

**MORE** than just products. Partners in **GROWTH.** 

VOLUME 42 | ISSUE 1 | JANUARY 2026



## JANUARY FAVORITES - FOR A-FRESH STAR





## JANUARY FAVORITES FOR A-FRESH

## START

Fuel busy days and better routines with a mix of protein, hydration, and better for you snacks customers are reaching for.



Item Description	Pack	Size	Item ID
Red Bull Zero	24 pk	8.4 oz	RBD61504
RXBAR High Protein Vanilla Peanut Butter	6/12 pk	2.1 oz	KEE00863
Liquid.I.V. Hydration Passionfruit	8 pk	6 oz	EHC47475
Jack Link's Cold Crafted Beef & Colby Jack	16 pk	1.5 oz	JLB88856
GoGo squeeZ Active with Electrolytes	12 pk	3.9 oz	MNA04980
CLIF Bar Builders Crispy Almond Salted Caramel	12 pk	1.97oz	CCC06951
Dot's Homestyle Pretzels	12 pk	2.5 oz	DDP00812
Hillshire Genoa Salami Small Plate	12 pk	2.76 oz	JIM20181
Polar Seltzer Black Cherry	3/8 pk	12 oz	ICO63909
Wonderful Pistachios No Shell	3/8 pk	2.5 oz	PAR070146A25M
Nature's Valley Bar Granola Oat & Honey	16/28 pk	1.5 oz	GEM2382
Olipop Strawberry Vanilla	12 pk	12 oz	ICO63909
Kind Bar Protein Max Sweet & Salty Caramel Peanut Crisp	6/12 pk	2.2 oz	PHW43475
Popcorners White Cheddar XVL	24 pk	1.75 oz	FRI02529

#### PLEASE CONTACT YOUR VISTAR REPRESENTATIVE TO ORDER TODAY.

## 100% WIINGS WITH MONK FRUIT EXTRACT.\*



\*AND OTHER SWEETENERS

**Red Bull Zero**8.4 oz RBD61504
12 oz RBDRB7012



#### **RXBAR**®

#### HIGH **PROTEIN**

Introducing a great tasting, high protein, vegan bar made from simple ingredients.

Designed for those who desire simple ingredient protein that

doesn't compromise on taste.





18g protein.

6 simple ingredients.

No erythritol, steviol glycosides, or sucralose.

CASE UPC	PRODUCT DESCRIPTION	OZ.	VISTAR CODE
19390800863	RXBAR High Protein Vanilla Peanut Butter	2.1 oz.	KEE00863
19390800866	RXBAR High Protein Strawberry Peanut Butter	2.1 oz.	KEE00866





## COLD CRAFTED PROTEIN YOU CAN GRAB AND GO

Built for busy days with the protein you need and the taste you expect.



Item Description	Pack	Size	Item ID
Cold Crafted Beef & Cheddar	16	1.5 oz	JLB88686
Cold Crafted Beef & Cheddar	6/6	3 oz	JLB01007
Cold Crafted Linkwich Hard Salami & Pepper Jack	16	1.5 oz	JLB88860
Cold Crafted Linkwich Hard Salami & Colby Jack	16	1.5 oz	JLB88862





## BIG SAVINGS FOR ACTIVE DAYS

Fruity, crunchy, chewy, and wildly addictive

Promotional Timing: January 1 - 31, 2026 \$5.00 off per case







#### THE PROTEIN BAR OF YOUR DREAMS

20G PROTEIN | 1G SUGAR | #1 INGREDIENT PEANUTS

#### **Crispy Chocolate Peanut Butter**



#### **Sweet & Salty Caramel Peanut Crisp**



PHW43475





### GIVE 2026 A HEALTHY START



Shell-ebrate the new year with Wonderful Pistachios. They're the best way to support healthy resolutions and healthy bottom lines. So don't hold back on The Don't Hold Back Snack™!

