

<b>Deal Form for AUSA1566880</b>			* Denotes Supplier Required Field			Processed 1/6/2017 12:52:30 PM ET			
*Company/Division Presented to:		<b>AUSA Giant Carlisle</b>		* Confirmation Contact Name:		Steve Jennings			
* Manufacturer/Brand:		SCHWANS CONSUMER BRANDS (48401) c/o CROSSMARK (AUSA)		* Confirmation Contact Phone:		952-832-4473			
* Broker/Distributor Name:		SCHWANS CONSUMER BRANDS (48401) (AUSA)		* Confirmation Contact Address:		8500 Normandale Lake Blvd Bloomington, MN 55437			
* Date Submitted:		01/03/2017		* Supplier Authorizer Title:					
* Submitted By:		Steve Jenninas		* Supplier Authorizer Phone:		952-832-4473			
Ahold USA Neg. Name / e-Signature:		Joanne Gohn		* Supplier Authorizer Signature:		Steve Jennings			
2nd Neg. Signature (If req.):				By signing above, I certify that this Deal Form contains all the terms and conditions for this Supplier Promotional Offer and may not be altered by any side letters or oral agreements. I certify that I am authorized to present this Promotional Offer on behalf of Supplier and that Supplier has not made any changes to the form of this document as submitted by Ahold USA.					
Ahold USA Auth. Name / e-Signature & Date:		Sandra McCoy - 1/5/2017							
Ahold USA Auth. Title:		200							
2nd Ahold USA Auth. Signature & Date:				Supplier Deal Reference #		082017 AUSA FReschetta B\$15G\$5			
* Merchandising Deal Type:		01 - Promotion		A/R Supplier #		48401			
*Perf Dates:		2/17/2017	thru	2/23/2017	DSD / PO Vendor #				
* Order Dates:			thru		New <input checked="" type="checkbox"/> Revised <input type="checkbox"/> Canceled <input type="checkbox"/> Suspend <input type="checkbox"/>  Cancelled Date:  Suspended Date:				
* Ship Dates:			thru						
* Arrival Dates:			thru						
* Anticipated Next Deal Date:									

Ahold General Terms and Standards of Engagement

1. Supplier acknowledges that the Ahold USA Company/Division's purchase of the goods identified in this Promotional Offer are governed by the terms and conditions of a supply agreement executed between Supplier and Ahold USA (or the Ahold USA Company/Division) or, in the absence of a supply agreement, by Ahold USA's standard purchase order terms and conditions (i.e. the Ahold USA General Terms and Conditions of Purchase and the Ahold USA Standards of Engagement, together the "General Terms"). The terms in this Promotional Offer are intended to supplement those terms, not conflict with them. In the event of a conflict between the information in this Promotional Offer and any term in such supply agreement (if any) or the General Terms (if no supply agreement), the terms in the supply agreement or the General Terms (as applicable) shall prevail.

2. Supplier agrees to confirm the terms of this Supplier Promotional Offer promptly upon request from Ahold USA or its independent auditor, provided that before responding to a request from an auditor or other individual not known to Supplier, Supplier shall first confirm the identity of the requestor with Supplier's principal contact at Ahold USA.

3. Ahold USA shall have no obligation to purchase any product or item for any specific period of time. Ahold USA retains the right to set retail prices.

4. If an Item Number is inadvertently omitted or incorrect, Ahold USA reserves the right to add or correct the item number without affecting the essence and/or terms of the agreement.

5. In the event the Supplier's stated allowance uses a different unit of measure from that of the case pack received by the Ahold USA Company/Division, the Ahold USA Company/Division can make a proportional adjustment without requiring a new deal sheet.

6. No restrictions on Forward Buys unless otherwise noted in the comments field.

7. Load-in and restock policy apply.

8. There is a 4% up charge on Scans.

9. Supplier agrees to supply labor or funding to Ahold USA to perform in Store Execution activities for the products.

10. Supplier acknowledges that the manufacturers are responsible for reimbursement of discontinued product billings generated, per the manufacturer's agreed swells policy, to be administered through the applicable Ahold USA Merchandising Department.

11. Supplier agrees to process the products through itemMaster. Supplier understands that manufacturers will be responsible for reimbursement of the processing fees, with billing to be generated by Ahold Financial Services.

