



GMP, HBW & Beverage

2026



General Merch & HBW Insights



- Cough, cold, and congestion remain key traffic drivers.
- Consumers continue prioritizing health, wellness, and self-care.
- Functional products supporting energy, immunity, and hydration are growing.
- Rising caffeine consumption is fueling demand across energy and performance products.
- Cat and dog treats continue benefiting from strong pet ownership trends.
- The K-shaped economy is driving growth at both value and premium price points.
- SNAP and WIC changes may increase focus on affordability and value.
- High-mileage oils and fuel additives continue benefiting from an aging vehicle fleet.
- Convenience and immediate-need purchases remain a key advantage for the channel.



ENGAGE LIVE ONLY DEALS 2026

ORDER DATES:
SHIP DATES:



NEW!



20% OFF

UIN	UPC	DESCRIPTION	CT	COST	BILLBACK AMT	MSRP- GP%
044807	28300 00425	Shamrock Rockin' Builder Protein Chocolate (50g) Max 19.7 oz.	12	\$29.88	\$5.98	\$4.79-58.4%
744427	28300 88599	Shamrock Rockin' Builder Strawberry (50g) 19.7oz	12	\$29.88	\$5.98	\$4.79-58.4%
867627	97854 37819	Shamrock Rockin' Builder Protein Vanilla (50g) Max 19.7oz	12	\$29.88	\$5.98	\$4.79-58.4%
45945	97854 45945	*Shamrock Rockin' Protein Choc/Ban (50g)	12	\$29.88	\$5.98	\$4.79-58.4%
240614	28300 00405	Shamrock Rockin' Builder Protein Chocolate (30g) 12 oz.	12	\$21.72	\$4.34	\$3.79- 62.0%
648790	28300 00404	Shamrock Rockin' Builder Protein Vanilla (30g) 12 oz.	12	\$21.72	\$4.34	\$3.79-62.0%
643262	28300 00433	Shamrock Rockin' Builder Protein Strawberry (30g) 12 oz.	12	\$21.72	\$4.34	\$3.79-62.0%

ENGAGE HOT DEALS!



250th
ANNIVERSARY
— A UNITED STATES OF AMERICA —

McLANE

DURACELL®



Coppertop
AA 56ct / 4pk
UIN 512483
\$50.29 ALLOW
GP 52%



Coppertop
AAA 56ct / 4pk
UIN 512541
\$48.29 ALLOW
GP 52%

SAVE
20% OFF



Coppertop
C 48ct / 2pk
UIN 512467
\$44.74 ALLOW
GP 51%



Coppertop
D 48ct / 2pk
UIN 512418
\$44.74 ALLOW
GP 51%



Coppertop
9V 48ct / 1pk
UIN 512525
\$38.21 ALLOW
GP 51%

DURACELL® is the strongest battery brand in the world.
DURACELL® continues to outrank all other brands in C-Stores.
DURACELL® is ranked #1 in Dollars and Units, IRI 52 weeks.

McLANE

ENGAGE

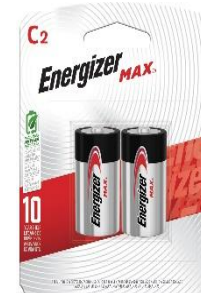
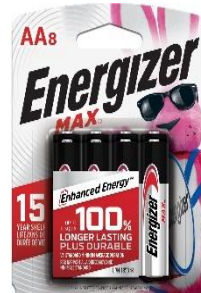
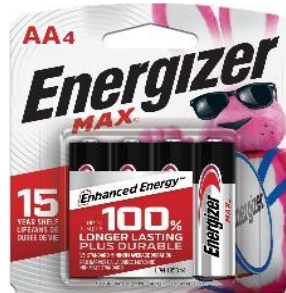


