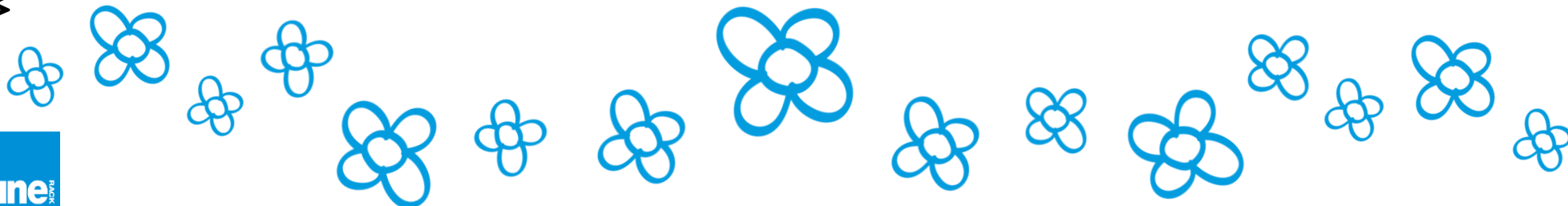


PI Implementation Guide

2nd January – 2nd February 2026

wine RACK

WINE RACK PI 2026

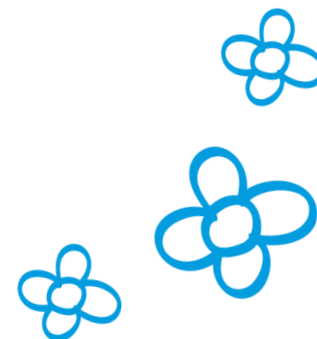


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PERIOD 1 2026 Dates:

2nd January – 2nd
February



POS Help Desk & Online Store Tool Kit!

wine RACK

STORE
TOOL KIT



TPG MediaHUB™

Scan the QR code below to take you straight to the STK login page!

Or use this link:

<https://storetoolkit.mediahub.one/>



*Please note, QR code is for store use only, so do not share this externally.

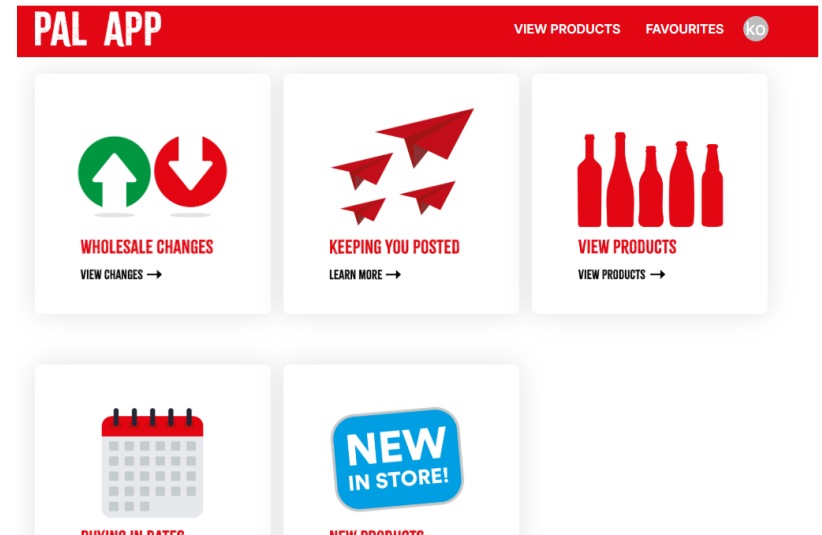
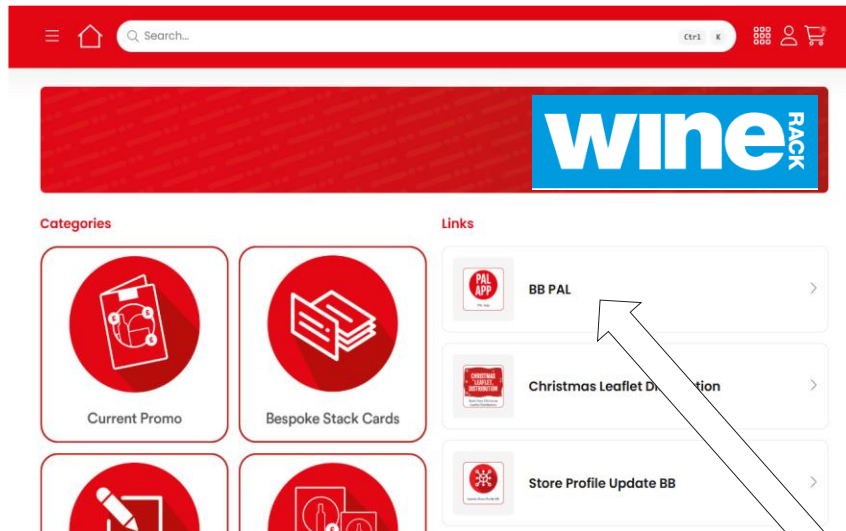
Please use the Store Tool Kit for all POS requests and to access the Pal App (more information on this is on the next page). The POS Hotline and email address are still open, but the Store Tool Kit is the quickest & most efficient way of ordering any additional POS or updating your store profile etc.