Total Sales Estimate:	\$91,000.00
Total Est.Allowance Amt:	\$21,658.00
Total Est.Profit:	\$17,290.00

Contract Details					
Item Allow. Type	Start	End	Basis	Pay Mthd	Performance Indicator
06 - Scan Allowance	2/17/2017	2/23/2017	Per Transaction	Billback	07 - Scan POS

Ahold USA Item #	UPC	Description	Size	Unit of Measure	Case Pack	Case Cost	Regular Unit Cost	PRIMARY ALLOW.		SECONDARY ALLOW.		TERTIARY ALLOW.		* Estimated Volume	Est'd Suggested Net Unit Rtl	* Suggested Unit Retail	Net Unit Cost	Estimated Profit
								DETAIL	AMT.	DETAIL	AMT.	DETAIL	AMT.					
500830	07218056707	FSHT NTRL RS MRGTA27.37	27.370	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,400		\$5.000	\$4.050	\$1,330.000
564958	07218056356	FRSCH BR OV 3 MT 23.09Z	23.090	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,400		\$5.000	\$4.050	\$1,330.000
600095	07218063055	FSH BO SUPRM PZ 23.28OZ	23.280	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,400		\$5.000	\$4.050	\$1,330.000
611782	07218063766	FSH THN CRSPY CHS 14.82	14.820	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,400		\$5.000	\$4.050	\$1,330.000
653444	07218063069	FRSCHTTA CAN BCN 27.51Z	27.510	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,400		\$5.000	\$4.050	\$1,330.000
867950	07218063785	FSHT ART CRST 4CH 22.3Z	22.300	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,400		\$5.000	\$4.050	\$1,330.000
913752	07218063788	FSHT ART CRST PEP23.71Z	23.710	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,400		\$5.000	\$4.050	\$1,330.000
913755	07218063790	FSHT ART CRST MRG23.65Z	23.650	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,400		\$5.000	\$4.050	\$1,330.000
917603	07218063975	FSHT 12" SUP PZ 30.88Z	30.880	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,400		\$5.000	\$4.050	\$1,330.000
955189	07218063979	FSHT 12" PEPR PZ 27.35Z	27.350	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,400		\$5.000	\$4.050	\$1,330.000

#	Flat Payments (Ad, Display, Truckload, Item Intro Fee, etc.)	Allowance Type	Start	End	Payment Method	Performance Indicator	Amount	Additional Performance Details	Estimated Value of Deal
4									
5									
6									

Value Of Components 1,2,3: \$21,658.00

**Additional Notes:**

082017 Freschetta B\$15G\$5 2/17/17-2/23/17- Brick Oven and Artisan same price point  
AUSA \$1.19 unit scan, SRP 2/\$10 - B\$15 GET \$5 - \$5,000 Lump Sum Overlay AUSA  
VIP AUSA1534271  
P\_FRESCHETTA\_BRICK\_OVEN\_12\_INCH\_12.55\_30.88\_OZ---P\_FRESCHETTA\_ARTISAN\_CRUST\_PIZZA\_22.3\_23.71\_OZ

Registered IBM Deal Management by Benjamin Wilhelm

Deal Form for AUSA1566880

\* Denotes Supplier Required Field

Processed 1/6/2017 12:52:30 PM ET

\*Company/Division Presented to:

AUSA Giant Carlisle

\* Confirmation Contact Name:

Steve Jennings

\* Manufacturer/Brand:

SCHWANS CONSUMER BRANDS (48401) c/o CROSSMARK (AUSA)

\* Confirmation Contact Phone:

952-832-4473

\* Broker/Distributor Name:

SCHWANS CONSUMER BRANDS (48401) (AUSA)

\* Confirmation Contact Address:

8500 Normandale Lake Blvd  
Bloomington, MN 55437

\* Date Submitted:

01/03/2017

\* Supplier Authorizer Title:

\* Submitted By:

Steve Jenninas

\* Supplier Authorizer Phone:

952-832-4473

Ahold USA Neg. Name / e-Signature:

Joanne Gohn

\* Supplier Authorizer Signature:

Steve Jennings

2nd Neg. Signature (If req.):

By signing above, I certify that this Deal Form contains all the terms and conditions for this Supplier Promotional Offer and may not be altered by any side letters or oral agreements. I certify that I am authorized to present this Promotional Offer on behalf of Supplier and that Supplier has not made any changes to the form of this document as submitted by Ahold USA.