LIVE SHOW DEAL

20% OFF



McLane UIN	MFG UPC	Case UPC	Description	Pack	Size	Qty	McLane Case Cost	Deal %	Deal \$
987602	039800011329	00039800090942	Energizer MAX AA 4pk	1	4 ct	1	\$ 104.16	20%	\$ 20.83
987545	039800107978	00039800129963	Energizer MAX AA 8pk	1	8 ct	1	\$ 195.84	20%	\$ 39.17
987610	039800099099	00039800090904	Energizer MAX AAA 4pk	1	4 ct	1	\$ 104.16	20%	\$ 20.83
987560	039800108050	00039800129949	Energizer MAX AAA 8pk	1	8ct	1	\$ 195.84	20%	\$ 39.17
987594	039800013613	00039800090935	Energizer MAX 9V 1pk	1	1 ct	1	\$ 106.32	20%	\$ 21.26
985333	039800011367	00039800062246	Energizer MAX C 2pk	1	2ct	1	\$ 106.32	20%	\$ 21.26
202945	039800011398	00039800062253	Energizer MAX D 2pk	1	2 ct	1	\$ 106.32	20%	\$ 21.26



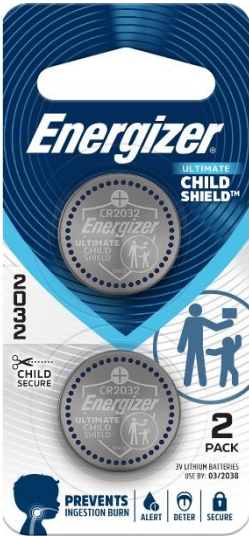


LIVE SHOW DEAL

20% OFF



McLane UIN	MFG UPC	Case UPC	Description	Pack	Size	Qty	McLane Case Cost	Deal %	Deal \$
PENDING	039800149817	10039800149814	Energizer Ultimate Child Shield 2032 2pk (narrow)	1	2 ct	1	\$ 39.50	20%	\$ 7.90
PENDING	039800149763	10039800149760	Energizer Ultimate Child Shield 2032 2pk (wide)	1	2 ct	1	\$ 47.40	20%	\$ 9.48





LIVE SHOW DEAL

20% OFF



McLane UIN	MFG UPC	Case UPC	Description	Pack	Size	Qty	McLane Case Cost	Deal %	Deal \$
034347	071153002043	10071153186672	STP Power Steering Fluid	1	12 oz	1	\$ 9.18	20%	\$ 1.84
034357	071153660465	10071153186665	STP Power Steering Fluid with Stop Leak	1	12 oz	1	\$ 11.58	20%	\$ 2.32
032897	071153002036	10071153186696	STP DOT 3 Brake Fluid	1	12 oz	1	\$ 13.14	20%	\$ 2.63
342774	071153785731	10071153785738	STP Gas Treatment	1	5.25 oz	1	\$ 26.52	20%	\$ 5.30
342790	071153785717	10071153785714	STP High Mileage Fuel and Carb Treatment	1	5.25 oz	1	\$ 23.04	20%	\$ 4.61
342733	071153785748	10071153785745	STP Octane Booster	1	5.25 oz	1	\$ 47.40	20%	\$ 9.48
342675	071153785755	10071153785752	STP Super Concentrated Fuel Injector Cleaner	1	5.25 oz	1	\$ 35.88	20%	\$ 7.18
342782	071153785687	10071153785684	STP Complete Fuel System Cleaner	1	5.25 oz	1	\$ 64.08	20%	\$ 12.82
952007	071153459342	10071153459349	STP Ultra 5 in 1 Fuel System Cleaner	1	5.25 oz	1	\$ 70.32	20%	\$ 14.06