Call: 01606 780250 // Email: bestwayretailstores@wearetpg.com

Or email the POS team at posteam@bestwayretail.co.uk

Not used the Pal App yet?!

It is much better than the old-fashioned paper PAL and helps you explore the products available in the range! It's a lot easier and quicker to use than spreadsheets. You can search for products either by typing in the code or the name and see all of the product information! It will save you time rather than having to look through loads of pages. You can also add products to your favourites to create your own shopping list for ordering!



To log in, follow the link below or scan the QR code on the previous page and then click on the Pal App icon:

<https://storetoolkit.mediahub.one/>

If you don't have access to the Store Tool Kit, please email the POS team on posteam@bestwayretail.co.uk and we can get you set up!

Promo & Buying In Dates

PERIOD	PROMO START DATE	PROMO END DATE	PROMO TYPE	BUY IN START DATE	BUY IN END DATE
P1	02 January	02 February	Normal changeover	19 December	29 January
P2	03 February	02 March	Normal changeover	16 January	26 February
P3	03 March	30 March	Full refresh	13 February	26 March
P4	31 March	27 April	Normal changeover	13 March	23 April
P5	28 April	25 May	Normal changeover	10 April	21 May
P6	26 May	22 June	Normal changeover	08 May	18 June
P7	23 June	20 July	Full refresh	05 June	16 July
P8	21 July	17 August	Normal changeover	03 July	13 August
P9	18 August	14 September	Normal changeover	31 July	10 September
P10	15 September	12 October	Normal changeover	28 August	08 October
P11	13 October	09 November	Full refresh	25 September	05 November
P12	10 November	07 December	Normal changeover	23 October	03 December
P13	08 December	04 January 27	Normal changeover	20 November	31 December

PI Posters



PI Posters

BURNS NIGHT!

ONLY **£31.99**

ONLY **£33.99**

70CL

DRY JANUARY!

£12.99

SAVE **£1**

70CL

DUBLINER WHISKY!

£18.99

SAVE **£1**

WAS **£19.99**

70CL

ONLY

£4.99

SAVE **£1.10**

SAVE **£1**

SAVE **£1.50**

40x40ML

ONLY

£9.99

SAVE **£3**

6x330ML/12x330ML

ONLY

£6.99

SAVE **£1**

4x330ML

PI Posters - Product Codes

WINE RACK P I 2026

SKU	Description	Size
BB828470	Cave d'Azé Mâcon Villages 2023 12.5%	75cl
9745	El Pugil Toro Temp	75cl
BB827190	Faust Rivero Reserva Rioja	75cl
10734	Jansz Prem Cuv	75cl
10719	Jansz Prem Rose	75cl
BB819225	Moet & Chandon	75cl
BB824366	Glenmorangie 40% 12y	70cl
10752	Laphroaig Select 40%	70cl
12551	Gordons London Dry 0%	70cl
13175	Gordons Pink Gin 0%	70cl