Ahold USA Auth. Name / e-Signature & Date:

Sandra McCoy - 1/5/2017

Ahold USA Auth. Title:

200

Contract Details

Item Allow. Type	Start	End	Basis	Pay Mthd	Performance Indicator
06 - Scan Allowance	2/17/2017	2/23/2017	Per Transaction	Billback	07 - Scan POS

Ahold USA Item #	UPC	Description	Size	Unit of Measure	Case Pack	Case Cost	Regular Unit Cost	PRIMARY ALLOW.		SECONDARY ALLOW.		TERTIARY ALLOW.		* Estimated Volume	Est'd Suggested Net Unit Rtl	* Suggested Unit Retail	Net Unit Cost	Estimated Profit
								DETAIL	AMT.	DETAIL	AMT.	DETAIL	AMT.					
955190	07218063983	FSHT 12" 4CHS PZ 26.11Z	26.110	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,400		\$5.000	\$4.050	\$1,330.000
995004	07218063035	FSH BO 5ITAL CHS 20.28Z	20.280	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,400		\$5.000	\$4.050	\$1,330.000
995009	07218063052	FSH BO ITL PEPPR 22.70Z	22.700	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,400		\$5.000	\$4.050	\$1,330.000

Additional Notes:

082017 Freschetta B\$15G\$5 2/17/17-2/23/17- Brick Oven and Artisan same price point  
AUSA \$1.19 unit scan, SRP 2/\$10 - B\$15 GET \$5 - \$5,000 Lump Sum Overlay AUSA  
VIP AUSA1534271  
P\_FRESCHETTA\_BRICK\_OVEN\_12\_INCH\_12.55\_30.88\_OZ---P\_FRESCHETTA\_ARTISAN\_CRUST\_PIZZA\_22.3\_23.71\_OZ

Version:2272017.065137

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Created: 2/27/2017 8:51:36 AM ET

<b>Deal Form for AUSA1566880</b>			* Denotes Supplier Required Field			Processed 1/6/2017 12:52:30 PM ET			
*Company/Division Presented to:		<b>AUSA Giant Landover</b>		* Confirmation Contact Name:		Steve Jennings			
* Manufacturer/Brand:		SCHWANS CONSUMER BRANDS (48401) c/o CROSSMARK (AUSA)		* Confirmation Contact Phone:		952-832-4473			
* Broker/Distributor Name:		SCHWANS CONSUMER BRANDS (48401) (AUSA)		* Confirmation Contact Address:		8500 Normandale Lake Blvd Bloomington, MN 55437			
* Date Submitted:		01/03/2017		* Supplier Authorizer Title:					
* Submitted By:		Steve Jenninas		* Supplier Authorizer Phone:		952-832-4473			
Ahold USA Neg. Name / e-Signature:		Joanne Gohn		* Supplier Authorizer Signature:		Steve Jennings			
2nd Neg. Signature (If req.):				By signing above, I certify that this Deal Form contains all the terms and conditions for this Supplier Promotional Offer and may not be altered by any side letters or oral agreements. I certify that I am authorized to present this Promotional Offer on behalf of Supplier and that Supplier has not made any changes to the form of this document as submitted by Ahold USA.					
Ahold USA Auth. Name / e-Signature & Date:		Sandra McCoy - 1/5/2017							
Ahold USA Auth. Title:		200							
2nd Ahold USA Auth. Signature & Date:				Supplier Deal Reference #		082017 AUSA FReschetta B\$15G\$5			
* Merchandising Deal Type:		01 - Promotion		A/R Supplier #		48401			
*Perf Dates:		2/17/2017	thru	2/23/2017	DSD / PO Vendor #				
* Order Dates:			thru		New <input checked="" type="checkbox"/> Revised <input type="checkbox"/> Canceled <input type="checkbox"/> Suspend <input type="checkbox"/>  Cancelled Date:  Suspended Date:				
* Ship Dates:			thru						
* Arrival Dates:			thru						
* Anticipated Next Deal Date:									

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5. In the event the Supplier's stated allowance uses a different unit of measure from that of the case pack received by the Ahold USA Company/Division, the Ahold USA Company/Division can make a proportional adjustment without requiring a new deal sheet.

6. No restrictions on Forward Buys unless otherwise noted in the comments field.

7. Load-in and restock policy apply.

8. There is a 4% up charge on Scans.

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10. Supplier acknowledges that the manufacturers are responsible for reimbursement of discontinued product billings generated, per the manufacturer's agreed swells policy, to be administered through the applicable Ahold USA Merchandising Department.