VISTAR ITEM NUMBERS:	
PAR99004 - NO SHELLS ROASTED & SALTED 0.75 OZ	PAR70155 - NO SHELLS JALEPEÑO LIME 0.75 OZ
PAR99021 - NO SHELLS CHILI ROASTED 0.75 OZ	PAR70046 - NO SHELLS SEA SALT & VINEGAR 0.75 OZ
PAR99022 - NO SHELLS HONEY ROASTED 0.75 OZ	PAR70115 - NO SHELLS SEA SALT & PEPPER 0.75 OZ



### Barebels Irresistible Protein Bars

20 GRAMS OF PROTEIN · NO ADDED SUGAR



**Barebells Cookies & Cream** 12/12ct | 1.94oz | VTN42964



**Barebells Chocolate Dough** 12/12ct | 1.94oz | VTN42967

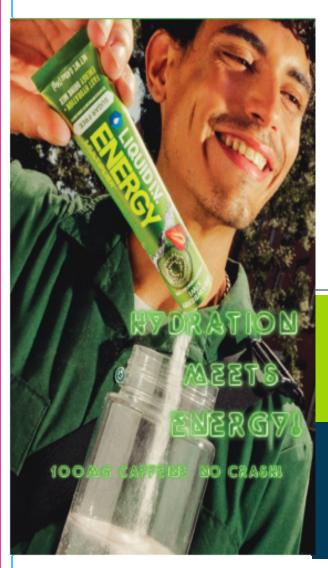
PLEASE CONTACT YOUR VISTAR REPRESENTATIVE TO ORDER TODAY.



- REFRESHING & REPLENISHING
  HYDRATION FROM THE #1 POWDERED HYDRATION BRAND IN
  AMERICA
- 8 VITAMINS AND NUTRIENTS

  EXCELLENT SOURCE OF B3. B5. B6. B12. VITAMIN C
- 3X THE ELECTROLYTES
   OF THE LEADING SPORTS DRINK
- NO ARTIFICIAL SWEETENERS
  ALSO AVALABLE IN SUGAR FREE OPTIONS
- HYDRATION FOR
  MENTAL CLARITY, PHYSICAL ENDURANCE, AND EVERYDAY
  WELL NESS
- OUR GLOBAL IMPACT
  HYDRATION SHOULD BE BETTER FOR YOU AND BETTER FOR
  THE PLANET, OVER 1% OF THE LIQUID I.V.'S REVENUE GOES
  DIRECTLY TO THE IMPACT PROGRAM
- SERVING INSTRUCTIONS
  ADD TO 16 OUNCES OF COLD WATER
  TEAR, POUR, MIX, HYDRATE

SCAN TO LEARN MORE













Promo Runs: 1/1-3/30 - Channels: Vending, OCS, ALT, OFFC

SAVE \$12 OFF PER CASE

**8 COUNT IN ALL AVAILABLE FLAVORS** 

EHC00013 Lemon Lime Single 8ct
EHC97091 Popsicle Firecracker Single 8ct
EHC00815 Passion Fruit Powder 8ct
EHC47405 Strawberry Single 8ct
EHC47406 Watermelon Single 8ct
EHC28661 Lemon Lime Single SFree 8ct
EHC28662 Peach Single Serve SFree 8ct

### \$16.80 OFF

3 COUNT IN ALL AVAILABLE FLAVORS

EHC97090 Popsicle Fircracker 3ct EHC47474 Lemon Lime 3ct EHC47475 Passion Fruit 3ct EHC28624 Strawberry 3ct EHC28657 Lemon Lime SF 3ct EHC28658 White Peach SF 3ct

Contact your local Representative Today





## Unwrap the Ultimate Reese's Experience

Featuring your core favorites and the NEW top-selling Reese's Oreo cups.





Item Description	Pack	Size	Item ID
Reese's® Peanut Butter Cup King Size	6/24	2.8 oz	HEC48000
Reese's® Peanut Butter Cup Standard	12/36	1.5 oz	HEC44000
Reese's Oreo® Cup Standard	24	1.4 oz	HEC45812
Reese's Oreo® Cup King Size	24	2.8 oz	HEC94652







## Save Big on Starbucks® Coffee This January

Stock up on K Cup® and whole bean favorites and bring coffeehouse flavor to your space.









