



NECHES RIVER RUB CO.
BEAUMONT, TEXAS · SINCE 2018

NEW ITEM · 12 OZ AND 5 OZ

Pecan Smoke Brisket Rub



A Texas brisket rub that gets reordered, from a company that shows up.

It's already moving. In 56 independent stores in Southeast Texas, the 12 oz shaker averages 1.6 units per store per week. 49 of those 56 stores reordered in the last 13 weeks.

It pays to carry. \$11.99 SRP, \$7.79 delivered cost, 35% margin.

It sells next to your meat case. A floor shipper stands at the end of the meat case. It takes no shelf space, and every shaker it sells rides on a brisket you already sold.

Nobody has to babysit it. Our rep is in every store every two weeks. He fills the set, fixes the tags, faces it, and keeps the shipper full. Your people never touch it.

We bring the launch. Four weeks in every new store: a floor shipper by the meat case, one Saturday demo with smoked brisket samples, and two weeks at \$9.99. We pay for it.

It fits. Two facings in a standard 4-foot spice and BBQ set. The shipper stands on the floor, not on your shelf.

What it replaces: two facings from whatever rub has turned slowest in your set over the last 13 weeks. If we don't outsell it in 60 days, we pull ourselves. You don't have to call anybody.



By the meat case

The floor shipper at the end of the case. No shelf space.

	12 OZ SHAKER	5 OZ SHAKER
UPC	On the line sheet	On the line sheet
Case pack	12	12
SRP	\$11.99	\$5.99
Delivered cost	\$7.79	\$3.89
Retailer margin	35%	35%
Shelf life	24 months	24 months
Minimum order	2 cases	1 case
Service	Every two weeks, by our rep	Every two weeks, by our rep

Small batch, made in Beaumont since 2018. Coarse pepper, kosher salt, and pecan-smoked garlic. No sugar, so it won't burn on a long cook.

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Scan for the
line sheet