11. Supplier agrees to process the products through itemMaster. Supplier understands that manufacturers will be responsible for reimbursement of the processing fees, with billing to be generated by Ahold Financial Services.

Total Sales Estimate:	\$64,260.00
Total Est.Allowance Amt:	\$15,293.88
Total Est.Profit:	\$12,209.40

Contract Details					
Item Allow. Type	Start	End	Basis	Pay Mthd	Performance Indicator
06 - Scan Allowance	2/17/2017	2/23/2017	Per Transaction	Billback	07 - Scan POS

Ahold USA Item #	UPC	Description	Size	Unit of Measure	Case Pack	Case Cost	Regular Unit Cost	PRIMARY ALLOW.		SECONDARY ALLOW.		TERTIARY ALLOW.		* Estimated Volume	Est'd Suggested Net Unit Rtl	* Suggested Unit Retail	Net Unit Cost	Estimated Profit
								DETAIL	AMT.	DETAIL	AMT.	DETAIL	AMT.					
500830	07218056707	FSHT NTRL RS MRGTA27.37	27.370	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,071		\$5.000	\$4.050	\$1,017.450
564958	07218056356	FRSCH BR OV 3 MT 23.09Z	23.090	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,071		\$5.000	\$4.050	\$1,017.450
600095	07218063055	FSH BO SUPRM PZ 23.28OZ	23.280	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,071		\$5.000	\$4.050	\$1,017.450
611782	07218063766	FSH THN CRSPY CHS 14.82	14.820	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,071		\$5.000	\$4.050	\$1,017.450
867950	07218063785	FSHT ART CRST 4CH 22.3Z	22.300	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,071		\$5.000	\$4.050	\$1,017.450
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913755	07218063790	FSHT ART CRST MRG23.65Z	23.650	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,071		\$5.000	\$4.050	\$1,017.450
917603	07218063975	FSHT 12" SUP PZ 30.88Z	30.880	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,071		\$5.000	\$4.050	\$1,017.450
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#	Flat Payments (Ad, Display, Truckload, Item Intro Fee, etc.)	Allowance Type	Start	End	Payment Method	Performance Indicator	Amount	Additional Performance Details	Estimated Value of Deal
4									
5									
6									

Value Of Components 1,2,3: \$15,293.88

Additional Notes:

082017 Freschetta B\$15G\$5 2/17/17-2/23/17- Brick Oven and Artisan same price point  
AUSA \$1.19 unit scan, SRP 2/\$10 - B\$15 GET \$5 - \$5,000 Lump Sum Overlay AUSA  
VIP AUSA1534271  
P\_FRESCHETTA\_BRICK\_OVEN\_12\_INCH\_12.55\_30.88\_OZ---P\_FRESCHETTA\_ARTISAN\_CRUST\_PIZZA\_22.3\_23.71\_OZ

Registered IBM Deal Management by Benjamin Wilhelm

Deal Form for AUSA1566880

\* Denotes Supplier Required Field

Processed 1/6/2017 12:52:30 PM ET

\*Company/Division Presented to:

AUSA Giant Landover

\* Confirmation Contact Name:

Steve Jennings

\* Manufacturer/Brand:

SCHWANS CONSUMER BRANDS (48401) c/o CROSSMARK (AUSA)

\* Confirmation Contact Phone:

952-832-4473

\* Broker/Distributor Name:

SCHWANS CONSUMER BRANDS (48401) (AUSA)

\* Confirmation Contact Address:

8500 Normandale Lake Blvd  
Bloomington, MN 55437

\* Date Submitted:

01/03/2017

\* Supplier Authorizer Title:

\* Submitted By:

Steve Jenninas

\* Supplier Authorizer Phone:

952-832-4473

Ahold USA Neg. Name / e-Signature:

Joanne Gohn

\* Supplier Authorizer Signature:

Steve Jennings

2nd Neg. Signature (If req.):

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Ahold USA Auth. Name / e-Signature & Date:

Sandra McCoy - 1/5/2017

Ahold USA Auth. Title:

200

Contract Details

Item Allow. Type	Start	End	Basis	Pay Mthd	Performance Indicator
06 - Scan Allowance	2/17/2017	2/23/2017	Per Transaction	Billback	07 - Scan POS