SKU	Description	Size
12854	Tanqueray 0%	70cl
BB824504	Dubliner Honeycomb Liqueur 30%	70cl
12483	Stella Artois 4.6%	4x440ml
12503	Budweiser 4.5%	4x440ml
BB819997	Estrella Damm 4.6%	4x440ml
BB828648	Murphy's 4%	4x440ml
BB817892	BrewDog Punk IPA 5.4%	8x330ml
BB826332	Sol 3.4%	12x330ml
13074	Beavertown Neck Oil 4.3%	4x330ml
13075	Beavertown Gamma Ray 5.4%	4x330ml

Pay Day Deal – PepperBox Rose

7 DAY DEAL!

£4.99

SAVE £5.50

**WAS £10.49
THEN £8.49**

PepperBox®
ROSÉ

75CL

AVAILABLE 27TH JANUARY TO 2ND FEBRUARY 2026 ONLY!

In your P1 POS kit, you will receive the below poster and medium barker for the PepperBox Rose Pay Day Deal.

Please ensure you display the POS for the duration of the deal, which is 27th January – 2nd February 2026.

Any more information will be communicated via the KYP emails.

Pepperbox Rosé 75cl

£4.99

Was £10.49 Then £8.49

Save £5.50

PI

WINE-LEAD DEALS



ABI CODE	CODE	PRODUCT	OFFER	WAS	MARGIN	PREVIOUS WS COST	NEW WS COST
759494	12469	Mcguigan Zero Sauvignon Blanc 75Cl	£4.49	£4.49	16%	£18.00	£18.00
816086	BB816086	Kylie Alcohol Free Sparkling Rose 75Cl	£5.99	£5.99	16%	£23.10	£23.10
814042	12799	Freixenet 0.0% 75Cl	-	£6.99	18%	£24.25	£24.25
759572	BB759572	Nozeco White Non Alcohol 75Cl	£4.39	£4.39	24%	£15.00	£15.00
206032	13325	La Gioiosa Prosecco Doc 75Cl	£9.49	£9.49	14%	£38.00	£38.50
755003	13326	La Gioiosa Prosecco Rose 75Cl	£9.99	£9.99	13%	£41.00	£41.00



ABI CODE	CODE	PRODUCT	OFFER	WAS	SAVING	MARGIN	PREVIOUS WS COST	NEW WS COST
821561	BB821561	Not Guilty Red Blend 75cl	£5.25	£6.75	£1.50	18%	£23.20	£21.60
814153	13312	Gordon Ramsey Rosso 75cl	£8.99	£11.75	£2.76	15%	£40.75	£38.00
813061	12014	Barao De Figueira Lisboa 75cl	£7.99	£10.99	£3.00	16%	£38.76	£31.62
827196	BB827196	Faust Rivero Tempranillo 75cl	£6.99	£7.99	£1.00	13%	£28.50	£28.00
814104	13011	Yulumba Y Series Shiraz 75cl	£8.99	£10.99	£2.00	15%	£38.00	£38.00
813953	12041	Yalumba Y Series Merlot 75cl	£8.99	£10.99	£2.00	15%	£38.00	£38.00
652565	10362	Barossa Ink Shiraz 75cl	£10.75	£14.25	£3.50	16%	£49.15	£45.00



ABI CODE	CODE	PRODUCT	OFFER	WAS	SAVING	MARGIN	PREVIOUS WS COST	NEW WS COST
821560	BB821560	Not Guilty Pinot Grigio 75Cl	£5.25	£6.49	£1.24	18%	£23.20	£21.60
821562	BB821562	Not Guilty Rose 75Cl	£5.25	£6.49	£1.24	18%	£23.20	£21.60
813998	12439	Black Cottage Earth Series Sauvignon Blanc 75Cl	£10.99	£13.75	£2.76	18%	£48.02	£45.00
827189	BB827189	Faustino Rivero Bobal 75Cl	£6.99	£6.99	-	19%	£28.50	£28.00
827191	BB827191	Faustino Rivero Verdejo 75Cl	£6.99	£6.99	-	19%	£28.50	£28.00
813952	12040	Yalumba Y Series Viognier 75Cl	£8.99	£9.99	£1.00	15%	£38.00	£38.00
813951	12039	Yalumba Y Series Pinot Grigio 75Cl	£8.99	£9.99	£1.00	15%	£38.00	£38.00
347991	6888	Mudhouse Sauvignon Blanc 75Cl	£9.49	£11.25	£1.76	15%	£45.00	£40.00