Item Description	Pack	Size	Item ID	Promotional Offer
Starbucks® K Cup® Veranda Blend	4	10.1 oz	SBK18997	\$3.00
Starbucks® K Cup® Caffè Verona®	4	10.1 oz	SBK18998	\$3.00
Starbucks® K Cup® Decaf Pike Place® Roast	4	10.5 oz	SBK18999	\$3.00
Starbucks® Caffè Verona® Whole Bean	6	1 LB	SBK11017871	\$5.00
Starbucks® Veranda Blend Whole Bean	6	1 LB	SBK49195	\$5.00
Starbucks® Decaf Pike Place® Roast Whole Bean	6	1 LB	SBK51755	\$5.00









#### A FRESH, UNEXPECTED TWIST ON TEA

Experience TAZO® - the brand that brings unexpected and delicious twists to tea. TAZO® tea bags and concentrates deliver better brews with high quality ingredients and brilliant blends that tempt every taste bud. From the aroma to the special taste, TAZO offers a mouth-watering cup of tea for any occasion.

Discover TAZO's unique products that shake up how you serve tea.

Description	Pack Size	GTIN	Vistar
Organic Awake English Breakfast	6/16 CT	10794522003034	TAZ00303
Organic Chai	6/16 CT	10794522003058	TAZ00305
Organic Earl Grey	6/16 CT	10794522003522	TAZ00352
Organic Green Ginger	6/16 CT	10794522003560	TAZ00356
Organic Calm Chamomile	6/16 CT	10794522003546	TAZ00354
Organic Refresh Mint	6/16 CT	10794522003508	TAZ00350
Organic Zen	6/16 CT	10794522003096	TAZ00309
Passion	6/20 CT	30794522200451	TAZ20045
Wild Sweet Orange	6/20 CT	30794522200345	TAZ20034
Glazed Lemon Loaf	6/15 CT	10794522001528	EKT00152
Vanilla Bean Macaron	6/15 CT	10794522001511	EKT00151
Chai 1:1 Concentrate	6/32 OZ	10794522001733	TJL00173
Passion 1:1 Concentrate	6/32 OZ	10794522001436	TJL01436



#### DID YOU KNOW?

53% of guests in the US are willing to pay more if TAZO is on the menu.\*

When it comes to today's trends, Gen-Z and Millenials rank TAZO the #1 brand\*\*

Source: Datassential-Tea Consumer Omnibus Report FEB 2020. \*\*Source: Ipsos LIPTON Teas & Infusions Brand Health Tracker US January 202



## Save \$3.00 per Case on Coffee mate<sup>®</sup> Favorites



For January only, save on Coffee mate® and elevate your market or office space with classic creamers you know and love.

Item Description	Pack	Size	Item ID
Coffee mate® French Vanilla	2	1.5 L	NES31803
Coffee mate® Hazelnut	2	1.5 L	NES31831
Coffee mate® Sweetened Original Concentrate	2	1.5 L	NES13799





## Stir Up Sales with Coffee mate Seasonals











#### **BOOK NOW**

for the Fall & Holiday Seasons!

#### Available for the 2024 Fall Season

- An easy way to add a trending seasonal flavor to your coffee program
- Available in 1.5L Liquid Concentrate Pump Bottle and 50 ct. Grab and Go box

Final Pre Books Due NO LATER THAN Monday, March 11, 2024

Note: Minimum pre book level must be attained in order to produce product.

Case Allocation by DC

					5385	5410	5420	5490	5620	5641	DOT
Vistar Code	Globe Code	Product Description	Pack Size	Case Order Qty.	Dekalb, IL	Atlanta, GA	Allentown, PA	Ft. Worth, TX	Mira Loma, CA	Aurora, IL	DOT
NES76060	12072787	Peppermint Mocha Liquid Creamer Singles	4/50 ct.								
NES29600	12070865	Peppermint Mocha Liquid Conc. Pump Bottle	2/1.5L								
NES75520	12270602	Pumpkin Spice Liquid Creamer Singles	4/50 ct.								
NES31460	12308725	Pumpkin Spice Liquid Con. Pump Bottle	2/1.5L								

ales Rep Name:
stributor Name:
stributor Contact:
ddress:
none Number:

- Single Serve:
- No refrigeration necessary - 9-month shelf life
- Pump Bottles:
  - No refrigeration necessary - 9-month shelf life unopened,
- 30-day shelf life once opened Cholesterol-Free, Lactose-Free, Gluten-Free, Kosher Dairy
- Non-Dairy