Ahold USA Item #	UPC	Description	Size	Unit of Measure	Case Pack	Case Cost	Regular Unit Cost	PRIMARY ALLOW.		SECONDARY ALLOW.		TERTIARY ALLOW.		* Estimated Volume	Est'd Suggested Net Unit Rtl	* Suggested Unit Retail	Net Unit Cost	Estimated Profit
								DETAIL	AMT.	DETAIL	AMT.	DETAIL	AMT.					
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995009	07218063052	FSH BO ITL PEPPR 22.70Z	22.700	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,071		\$5.000	\$4.050	\$1,017.450

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VIP AUSA1534271  
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Version:2272017.065143

Source: Application

Page 2 of 2

Created: 2/27/2017 8:51:38 AM ET

<b>Deal Form for AUSA1566880</b>			* Denotes Supplier Required Field			Processed 1/6/2017 12:52:30 PM ET			
*Company/Division Presented to:		<b>AUSA New England</b>		* Confirmation Contact Name:		Steve Jennings			
* Manufacturer/Brand:		SCHWANS CONSUMER BRANDS (48401) c/o CROSSMARK (AUSA)		* Confirmation Contact Phone:		952-832-4473			
* Broker/Distributor Name:		SCHWANS CONSUMER BRANDS (48401) (AUSA)		* Confirmation Contact Address:		8500 Normandale Lake Blvd Bloomington, MN 55437			
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* Submitted By:		Steve Jenninas		* Supplier Authorizer Phone:		952-832-4473			
Ahold USA Neg. Name / e-Signature:		Joanne Gohn		* Supplier Authorizer Signature:		Steve Jennings			
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Ahold USA Auth. Title:		200							
2nd Ahold USA Auth. Signature & Date:				Supplier Deal Reference #		082017 AUSA FReschetta B\$15G\$5			
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*Perf Dates:		2/17/2017	thru	2/23/2017	DSD / PO Vendor #				
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* Ship Dates:			thru						
* Arrival Dates:			thru						
* Anticipated Next Deal Date:									

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Total Sales Estimate:	\$92,300.00
Total Est.Allowance Amt:	\$21,967.40
Total Est.Profit:	\$17,537.00

Contract Details					
Item Allow. Type	Start	End	Basis	Pay Mthd	Performance Indicator
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Ahold USA Item #	UPC	Description	Size	Unit of Measure	Case Pack	Case Cost	Regular Unit Cost	PRIMARY ALLOW.		SECONDARY ALLOW.		TERTIARY ALLOW.		* Estimated Volume	Est'd Suggested Net Unit Rtl	* Suggested Unit Retail	Net Unit Cost	Estimated Profit
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502471	07218063074	FSHT BO PT&SPN 20.22OZ.	20.220	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,420		\$5.000	\$4.050	\$1,349.000
564958	07218056356	FRSCH BR OV 3 MT 23.09Z	23.090	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,420		\$5.000	\$4.050	\$1,349.000
600095	07218063055	FSH BO SUPRM PZ 23.28OZ	23.280	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,420		\$5.000	\$4.050	\$1,349.000
611782	07218063766	FSH THN CRSPY CHS 14.82	14.820	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,420		\$5.000	\$4.050	\$1,349.000
867950	07218063785	FSHT ART CRST 4CH 22.3Z	22.300	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,420		\$5.000	\$4.050	\$1,349.000
913752	07218063788	FSHT ART CRST PEP23.71Z	23.710	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,420		\$5.000	\$4.050	\$1,349.000
913755	07218063790	FSHT ART CRST MRG23.65Z	23.650	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,420		\$5.000	\$4.050	\$1,349.000
917603	07218063975	FSHT 12" SUP PZ 30.88Z	30.880	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,420		\$5.000	\$4.050	\$1,349.000
955189	07218063979	FSHT 12" PEPR PZ 27.35Z	27.350	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,420		\$5.000	\$4.050	\$1,349.000

#	Flat Payments (Ad, Display, Truckload, Item Intro Fee, etc.)	Allowance Type	Start	End	Payment Method	Performance Indicator	Amount	Additional Performance Details	Estimated Value of Deal
4									
5									
6									

Value Of Components 1,2,3: \$21,967.40

**Additional Notes:**

082017 Freschetta B\$15G\$5 2/17/17-2/23/17- Brick Oven and Artisan same price point  
AUSA \$1.19 unit scan, SRP 2/\$10 - B\$15 GET \$5 - \$5,000 Lump Sum Overlay AUSA  
VIP AUSA1534271  
P\_FRESCHETTA\_BRICK\_OVEN\_12\_INCH\_12.55\_30.88\_OZ---P\_FRESCHETTA\_ARTISAN\_CRUST\_PIZZA\_22.3\_23.71\_OZ

