	Scan Allowance (per unit)	PromoSense Deal	PromoSense Ship Month
Campbell Snacks	Snyders Pieces 5oz	Buy 2 Save \$.80	\$0.40	Snyder's Pieces	January
ConAgra	SLIM JIM Monster	Buy 2 Save \$.60	\$0.30		N/A
Ferrara	Sweetarts/ Nerds Share Size	Buy 2 Save \$.50	\$0.25	SB - Nerds/Sweetarts Share size 48ct C-Top (08095) SB - Nerds/Sweetarts Meg Peg 72ct Floorstand (08077)	January, February
Ferrero	Keebler Wafers and Cookies	Buy 2 Save \$.50	\$0.25	Keebler Sugar Wafers Open Stock or Keebler Fudge Stripes	January
General Mills	Gushers	Buy 2 Save \$.50	\$0.25		N/A
Kraft Heinz	Capri Sun Single Serve Fruit Punch Only	Buy 2 Save \$1.00	\$0.50		N/A
MARS Wrigley	Combos	Buy 2 Save \$1.00* Retailer cofunded 50%	\$0.25* Retailer cofunded 50%		N/A
Mondelez	Nabisco King Size Cookies	Buy 2 Save \$.50	0.25	Oreo Cakesters Peanut Butter King Size FS 70ct (44000-07781) or Oreo Space Dunk LE King Size Floorstand 70ct (44000-07809)	January, February
Perfetti Van Melle	Airheads Peg Bags	Buy 2 save \$1.00	\$0.50	Airheads Xtremes Bites Peg Bag 24ct	February
Perfetti Van Melle	Pellet Gums (Dentyne & Trident White)	Buy 2 Save \$.50	\$0.25		N/A
Simply Good Foods	Quest Bars	Buy 2 Save \$1.00	\$0.50		N/A



WAVE 2 • March 1 - April 30

Manufacturer	Brand/Category	Required Retail	Scan Allowance (per unit)		PromoSense Ship Month
Campbell Snacks	Pepperidge Farm Goldfish	Buy 2 Save \$.50	\$.25	Pepperidge Farm Goldfish Open Stock	March
Conagra	DAVID Seeds	Buy 2 Save \$.50	\$.25	DAVID Franks RedHot PWG 36ct (2620009623) (March) DAVID Sunflower Seeds 60ct Shipper 2620075111 (April)	March, April
General Mills	Treat Bars	Buy 2 Save \$.50	\$.25	Treat Bars	April
Hostess	Single Serve Donettes	Buy 2 Save \$.30	\$.15	Donettes CU 40ct	April
Kellanova	Homestyle Rice Krispy Treats	Buy 2 Save \$1.00	\$.50	RKT Homestyle CU 20ct	March
• CROSS PROMOTION • Kellanova & Coca Cola	Pop-Tarts and Simply Single Serve	Buy 2 Save \$1.00	\$.50	Pop-Tarts Open Stock March - Pop-Tart Shipper April - Pop-Tart Bites Shipper	March, April
Mondelez	Clif Bar	Buy 2 Save \$.40	\$.20	Clif Bar CU 36ct 22252-60308	April
Perfetti Van Melle	Trident Pocket Packs	Buy 2 Save \$.50	\$.25	Trident Pocket Pack CU 54ct	April

• CROSS PROMOTION • Required Deal: Must purchase an eligible Pop-Tart AND Simply Single Serve item together to qualify for promotion



WAVE 3 • May 1 - June 30

Manufacturer	Brand/Category	Required Retail	Scan Allowance (per unit)	PromoSense Deal	PromoSense Ship Month
Campbell Snacks	Kettle 2oz	Buy 2 Save \$.50	\$0.25	Kettle Brand 2 oz.	May
Campbell Snacks	Kettle 5 oz	Buy 2 Save \$.90	\$0.45	Kettle Brand 5 oz.	May
Ferrero	Kinder Joy	Buy 2 Save \$.60	\$0.30	Kinder Joy Minion Shipper	May
General Mills	Bugles & Chex mix	Buy 2 Save \$1.00	\$0.50	Chex Mix Open Stock, Bugles Open Stock	May
Hormel	Planters Big Bags	Buy 2 Save \$.60	\$0.30	Planters Flavored Peanuts/Big Bags	June
Hostess	Cupcakes	Buy 2 Save \$.30	\$0.15	Red White & Blue CU 32ct, Baseball Cupcake CU 24ct	May
Kraft Heinz	Unos Open Stock	Buy 2 Save \$1.00	\$0.50		May
• CONTEST • MARS Wrigley	Skittles & Starburst Share Size	Buy 2 Save \$1.00* Retailer cofunded 50%	0.25* Retailer cofunded 50%		N/A
Mondelez	Sour Patch Kids/ Swedish Fish	Buy 2 Save \$.50	\$0.25	Oreo X SPK LE KS + SPK 8oz Peg FS 84ct (70462-01146) / (44000-07801) SPK & Swedish Fish Lemonade 8oz Floorstand 72ct / (70462-01146) SPK & Swedish Fish 8oz Floorstand 66ct + 6 Free	May, June
Perfetti Van Melle	Mentos Gum Big Bottle	Buy 2 Save \$1.00	\$0.50	Mentos Gum Big Bottle 24ct Counter (Display #82400)	June
Perfetti Van Melle	Trident Vibe Bottles	Buy 2 Save \$1.00	\$0.50	Trident Vibes Sour Patch Kids 36ct Counter Unit	May