(per K-Cup® pod case)



Green Mountain Coffee Roasters® Breakfast Blend | 24ct

Vistar #: GMT6520



Green Mountain Coffee Roasters®

Dark Magic® | 24ct

Vistar #: GMT4061



Dunkin'®
Original Blend | 22ct

Vistar #: GMT40316



The Original Donut Shop® Regular | 24ct

Vistar #: XDC052101



73% of Americans consumed at least one cup of coffee in the past week\*

#### **EXPLORE ANY OF THESE K-CUP® BRANDS AVAILABLE AT VISTAR**





























#### SPRING SEASONAL K-CUP® POD SPECIAL ORDER

Valid 1/1/26 - 3/27/26



Green Mountain Coffee Roasters®

Chocolate Dipped Pistachio | 24ct

Vistar #: GMT40158



McCafé® Irish Mocha | 24ct

Vistar #: GMT39459



Green Mountain Coffee Roasters®

Cinnamon Honey Drizzle | 24ct

Vistar #: GMT40156



The Original Donut Shop® Cookie Dough So Delicious | 24ct

Vistar #: GMT39534



Green Mountain Coffee Roasters® Island Coconut® | 24ct

Vistar #: GMT6720



COFFEE IS THE

2ND MOST SOUGHT-AFTER

SEASONAL BEVERAGE CATEGORY\*

CASE QTY	K-CUP® POD BRAND	PRODUCT NAME	SIZE	VISTAR ITEM CODE
	Green Mountain Coffee Roasters®	Cinnamon Dippped Pistachio	24ct	GMT40158
	Green Mountain Coffee Roasters®	Cinnamon Honey Drizzle	24ct	GMT40156
	Green Mountain Coffee Roasters®	Island Coconut®	24ct	GMT6720
	McCafé <sup>®</sup>	Irish Mocha	24ct	GMT39459
	The Original Donut Shop®	Cookie Dough So Delicious	24ct	GMT39534
Customer Name	e:			
Phone Number:		Distributor:		
Email:				
AE:				

### Peets Coffee

## Q1 Promotion

#### Receive \$\$ OFF COST PER CASE

Available through Vistar when you purchase qualifying products















ltem#	Vistar Item #	<b>Product Description</b>	Pack/Size
500705	PCEMAJWB	Peet's Major Dickason's WB	20/1 lb
504873	PCECDOWB	Peet's Café Domingo WB	20/1 lb
500330	PCEFSBWB	Peet's Espresso Forte WB	20/1 lb
480532	PCE480532	Peet's Pure Milk Topping	12/1 lb
508937	PCE75240	Peet's Premium Vanilla Powder	6/2 lb
1000189	PCE02506	Peet's Premium Hot Cocoa Mix	6/2 lb
504916	PCEMAJP25	Peet's Major Dickason's PP	6/18/2.5 oz
504918	PCECDOP25	Peet's Café Domingo PP	6/18/2.5 oz
1001062	PCE02781	Peet's Major Dickason's Pod	6/16 ct
1001063	PCE02782	Peet's Café Domingo Pod	6/16 ct



Item #	Vistar Item #	<b>Product Description</b>	Pack/Size
1002569	CBC42806	Caribou Caribou Blend WB	4/40 oz
1002570	CBC42807	Caribou Daybreak Blend WB	4/40 oz
505554	CBC10320	Caribou Caribou Blend WB	6/12 oz
1002971	CBC8710	Caribou Caribou Blend PP	18/2.5 oz
1002972	CBC008711	Caribou Daybreak Blend PP	18/2.5 oz
1002562	CBC14155	Caribou Vanilla Hazelnut PP	18/2.5 oz











### La COLOMBE®



Delivery Dates: 1/25/26 - 3/8/26

Meet Strawberry Mocha Draft Latte, our newest flavor to fall for. Subtly sweet strawberry combines with the luscious flavors of a cafe mocha to create a seasonal cold-textured latte you won't want to put down.

Best enjoyed chilled!