LIVE SHOW DEAL

20% OFF



McLane UIN	MFG UPC	Case UPC	Description	Pack	Size	Qty	McLane Case Cost	Deal %	Deal \$
038347	070612174970	10070612174977	Armor All Cleaning Wipes 30ct Canister	1	30 ct	1	\$ 23.40	20%	\$ 4.68
551527	070612182425	10070612450118	Armor All Cleaning Wipes 20ct Flat Pack	1	20 ct	1	\$ 16.20	20%	\$ 3.24
038357	070612174963	10070612174960	Armor All Protectant Wipes 30ct Canister	1	30 ct	1	\$ 23.40	20%	\$ 4.68
418007	070612182418	10070612182415	Armor All Protectant Wipes 20ct Flat Pack	1	20 ct	1	\$ 16.20	20%	\$ 3.24
039077	070612175014	10070612175011	Armor All Glass Wipes 30ct Canister	1	30 ct	1	\$ 23.40	20%	\$ 4.68
094407	070612182753	10070612182750	Armor All Glass Wipes 20ct Flat Pack	1	20 ct	1	\$ 16.20	20%	\$ 3.24
416032	070612100108	10070612110104	Armor All 10oz Protectant	1	10oz	1	\$ 40.32	20%	\$ 8.06



DRVN

LIVE SHOW DEAL

20% OFF

DRVN

McLane UIN	MFG UPC	Case UPC	Description	Pack	Size	Qty	McLane Case Cost	Deal %	Deal \$
061874	012844620528	20012844620522	DRVN Dark Sky Vent Clip	1	1 ct	1	\$ 54.24	20%	\$ 10.85
053474	012844620559	20012844620553	DRVN Voyager Vent Clip	1	1 ct	1	\$ 54.24	20%	\$ 10.85
065544	012844620771	20012844620775	DRVN Midnight Impulse Vent Clip	1	1 ct	1	\$ 54.24	20%	\$ 10.85
065534	012844620542	20012844620546	DRVN Revival Vent Clip	1	1 ct	1	\$ 54.24	20%	\$ 10.85



ENGAGE HOT DEALS!

* Kimberly-Clark

250th
ANNIVERSARY
— A UNITED STATES OF AMERICA —

MCLANE

Scott[®]
Brand
SHOP

SAVE
20% OFF



Scott Shop
Towels Roll Original
12 / 55ct
UIN 724872
\$6.24 ALLOW
GP 60%

- Towels are soft and absorbent for automotive jobs or cleaning up in the garage.
- Absorbs 2X more than the leading value brand kitchen paper towel.

Scott[®]

SAVE
10% OFF



Scott Bath Tissue White
Single Roll Case
36 / 1000ct
UIN 533414
\$5.25 ALLOW
GP 55%

- #1 Single Roll in C-Store and has the highest loyalty in the bath category
- Longest lasting rolls with a combination of comfort and value



Scott Bath Tissue White
36 / 1000ct
UIN 468567
\$3.92 ALLOW
GP 55%

MCLANE
ENGAGE



LE Item #: 942233
 McLane UIN:
 15743
 Cost: \$264.24
 BB: \$52.85 (20%)
 Net Cost: \$211.39



LE Item #: 942325
 McLane UIN:
 14001
 Cost: \$269.28
 BB: \$26.92 (10%)
 Net Cost: \$242.36



LE Item #: 948204
 McLane UIN: 79124
 Cost: \$179.52
 BB: \$17.95 (10%)
 Net Cost: \$161.57



LE Item #: 942974
 McLane UIN: 79114
 Cost: \$179.52
 BB: \$17.95 (10%)
 Net Cost: \$161.57

All ENGAGE Items Include New Flavors Cotton Candy & Fruity Rainbow!!

Stock up on staples!



#1 Emergency Tire Inflator!

Fix-A-Flat 16oz, UIN 794628
Save \$1.53/unit

Fix-A-Flat 20oz, UIN 794610
Save \$1.89/unit



Improve Engine Performance with Gumout Additives!

Regane Complete 6oz, UIN 004407, Save \$1.01/unit

Fuel Injector Cleaner 6oz, UIN 004387, Save \$0.51/unit

Starting Fluid 11oz, UIN 498014, Save \$0.60/unit

Multi-System Tune-Up 16oz, UIN 816249, Save \$1.22/unit

Octane Booster 10oz, UIN 994491, Save \$0.37/unit

Gas Treatment 6oz, UIN 004407, Save \$0.35/unit

See these at the New Item Showcase!



New 2-in-1 additive cleans & boosts!

