



COLD EQUIPMENT CATALOG

2018

FRIDGE ORDERING PROCESS

1. Fridge needs to be Retailer HQ Approved
2. Request for fridge placement submitted to Director
3. Director references the [ROI Tracker](#) to determine the value
(If you have questions on how to use tracker, please ask Randy or Jason for assistance)
4. Director references the [Inventory Tracker](#) to pull order from allocated inventory
5. Director finalizes order by sending the approved request to Stephanie.
6. Info needed: POC, POC phone #, Shipping Address, Delivery Appointment, Lift Gate Needed?

FRIDGES - EVERGREEN

-  IDW - GS 1 - 80Z MINI
-  IDW - GS 2.5 MINI
-  IDW - G 6C SHORTY
-  IDW - G 9 SKINNY
-  IDW - G 10F STANDARD
-  IDW - G 26C BIGGIE
-  TRUE - GDM 10 STANDARD

IDW

8oz Mini (Back-Bar) GS-1 -

- Lead Time: 3wks for standard graphics
- Uses: Lifestyle accounts (yoga studios, cafes, etc.), Sales accounts (checkout), Marketing events
- Specs:
 - Exterior Dimensions: 14.25"W x 16.5"D x 19"H
 - Shelf Dimensions (wD) - 10.25" x 5" inches
 - Pack-out Capacity - 20 8oz Health-Ade bottles, 1.67 cases
 - 4 facings, 3 deep
 - Bottom Depth - 2 deep
 - No. of Shelves - 2



IDW

Mini (Counter-Top) GS-2.5 –

- Lead Time: 8-10wks for etched version, 3wks for standard graphics
- Uses: Lifestyle accounts (yoga studios, cafes, bars etc.), Sales accounts (checkout), Marketing events
- Specs:
 - Exterior Dimensions: 18.5”W x 21”D x 27.5”H
 - Shelf Dimensions (wD) – 15” x 12” inches
 - Pack-out Capacity – 40 16oz Health-Ade bottles, 3.3 cases
 - 5 facings, 3 deep
 - Bottom Depth – 2 deep
 - No. of Shelves – 2 + bottom level



IDW

Shorty (Large Counter-Top) G-6 –

- Lead Time: 8-10wks for etched version, 3wks for standard graphics
- Uses: Distributors, Lifestyle accounts, Sales accounts (checkout), Marketing events
- Specs:
 - Exterior Dimensions (wDh) – 22.25” x 21.5” x 36.25” inches
 - Shelf Dimensions (wD) – 17.5” x 11.5” inches
 - Pack-out Capacity – 72 16oz Health-Ade bottles, 6 cases
 - 6 facings, 4 deep
 - No. of Shelves – 2 + bottom level



IDW

Skinny G-9 –

- Lead Time: 8-10wks for etched version, 3wks for standard graphics
- Uses: Sales accounts with limited spacing
- Specs:
 - Exterior Dimensions (wDh) – 20” x 21” x 63” inches
 - Shelf Dimensions (wD) – 14.25” x 12.98” inches
 - Pack-out Capacity – 104 16oz Health-Ade bottles, 8.67 cases
 - 5 facings, 4 deep
 - No. of Shelves – 4 + bottom level



IDW

Standard G-10 –

- Lead Time: 8-10wks for etched version, 3wks for standard graphics
- Uses: Distributors, sales accounts, marketing events
- Specs:
 - Exterior Dimensions (wDh) – 25” x 24.3” x 54” inches
 - Shelf Dimensions (wD) – 20.875” x 17.375” inches
 - Pack-out Capacity – 140 16oz Health-Ade bottles, 11.75 cases
 - 7 facings, 5 deep
 - No. of Shelves – 3 + bottom level



IDW

Biggie G-26 –

- Lead Time: 3wks for standard graphics
- Uses: Distributors, sales accounts
- Specs:
 - Exterior Dimensions (wDh) – 30.5” x 30.5” x 79” inches
 - Shelf Dimensions (wD) – 26” x 23.25” inches
 - Pack-out Capacity – 336 16oz Health-Ade bottles, 28 cases
 - 8 facings, 7 deep
 - No. of Shelves – 5 + bottom level



TRUE

Standard GDM-10-HC-LD –

- Lead Time: 3wks if in stock, 8wks if OOS
- Uses: Sales accounts (conventional)
- Specs:
 - Exterior Dimensions (wDh) – 24.88” x 23.13” x 53.5” inches
 - Shelf Dimensions (wD) – 20.63” x 17” inches
 - Pack-out Capacity – 16oz Health-Ade 150 bottles, 12.5 cases
 - 6 facings, 5 deep
 - No. of Shelves – 4 + bottom level



DIST CO-OP PROGRAM

Distributor Commitment for large fridges: Shelving Space / Year Commitment

- 1 year placement = 50% spacing for Health-Ade
 - Distributor pays for 50%
- 2 year placement = 40% spacing for Health-Ade
 - Distributor pays for 50%
- 3 year placement = 30% spacing for Health-Ade
 - Distributor pays for 50%