WAVE 4 • July 1 - August 31

Manufacturer	Brand/Category	Required Retail	Scan Allowance (per unit)	PromoSense Deal	PromoSense Ship Month
ConAgra	BIGS	Buy 2 Save \$.50	\$.25	BIGS Sunflower Seeds 36ct Powerwing w/Takis (1601201034)	July
General Mills	Bugles & Chex mix	Buy 2 Save \$1.00	\$.50	Chex Mix Open Stock, Bugles Open Stock	
Hostess	Bagged Donettes	Buy 2 Save \$.40	\$.20	Donettes CU 40ct shipper with 4 flavors: crunch, frosted, glazed, powdered	July
Kellanova	Pop-Tarts	Buy 2 Save \$.70	\$.35	Pop-Tarts Open Stock	August
Kind	KIND Bars	Buy 2 Save \$.50	\$.25	Top 10 Open Stock	August
Kraft Heinz	OM Lunchables FUN PACK	Buy 2 Save \$1.00	\$.50		July
Kraft Heinz	OM Lunchables BASIC	Buy 2 Save \$.40	\$.20		July
• CONTEST • MARS Wrigley	Combos	Buy 2 Save \$1.00* Retailer cofunded 50%	\$.25* Retailer cofunded 50%		August
Perfetti Van Melle	Trident Singles	Buy 2 Save \$.50	\$.25		N/A



Simply Good Foods	Cookies and Candy	Buy 2 Save \$.50	\$0.25	Quest Confections (candy)	July
WAVE 5 • September 1 - October 31					
Manufacturer	Brand/Category	Required Retail	Scan Allowance (per unit)	Promo\$ense Deal	Promo\$ense Ship Month
ConAgra	Slim Jim	Buy 2 Save \$.60	\$0.30	SJ Savage Mix PW (2620000108) SJ Giant 96ct PW 2620061051	October
Ferrara	Trolli	Buy 2 save \$.40	\$0.20	Trolli Gaming 72ct 4 Flavor Medium Peg Floorstand (08098)	September , October
Ferrero	Tic Tac	Buy 2 Save \$.40	\$0.20	36 + 12 Display	September
General Mills	Nature Valley (Granola Bars)	Buy 2 Save \$.50	\$0.25	NV Savory Muffin Bars OS	October
Hormel	Planters on the Go	Buy 2 save \$.18	\$0.09	Planters On the Go Peanuts	September
Hostess	Single Serve	Buy 2 Save \$.30	\$0.15	Core FS 90ct & Fall CU 32 ct	October
• CROSS PROMOTION •					
Kellanova & Coca Cola	Cheez-Its and Simply Serve Cross Promotion	Buy 2 Save \$1.00	\$0.50	Cheez-Its Open Stock Cheez-It October Simply Bev September	October
Kraft Heinz	Capri Sun Single Serve	Buy 2 Save \$1.00	\$0.50		N/A
Lactalis	Snacking Cheese	Buy 2 Save \$.20	\$0.10	Cracker Barrel Bites Cracker Barrel Sharp Stick Kraft Mozz String Cheese	September
• CONTEST •					
MARS Wrigley	NFL Share Size	Buy 2 Save \$1.00* Retailer cofunded 50%	\$0.25* Retailer cofunded 50%	Mars Wrigley Mixed Choc/Fruity Singles RTA	September
Mondelez	Halls Sticks	Buy 2 Save \$.40	\$0.20		September

• CROSS PROMOTION • Required Deal: Must purchase an eligible Cheez-Its AND Simply Single Serve item together to qualify for promotion



Perfetti Van Melle	Trident Pocket Packs	Buy 2 Save \$.50	\$0.25	TBD	
WAVE 6 • November 1 - December 31					
Manufacturer	Brand/Category	Required Retail	Scan Allowance (per unit)	PromoSense Deal	PromoSense Ship Month
Campbell Snacks	Kettle 2oz	Buy 2 Save \$.50	\$0.25		N/A
Campbell Snacks	Kettle 5 oz	Buy 2 Save \$.90	\$0.45		N/A
ConAgra	Angie's	Buy 2 Save \$.48	\$0.24	Angie's Boom Chickapop 2oz bag shipper 36 count	November
Ferrero	Chocolate Share Size (Butterfinger, Crunch, Babe Ruth Etc) Kinder Bueno Share Size Kinder Chocolate Share Size	Buy 2 Save \$.80	\$0.40	Chocolate Display Program (Shipper Details TBD)	November
General Mills	Muddy Buddies & Gardetto's	Buy 2 Save \$1.00	\$0.50		N/A
MARS Wrigley	Extra Gum	Buy 2 Save \$.60* Retailer cofunded 50%	\$.015* Retailer cofunded 50%		N/A
Simply Good Foods	Bars and Tortilla Chips	Buy 2 Save \$.50	\$0.25		N/A