Supreme FIC + Octane 10oz
UIN pending, Save \$0.91/unit



Top Appearance items in new value 16oz sizes!

Rain-X 2-in-1 Cleaner + Repellent, UIN pending, Save \$0.58/unit

Rain-X Interior Detailer, UIN pending, Save \$0.58/unit

Black Magic Tire Wet, UIN pending, Save \$0.65/unit

Black Magic No Scrub, UIN pending, Save \$0.58/unit

1 GALLON

Model 1210



REG PRICE: \$100.05

SHOW DISCOUNT: -\$15.00

\$85.07

SHOW PRICE

2 GALLON

Model 2310



REG PRICE: \$58.68

SHOW DISCOUNT: -\$8.80

\$49.85

SHOW PRICE

5 GALLON

Model 5610



REG PRICE: \$62.12

SHOW DISCOUNT: -\$6.21

\$55.91

SHOW PRICE

**1 Gallon and 2 Gallon
15% OFF REGULAR PRICE**

**5 Gallon
10% OFF REGULAR
PRICE**



10% Savings
BIC SIGNATURE – 18ct
\$3.00 off



6% Savings
BIC WHATS INSIDE– 50ct
\$4.00 off



6% Savings
BIC LAVA – 50ct
\$4.00 off



6% Savings
BIC WITTY – 50ct
\$4.00 off



43% Savings
BIC COMFORT 3 SHAVER – 1ct
\$0.30 off



6% Savings
BIC BLACKOUT– 50ct
\$4.00 off



6% Savings
BIC BEST BUDS – 50ct
\$4.00 off



6% Savings
BIC HIGH STANDARDS– 50ct
\$4.00 off

reserved.





12% Savings
BIC SURE START MPL LTR – 10ct
\$4.00 off



4% Savings
BIC MXD 4-TIER DISPLAY – 248ct
\$10.00 off



5% Savings
BIC MXD 6-TIER DISPLAY – 312ct
\$15.00 off



10% Savings
BIC MXD 8-TIER DISPLAY – 432ct
\$45.00 off





Highline Warren

20% OFF

Rain X Bug Remover:

Reg Price \$14.16

Show Price: \$11.33

Rain X All Season:

Reg Price \$17.39

Show Price: \$13.91

Rain X All Season -25:

Reg Price \$22.61

Show Price: \$18.09



**#1 WASHER FLUID
BRAND
IN THE UNITED STATES***

- Rain-X water beading formulation for greater driving visibility
- Advanced technology for streak-free cleaning power



The RAIN-X® trademark is registered and licensed by Illinois Tool Works Inc.*

The brand consumers look for in windshield care!



At Birdie & Louie, we believe pet food should do more than just fill a bowl — it should *solve problems and make life better for pets and the people who love them.*

Dry Cat Food



Wet Cat Food

Complete & Balanced Formulas



Tuna Tuesday



Seafood Sunday

Wet Dog Food



Chicken & Veggies



Chicken & Rice

Birdie & Louie New! Dry Dog Food

- *Premium Ingredients
- *No Corn, Wheat or Soy
- *Added Superfoods
- *Real Protein
- *100% Fill Rates



UPC	UIN	Item Description	QTY	Pack	Size	*Bill Cost \$
4954702117	669717	B&L CAT FOOD TUNA TUESDAY		6	3 OZ	4.92
4954702212	669767	B&L CAT FOOD SEAFOOD SUNDAY		6	3 OZ	4.92
4954702248	669777	B&L DOG FOOD CHKN RICE		6	13 OZ	11.34
4954702249	669727	B&L DOG FOOD CHKN VEG		6	13 OZ	11.34
4954703867	98724	B&L DOG DRY CHKN RICE SS		1	3.5 LB	8.23
4954703936	98734	B&L CAT DRY CHKN RICE SS		1	3.5 LB	10.14
4954706516	98744	B&L DOG TREAT BEEFJRKY SS		1	6 OZ	4.98
4954707784	98754	B&L CAT TREAT SALMON SS		1	3 OZ	1.98

