

HAPPY HoliLAYS – 2021 Lays XL Holiday Display Contest (1-2 Temporary Displays)

Top Store Growth % Contest

PROGRAM DURATION
NOVEMBER 25 –
DECEMBER 25
(5 WEEKS)



Express- Lays XL (165g)

TOP 3 STORES WILL WIN A CASH PRIZE!
(TO BE AWARDED FROM PEPSICO)

1st Place	2 nd Place	3 rd Place
\$1000	\$500	\$250

CONTEST RULES:

- 1) Stores must have *minimum* of 1 Weekender display
- 2) Express stores are measured on Lays XL **GROSS SALES vs LAST YEAR** during same time period
- 3) **TOP 3 EXPRESS STORES** for Total Growth % on Lays XL will each win the cash prize amount stated above!
- 4) To qualify, each store must have a minimum sales growth of **+10% & \$400.00 sales on Lays XL** at the end of the contest time period
- 5) Work with your local Sales Representative for a **CHANCE TO WIN!!**

PLEASE NOTE THAT PRODUCT MUST BE DISPLAYED ON THE FLOOR FOR FULL DURATION OF THE CONTEST FOR ELIGIBILITY