Registered IBM Deal Management by Benjamin Wilhelm

Deal Form for AUSA1566880

\* Denotes Supplier Required Field

Processed 1/6/2017 12:52:30 PM ET

\*Company/Division Presented to:

AUSA New England

\* Confirmation Contact Name:

Steve Jennings

\* Manufacturer/Brand:

SCHWANS CONSUMER BRANDS (48401) c/o CROSSMARK (AUSA)

\* Confirmation Contact Phone:

952-832-4473

\* Broker/Distributor Name:

SCHWANS CONSUMER BRANDS (48401) (AUSA)

\* Confirmation Contact Address:

8500 Normandale Lake Blvd  
Bloomington, MN 55437

\* Date Submitted:

01/03/2017

\* Supplier Authorizer Title:

\* Submitted By:

Steve Jenninas

\* Supplier Authorizer Phone:

952-832-4473

Ahold USA Neg. Name / e-Signature:

Joanne Gohn

\* Supplier Authorizer Signature:

Steve Jennings

2nd Neg. Signature (If req.):

By signing above, I certify that this Deal Form contains all the terms and conditions for this Supplier Promotional Offer and may not be altered by any side letters or oral agreements. I certify that I am authorized to present this Promotional Offer on behalf of Supplier and that Supplier has not made any changes to the form of this document as submitted by Ahold USA.

Ahold USA Auth. Name / e-Signature & Date:

Sandra McCoy - 1/5/2017

Ahold USA Auth. Title:

200

Contract Details

Item Allow. Type	Start	End	Basis	Pay Mthd	Performance Indicator
06 - Scan Allowance	2/17/2017	2/23/2017	Per Transaction	Billback	07 - Scan POS

Ahold USA Item #	UPC	Description	Size	Unit of Measure	Case Pack	Case Cost	Regular Unit Cost	PRIMARY ALLOW.		SECONDARY ALLOW.		TERTIARY ALLOW.		* Estimated Volume	Est'd Suggested Net Unit Rtl	* Suggested Unit Retail	Net Unit Cost	Estimated Profit
								DETAIL	AMT.	DETAIL	AMT.	DETAIL	AMT.					
955190	07218063983	FSHT 12" 4CHS PZ 26.11Z	26.110	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,420		\$5.000	\$4.050	\$1,349.000
995004	07218063035	FSH BO 5ITAL CHS 20.28Z	20.280	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,420		\$5.000	\$4.050	\$1,349.000
995009	07218063052	FSH BO ITL PEPPR 22.70Z	22.700	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,420		\$5.000	\$4.050	\$1,349.000

Additional Notes:

082017 Freschetta B\$15G\$5 2/17/17-2/23/17- Brick Oven and Artisan same price point  
AUSA \$1.19 unit scan, SRP 2/\$10 - B\$15 GET \$5 - \$5,000 Lump Sum Overlay AUSA  
VIP AUSA1534271  
P\_FRESCHETTA\_BRICK\_OVEN\_12\_INCH\_12.55\_30.88\_OZ---P\_FRESCHETTA\_ARTISAN\_CRUST\_PIZZA\_22.3\_23.71\_OZ

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Source: Application

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Created: 2/27/2017 8:51:45 AM ET



Deal Form for AUSA1566880

\*Company/Division Presented to:

AUSA New York

\* Manufacturer/Brand:

SCHWANS CONSUMER BRANDS (48401) c/o CROSSMARK (AUSA)

\* Broker/Distributor Name:

SCHWANS CONSUMER BRANDS (48401) (AUSA)

\* Date Submitted:

01/03/2017

\* Submitted By:

Steve Jenninas

Ahold USA Neg. Name / e-Signature:

Joanne Gohn

2nd Neg. Signature (If req.):

Ahold USA Auth. Name / e-Signature & Date:

Sandra McCoy - 1/5/2017

Ahold USA Auth. Title:

200

2nd Ahold USA Auth. Signature & Date:

\* Confirmation Contact Name:

Steve Jennings

\* Confirmation Contact Phone:

952-832-4473

\* Confirmation Contact Address:

8500 Normandale Lake Blvd  
Bloomington, MN 55437

\* Supplier Authorizer Title:

\* Supplier Authorizer Phone:

952-832-4473

\* Supplier Authorizer Signature:

Steve Jennings

By signing above, I certify that this Deal Form contains all the terms and conditions for this Supplier Promotional Offer and may not be altered by any side letters or oral agreements. I certify that I am authorized to present this Promotional Offer on behalf of Supplier and that Supplier has not made any changes to the form of this document as submitted by Ahold USA.