	Delivery Dates							
	Week of 1/25	Week of 2/1	Week of 2/8	Week of 2/15	Week of 2/22	Week of 3/1	Week of 3/8	
Strawberry Mocha (Item No. LCT00563)								
Total Cases Ordered:								

Customer Name:
Vistar Customer #:
Phone Number:
Vistar OPCO:
Email:
Vistar:

#### CAFE' BUSTELO



#### **BOLD FLAVOR. EASY BREWING.**

FROM THE #1 ESPRESSO COFFEE BRAND IN RETAIL

Café Bustelo® coffee delivers rich, full-bodied flavor that draws coffee lovers in—and it's among the fastest growing coffee brands in the U.S.¹ So give people the vibrant taste they want with convenient, premeasured ground coffee that makes commercial brewing easy and delicious.



Item Code	Vistar Item ID	Product Description	Count/Size	Gross Case Wt.
7447101014	SMU01014	Café Bustelo® Fraction Pack	30/2 oz.	4.5 LBs.







### Wafers **MILK CHOCOLATE**





Per Case

#### **PREBOOK AND SAVE:**

January 2026 through February 2026

	Delivery Dates							
	Cases Requested							
PIM24663								
PIM82443								
Total Cases								

perator:	
dress:	
y & State:	
tar OPCO:	
pplier Representative:	
pplier Representative Email:	
ppher representative Email:	



#### **NEW YEAR, NEW SNACKS, NEW SAVINGS!**

#### \$0.05 rebate per unit

January 19 - March 31, 2026

INTRODUCING

#### **CHEEZ-IT® CRUNCH**

Cheez-It® Crunch's UNIQUE 3D
SHAPE provides a different eating
experience than chips, puffs and
other crackers. Made with a crispy
texture for a BIG CRUNCH and BOLD
FLAVORS to stand out.

Continues to drive category news and innovation as #1 SHARE IN CONVENIENCE CRACKERS (68%)<sup>2</sup>

#### **#1 Cracker Brand**

within C-Stores<sup>1</sup>

Bold and Crunchy snacks are on the rise, with 3yr category growth at +18%<sup>2</sup>





#### **INTRODUCING**

#### RICE KRISPIES TREATS® BLISS

Rice Krispies Treats® Bliss perfectly delivers the INTENSE RICHER EXPERIENCES that consumers enjoy with a sweet, multi-layered, indulgent snack.

Indulgent snacking is

GROWING 1.4X FASTER than
total grocery withing total US

Conv stores<sup>3</sup>

#### 92% PURCHASE INTEREST amongst Convenience Store shoppers<sup>4</sup>

Adult snackers (18-54) are searching for more indulgent snack offerings<sup>4</sup>

1 Source: Nielsen Discover Total US Conv Unit Sales, Latest 52 Wks - w/e 03/09/24; 2 Source: NIQ Discovery, Bold/Crunchy Snack Basket (Taki, Dot, DRTS, FRITO, SABRITA, etc..) CAL YR 2021-24; 3 Source: Neilsen Discover - Total US Conv, Cal Yr 2020 - Cal Yr 2024 (W/E 12/28/24); 4 Source: BASES Quick Use #231707 November 2024

Item#	Vistar#	Description	Case Rebate	1/19	1/26	2/02	2/09	2/16	2/23	3/02	3/09	3/16	3/23
24100-12647	KEE12647	NEW Cheez-It® Crunch Kick'n Nacho Cheese - 6/2.25oz	\$0.30										
24100-12643	KEE12643	NEW Cheez-It® Crunch Zesty Jalapeño Cheddar - 6/2.25oz	\$0.30										
38000-30550	KEE30738	NEW Rice Krispies Treats® Bliss Chocolate Sea Salt Pretzel - 8/12/1.5oz	\$4.80										
38000-30543	KEE30741	NEW Rice Krispies Treats® Bliss Caramel Sea Salt Pretzel - 8/12/1.5oz	\$4.80										
			TOTAL:										

Promotion is NOT Off-Invoice • REBATE will be Paid by CHECK to Operator Based on Purchase Reports and Verified Shipped Cases from January 19 - March 31, 2026 • Must Be Submitted to G & J Marketing and Sales to be Eligible for REBATE • Please allow 6-8 Weeks Following the Close of the Promotion for Rebate to be Paid • Minimum Rebate Payment: \$10.00 • Orders Must be Submitted 30 Days Before the First Ship Date

Customer:	Contact:	
Address:	Phone:	
Dist. & ID #:	Email:	
Signature:	Sales Rep:	
_	•	KELCRINQ126









## INNOVATIONS THAT ELEVATE YOUR SNACK OFFERING

Lay's Potato Limon XVL and SunChips Honey BBQ expand your snack set with appealing flavors that meet today's consumer demand.