PI

FLOOR STACKS



ABI CODE	CODE	PRODUCT	OFFER	WAS	MARGIN	SAVING	PREVIOUS WS COST	NEW WS COST
825806	BB825806	Brewdog Cold Beer 10x440ml	£8.49	£8.49	19%	-	£5.49	£5.49
689871	BB689871	Corona 10x330ml	£10.99	£12.99	13%	£2.00	£9.40	£7.75
407908	10893	Budweiser 12x300ml	£11.99	£11.99	10%	-	£8.70	£8.70
809921	13384	Madri 10x440ml	£12.99	£12.99	15%	-	£8.99	£8.99
812827	11439	Desperados 12x250ml	£15.49	£15.49	117%	-	£21.16	£21.16

PI

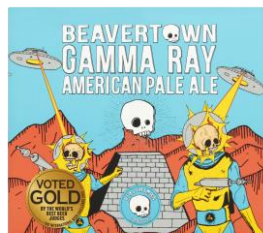
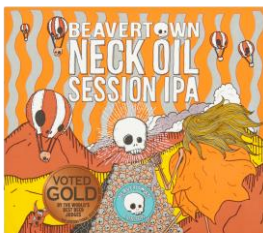
BLC – Low & No



ABI CODE	CODE	PRODUCT	OFFER	WAS	MARGIN	SAVING	PREVIOUS WS COST	NEW WS COST
819628	BB819628	Guinness 0% 4x440ml PMP £5.99	£4.99	£4.99	19%	-	£19.99	£19.99
826605	BB826605	Heineken 0.0% 4x440ml	£4.99	£4.99	23%	-	£18.99	£18.99
826610	BB826610	Madri 0% 4x330ml	£4.49	£5.25	19%	£0.76	£19.49	£17.99
825545	BB825545	Thatchers Zero 4x440ml	£3.49	£4.25	17%	£0.76	£15.49	£14.25

PI

BLC – LEAD DEALS



ABI CODE	CODE	PRODUCT	OFFER	WAS	MARGIN	SAVING	PREVIOUS WS COST	NEW WS COST
679711	12483	Stella Artois 4x440ml	£4.99	£6.49	11%	£1.50	£24.21	£21.99
407965	12503	Budweiser 4x440ml	£4.99	£4.99	14%	-	£21.20	£21.20
819997	BB819997	Estrella 4x440ml can	£4.99	£6.09	10%	£1.10	£24.36	£22.10
828648	BB828648	Murphy's 4x440ml	£4.99	£5.99	17%	£1.00	£22.49	£20.49
812909	13074	Beavertown Neck Oil 4x330ml	£6.99	£7.99	14%	£1.00	£34.19	£29.75
812910	13075	Beavertown Gamma Ray 4x330ml	£6.99	£7.99	14%	£1.00	£34.19	£29.75
817892	BB817892	Brewdog Punk IPA 8x330ml	£9.99	£12.99	10%	£3.00	£8.80	£7.23
826332	BB826332	Sol Lager 3.4% 12x330ml	£9.99	£9.99	16%	-	£7.23	£6.75