Processed 1/6/2017 12:52:30 PM ET

\* Merchandising Deal Type:

01 - Promotion

\*Perf Dates:

2/17/2017

thru

2/23/2017

\* Order Dates:

thru

\* Ship Dates:

thru

\* Arrival Dates:

thru

\* Anticipated Next Deal Date:

A/R Supplier #

48401

DSD / PO Vendor #

New

☒

Revised

☐

Canceled

☐

Suspend

☐

Cancelled Date:

Suspended Date:

Ahold General Terms and Standards of Engagement

1. Supplier acknowledges that the Ahold USA Company/Division's purchase of the goods identified in this Promotional Offer are governed by the terms and conditions of a supply agreement executed between Supplier and Ahold USA (or the Ahold USA Company/Division) or, in the absence of a supply agreement, by Ahold USA's standard purchase order terms and conditions (i.e. the Ahold USA General Terms and Conditions of Purchase and the Ahold USA Standards of Engagement, together the "General Terms"). The terms in this Promotional Offer are intended to supplement those terms, not conflict with them. In the event of a conflict between the information in this Promotional Offer and any term in such supply agreement (if any) or the General Terms (if no supply agreement), the terms in the supply agreement or the General Terms (as applicable) shall prevail.

2. Supplier agrees to confirm the terms of this Supplier Promotional Offer promptly upon request from Ahold USA or its independent auditor, provided that before responding to a request from an auditor or other individual not known to Supplier, Supplier shall first confirm the identity of the requestor with Supplier's principal contact at Ahold USA.

3. Ahold USA shall have no obligation to purchase any product or item for any specific period of time. Ahold USA retains the right to set retail prices.

4. If an Item Number is inadvertently omitted or incorrect, Ahold USA reserves the right to add or correct the item number without affecting the essence and/or terms of the agreement.

5. In the event the Supplier's stated allowance uses a different unit of measure from that of the case pack received by the Ahold USA Company/Division, the Ahold USA Company/Division can make a proportional adjustment without requiring a new deal sheet.

6. No restrictions on Forward Buys unless otherwise noted in the comments field.

7. Load-in and restock policy apply.

8. There is a 4% up charge on Scans.

9. Supplier agrees to supply labor or funding to Ahold USA to perform in Store Execution activities for the products.

10. Supplier acknowledges that the manufacturers are responsible for reimbursement of discontinued product billings generated, per the manufacturer's agreed swells policy, to be administered through the applicable Ahold USA Merchandising Department.

11. Supplier agrees to process the products through itemMaster. Supplier understands that manufacturers will be responsible for reimbursement of the processing fees, with billing to be generated by Ahold Financial Services.

Total Sales Estimate:	\$66,420.00
Total Est.Allowance Amt:	\$15,807.96
Total Est.Profit:	\$12,619.80

Contract Details					
Item Allow. Type	Start	End	Basis	Pay Mthd	Performance Indicator
06 - Scan Allowance	2/17/2017	2/23/2017	Per Transaction	Billback	07 - Scan POS

Ahold USA Item #	UPC	Description	Size	Unit of Measure	Case Pack	Case Cost	Regular Unit Cost	PRIMARY ALLOW.		SECONDARY ALLOW.		TERTIARY ALLOW.		* Estimated Volume	Est'd Suggested Net Unit Rtl	* Suggested Unit Retail	Net Unit Cost	Estimated Profit
								DETAIL	AMT.	DETAIL	AMT.	DETAIL	AMT.					
500830	07218056707	FSHT NTRL RS MRGTA27.37	27.370	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,107		\$5.000	\$4.050	\$1,051.650
564958	07218056356	FRSCH BR OV 3 MT 23.09Z	23.090	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,107		\$5.000	\$4.050	\$1,051.650
600095	07218063055	FSH BO SUPRM PZ 23.28OZ	23.280	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,107		\$5.000	\$4.050	\$1,051.650
611782	07218063766	FSH THN CRSPY CHS 14.82	14.820	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,107		\$5.000	\$4.050	\$1,051.650
867950	07218063785	FSHT ART CRST 4CH 22.3Z	22.300	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,107		\$5.000	\$4.050	\$1,051.650
913752	07218063788	FSHT ART CRST PEP23.71Z	23.710	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,107		\$5.000	\$4.050	\$1,051.650
913755	07218063790	FSHT ART CRST MRG23.65Z	23.650	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,107		\$5.000	\$4.050	\$1,051.650
917603	07218063975	FSHT 12" SUP PZ 30.88Z	30.880	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,107		\$5.000	\$4.050	\$1,051.650
955189	07218063979	FSHT 12" PEPR PZ 27.35Z	27.350	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,107		\$5.000	\$4.050	\$1,051.650
955190	07218063983	FSHT 12" 4CHS PZ 26.11Z	26.110	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,107		\$5.000	\$4.050	\$1,051.650