#### Promotional Timing: January 1 - March 31, 2026

Item Description	Pack	Size	Item ID	Promotion Deal
Lay's Chips Potato Limon XVL	24	2.25 oz	FRI36120	\$2.70
Sunchips Honey BBQ	64	1.5 oz	FRI79389	\$2.00





## SNACKING THAT WORKS FOR EVERY CUSTOMER

A mix of leading brands and high-velocity SKUs that deliver dependable performance and broad snacking appeal.



#### Promotional Timing: February 1 - February 28, 2026

Item Description	Pack	Size	Item ID	Promotion Deal
Popcorners Kettle Corn XVL	24	1.75 oz	FRI02528	\$2.00
Popcorners White Cheddar XVL	24	1.75 oz	FRI02529	\$2.00
Lay's Potato Chips Regular	24	2.25 oz	FRI36111	\$2.00
Sunchips Garden Salsa LSS	64	1.5 oz	FRI44428	\$1.25
Ruffles Baked Cheddar & SC Ridge	64	1.5 oz	FRI44400	\$1.25





## SNICKERS® XTREME is the ultimate bar for peanut lovers

Packed with extra peanuts and bold Snickers flavor for an intensely satisfying bite









## THE COOKIES CUSTOMERS CRAVE!



DLY01820 CANDY BROWNIE DLY01914 APPLE CINNAMON

CHOCOLATE CHIP DLY01670 PEANUT BUTTER

DLY01912 BIRTHDAY CAKE

\*CONTACT YOUR VISTAR REPRESENTATIVE TODAY!





#### Big January Savings on DiGiorno® Pizza

Enjoy \$3.00 off per case on Supreme, Four Cheese, and Pepperoni pizzas for a limited time.



Item Description	Pack	Size	Item ID
Tombstone Beef Taco Stix	24 pk	3 oz	CHA76974
Tombstone Pepperoni Pizza Stix	24 pk	3 oz	NFZ13769
Hot Pockets Pepperoni Pizza	12 pk	8 oz	CHA09703
Digiorno Four Cheese	10 pk	9.2 oz	CHA21578
Digiorno Pepperoni	10 pk	9.2 oz	CHA75483





## CRISPY, CREAMY, AND IMPOSSIBLE TO RESIST

A irresistible bite that captures customer attention and drives steady demand.



PLEASE CONTACT YOUR VISTAR REPRESENTATIVE TO ORDER TODAY.

Vistar.

## HARIBO

## Double the Fun with Goldbears and Wildberry



Item Description	Pack	Size	Item ID
Haribo GoldBears Vending Pack	64 pk	2 oz	HAR25164
Haribo GoldBears	12 pk	4 oz	HAR30220
Haribo WildBerry GoldBears	12 pk	4 oz	HAR72622







# Bakery Classics That Always Rise to the Occasion

Delivers the sweet flavor and indulgence customers want with easy placement across your market.

Item Description	Pack	Size	Item ID
Cloverhill Jumbo Iced Honey Bun - FOA	6/6	4 oz	JTF82011
Cloverhill Jumbo Chocalate Honey Bun - FOA	6/6	4 oz	JTF82014
Cloverhill Jumbo Glazed Honey Bun - FOA	6/6	4 oz	JTF82020
Big Texas Cinnamon Roll - FOA	6/6	4 oz	JTF80035
Big Texas Cinnamon Roll - FRESH	6/6	4 oz	JTF80037





### Juicy Flavor Bursting Through Every Cluster

Fruity, crunchy, chewy, and wildly addictive



**Nerds Juicy Gummy** Clusters Shareable Pouch 48 pk | 2.65 oz | FER08562

**Nerds Juicy Gummy Clusters Peq** 12 pk | 4.5 oz | FER08529

## snak club

### New Items from the FLAVOR RULEBREAKERS