PI

BLC – LEAD DEALS



ABI CODE	CODE	PRODUCT	OFFER	WAS	SINGLE MARGIN	OFFER MARGIN	SAVING	PREVIOUS WS COST	NEW WS COST
812906	13072	Brewdog Punk IPA 440ml	2 for £4	2 for £4.50	40%	14%	£0.50	£18.75	£16.90
812905	13070	Brewdog Hazy Jane 440ml	2 for £4	2 for £4.50	40%	14%	£0.50	£18.75	£16.90
821737	BB821737	Wingman 440ml	2 for £4	2 for £4.50	40%	14%	£0.50	£18.75	£16.90
821723	BB821723	Grolsch Premium 3.4% 4x440ml	£3.49	£3.49	15%	15%	-	£14.49	£14.49
825548	BB825548	Brewdog Cold Beer 4x440ml	£3.49	£3.49	18%	18%	-	£13.99	£13.99
825545	BB825545	Thatchers Zero 4x440ml	£3.49	£4.25	17%	17%	£0.76	£15.49	£14.25
826328	BB826328	Amstel 3.4% 4x440ml	£3.99	£4.99	24%	24%	£1.00	£18.75	£14.99
826610	BB826610	Madri 0% 4x330ml	£4.49	£5.25	19%	19%	£0.76	£19.49	£17.99

PI

BLC – CORONA CERO GWP



- Each store will receive x1 CTU of beanie hats to give away with every purchase of Corona Cero.
- x12 hats per CTU
- CTUs will be delivered directly to stores ahead of P1.
- Corona Cero is the Product of the Month for P1.

Burns Night!



ABI CODE	CODE	PRODUCT	OFFER	WAS	MARGIN	SAVING	PREVIOUS WS COST	NEW WS COST
738533	12551	Gordon's Gin 0% 70cl	£12.99	£12.99	15%	-	£54.90	£54.90
813282	13175	Gordon's Pink Gin 0% 70cl	£12.99	£13.99	13%	£1.00	£58.14	£56.70
813406	12854	Tanqueray 0% 70cl	£12.99	£12.99	13%	-	£56.70	£56.70
824504	BB824504	Dubliner Honeycomb Whisky Liqueur 70cl	£18.99	£19.99	13%	£1.00	£80.94	£80.94
824366	BB824366	Glenmorangie 70cl	£31.99	£31.99	11%	-	£140.34	£140.34
112300	10752	Laphroaig Select 70cl	£33.99	£33.99	13%	-	£147.54	£147.54

Product Of The Month – BLC/Spirit/Wine

BEER OF THE MONTH

£4.25

CORONA CERO 0%
4X330ML

Corona Cero is crisp & refreshing, with subtle citrus notes, delivering a perfectly balanced flavour profile.



wine RACK

SPIRIT OF THE MONTH

£12.99

TANQUERAY 0%
70CL

Perfectly balanced botanicals give a complex & refreshing taste with juniper & citrus. Experience Tanqueray, just without the alcohol.



wine RACK

WINE OF THE MONTH

£11.49

CAVE D'AZÉ
MÂCON VILLAGES
75CL

Golden yellow colour with crystalline highlights, bright & limpid. Intense and delicate, the nose develops a nice bouquet of white fruits.

SAVE
£3



wine RACK

ABI CODE	CODE	PRODUCT	OFFER	WAS	MARGIN	SAVING	PREVIOUS WS COST	NEW WS COST
781892	13142	Corona Cero 4x330ml	£3.99	£4.25	21%	£0.26	£14.99	£16.49
813406	12854	Tanqueray 0% 70cl	£12.99	£12.99	13%	-	£56.70	£56.70
828470	BB828470	Macon Villages 75CL	£11.49	£14.49	16%	£3.00	£51.81	£48.00