#	Flat Payments (Ad, Display, Truckload, Item Intro Fee, etc.)	Allowance Type	Start	End	Payment Method	Performance Indicator	Amount	Additional Performance Details	Estimated Value of Deal
4									
5									
6									

Value Of Components 1,2,3: \$15,807.96

Additional Notes:

082017 Freschetta B\$15G\$5 2/17/17-2/23/17- Brick Oven and Artisan same price point AUSA \$1.19 unit scan, SRP 2/\$10 - B\$15 GET \$5 - \$5,000 Lump Sum Overlay AUSA VIP AUSA1534271 P\_FRESCHETTA\_BRICK\_OVEN\_12\_INCH\_12.55\_30.88\_OZ---P\_FRESCHETTA\_ARTISAN\_CRUST\_PIZZA\_22.3\_23.71\_OZ

Page 1 of 2

Registered IBM Deal Management by Benjamin Wilhelm

Deal Form for AUSA1566880

\* Denotes Supplier Required Field

Processed 1/6/2017 12:52:30 PM ET

\*Company/Division Presented to:

AUSA New York

\* Confirmation Contact Name:

Steve Jennings

\* Manufacturer/Brand:

SCHWANS CONSUMER BRANDS (48401) c/o CROSSMARK (AUSA)

\* Confirmation Contact Phone:

952-832-4473

\* Broker/Distributor Name:

SCHWANS CONSUMER BRANDS (48401) (AUSA)

\* Confirmation Contact Address:

8500 Normandale Lake Blvd  
Bloomington, MN 55437

\* Date Submitted:

01/03/2017

\* Supplier Authorizer Title:

\* Submitted By:

Steve Jenninas

\* Supplier Authorizer Phone:

952-832-4473

Ahold USA Neg. Name / e-Signature:

Joanne Gohn

\* Supplier Authorizer Signature:

Steve Jennings

2nd Neg. Signature (If req.):

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Ahold USA Auth. Name / e-Signature & Date:

Sandra McCoy - 1/5/2017

Ahold USA Auth. Title:

200

Contract Details

Item Allow. Type	Start	End	Basis	Pay Mthd	Performance Indicator
06 - Scan Allowance	2/17/2017	2/23/2017	Per Transaction	Billback	07 - Scan POS

Ahold USA Item #	UPC	Description	Size	Unit of Measure	Case Pack	Case Cost	Regular Unit Cost	PRIMARY ALLOW.		SECONDARY ALLOW.		TERTIARY ALLOW.		* Estimated Volume	Est'd Suggested Net Unit Rtl	* Suggested Unit Retail	Net Unit Cost	Estimated Profit
								DETAIL	AMT.	DETAIL	AMT.	DETAIL	AMT.					
995004	07218063035	FSH BO 5ITAL CHS 20.28Z	20.280	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,107		\$5.000	\$4.050	\$1,051.650
995009	07218063052	FSH BO ITL PEPPR 22.70Z	22.700	OZ	1	\$5.240	\$5.240	Scan	\$1.190					1,107		\$5.000	\$4.050	\$1,051.650

Additional Notes:

082017 Freschetta B\$15G\$5 2/17/17-2/23/17- Brick Oven and Artisan same price point  
AUSA \$1.19 unit scan, SRP 2/\$10 - B\$15 GET \$5 - \$5,000 Lump Sum Overlay AUSA  
VIP AUSA1534271  
P\_FRESCHETTA\_BRICK\_OVEN\_12\_INCH\_12.55\_30.88\_OZ---P\_FRESCHETTA\_ARTISAN\_CRUST\_PIZZA\_22.3\_23.71\_OZ

Version:2272017.065149

Source: Application

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Created: 2/27/2017 8:51:48 AM ET