E-Cig Station



CODE	PRODUCT	OFFER	MARGIN	OUTER	CASE
BEU828987	Hayati Pro Max+ Pod - Blueberry Raspberry	2 for £15	45.15%	5	£16.99
BEU828984	Hayati Pro Max+ Pod - Blue Razz Cherry	2 for £15	45.15%	5	£16.99
BEU828985	Hayati Pro Max+ Pod - Blue Razz	2 for £15	45.15%	5	£16.99
BEU828996	Hayati Pro Max+ Pod - Blue Sour Raspberry	2 for £15	45.15%	5	£16.99
BEU828988	Hayati Pro Max+ Pod - Fizzy Cherry	2 for £15	45.15%	5	£16.99
BEU828989	Hayati Pro Max+ Pod - Fresh Mint	2 for £15	45.15%	5	£16.99
BEU828990	Hayati Pro Max+ Pod - Fruit Twist	2 for £15	45.15%	5	£16.99
BEU828991	Hayati Pro Max+ Pod - Juicy Peach	2 for £15	45.15%	5	£16.99
BEU828993	Hayati Pro Max+ Pod - Lemon & Lime	2 for £15	45.15%	5	£16.99
BEU828994	Hayati Pro Max+ Pod - Mr Blue	2 for £15	45.15%	5	£16.99

E-Cig Station



WINE RACK P I 2026

CODE	PRODUCT	OFFER	MARGIN
EU10638	L/F Tobacco 0.3% 10ml	3 for £10 or 5 for £15	67.92%
N693056	L/F Tobacco 12mg 10ml	3 for £10 or 5 for £15	67.92%
N693046	L/F Tobacco 18mg 10ml	3 for £10 or 5 for £15	67.92%
N693689	L/F Tobacco 6mg 10ml	3 for £10 or 5 for £15	67.92%
EU10970	L/F 50/50 Menthol 10ML 0.3%	3 for £10 or 5 for £15	67.92%
EU10965	L/F 50/50 Menthol Ice 10ML 1.2%	3 for £10 or 5 for £15	67.92%
EU10971	L/F 50/50 Menthol Ice 10ML 0.6%	3 for £10 or 5 for £15	67.92%
EU11105	L/F Berry Nice 3MG	3 for £10 or 5 for £15	67.92%
N695638	L/F Berry Nice 6mg 10ml	3 for £10 or 5 for £15	67.92%

E-Cig Station



CODE	PRODUCT	OFFER	MARGIN
BEU827271	IVG Pro 12 Pods Lemon & Lime	3 for £20	40.6%
BEU827277	IVG Pro 12 Pods Cherry	3 for £20	40.6%
BEU827284	IVG Pro 12 Pods Blue Sour Raspberry	3 for £20	40.6%
BEU827287	IVG Pro 12 Pods Strawberry Watermelon	3 for £20	40.6%
BEU827293	IVG Pro 12 Pods Pineapple Ice	3 for £20	40.6%

E-Cig Station

WINE RACK P I 2026



CODE	PRODUCT	OFFER	MARGIN
EU11136	NORDIC SPIRIT MINT 6MG	£6.50	20.10%
EU11137	NORDIC SPIRIT MINT STRONG 9MG	£6.50	20.10%
EU11285	NORDIC SPIRIT MINT XS 12MG	£6.50	20.10%
BEU782900	NORDIC SPIRIT SPEARMINT 12MG	£6.50	20.10%
BEU812750	NORDIC SPIRIT SPEARMNT STRG 9MG	£6.50	20.10%

E-Cig Station

WINE RACK P I 2026



CODE	PRODUCT	OFFER	MARGIN
BEU823346	Zyn Cool Mint Mini 3mg	£6.50	21.94%
BEU823851	Zyn Cool Mint X Strong 11mg	£6.50	21.94%
BEU826166	Zyn Cool Mint Mini Strong 6mg	£6.50	21.94%
BEU828999	Zyn Menthol Ice 13.5mg	£6.50	21.94%
BEU823344	ZYN Black Cherry Mini 6mg	£6.50	21.94%
BEU828998	ZYN Blackcurrant Frost 13.5mg	£6.50	21.94%

E-Cig Station

WINE RACK P I 2026



CODE	PRODUCT	OFFER	MARGIN
EU11375	Velo Ice Cool 10mg	£6.50	24.93%
EU11373	Velo Freeze 11mg	£6.50	24.93%
BEU806805	Velo Ruby Berry 10mg	£6.50	24.93%
BEU817072	Velo Cooling Storm 10.9mg	£6.50	24.93%
BEU817073	Velo Freeze 17mg	£6.50	24.93%