

Deal Form for AUSA1577828

* Denotes Supplier Required Field

Processed 2/10/2017 12:53:10 PM ET

*Company/Division Presented to:

All AUSA Locations

* Confirmation Contact Name:

Benjamin Wilhelm

* Manufacturer/Brand:

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

* Confirmation Contact Phone:

717-686-1290

* Broker/Distributor Name:

SCHWANS CONSUMER BRANDS (48401) (AUSA)

* Confirmation Contact Address:

8500 Normandale Lake Blvd
Bloomington,, MN 55437

* Date Submitted:

02/07/2017

* Supplier Authorizer Title:

* Submitted By:

Beniamin Wilhelm

* Supplier Authorizer Phone:

888-888-8888

Ahold USA Neg. Name / e-Signature:

Grace Henson

* Supplier Authorizer Signature:

Benjamin Wilhelm

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:

KAREN BRASSEL - 2/10/2017

Ahold USA Auth. Title:

CM Main Meal/Enhanc

2nd Ahold USA Auth. Signature & Date:

Supplier Deal Reference #

08-112017 Mrs Smiths MKDWN CHY

* Merchandising Deal Type:

04 - Discontinued / Markdown

A/R Supplier #

044202

*Perf Dates:

2/17/2017 thru 3/16/2017

DSD / PO Vendor #

* Order Dates:

thru

New ☒ Revised ☐ Canceled ☐ Suspend ☐

* Ship Dates:

thru

Cancelled Date:

* Arrival Dates:

thru

Suspended Date:

* 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:	\$3,825.00
Total Est.Allowance Amt:	\$1,976.25
Total Est.Profit:	(\$12.75)

Contract Details					
Item Allow. Type	Start	End	Basis	Pay Mthd	Performance Indicator
06 - Scan Allowance	2/17/2017	3/16/2017	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
188035	02770067903	MRS SMITH CHRRY PIE 35Z	35.000	OZ	6	\$27.360	\$4.560	Scan	\$1.550					1,275	\$3.000	\$3.000	\$3.010	-\$12.750

#	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: \$1,976.25

Additional Notes:

WK 8-11 - 2/17-3/16/17-- CHERRY PIE 4 WK MARKDOWN 50% off Unit Cost in SPECIFIC STORES \$1.55 unit scan--SRP 50% OFF SRP - Store #'s: 0521,0334,0781,6279,0541,0501,0813,6097,0132,6081,0327,0261,6123,6468,0777,0694,0121,0375,2802,6490,0304,6028,6088,6090,6313,6324,0344.

Prod Grp: P_MRS_SMITHS_PIES_35_37_OZ

VIP on contract AUSA1534295

Version:2272017.065116

Source: Application

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Created: 2/27/2017 8:51:16 AM ET

Offer #: AUSA1577828

DEAL DESCRIPTION: 08-112017 Mrs. Smiths MARKDOWN CHERRY PIE

Deal Status: PROCESS

CATEGORY MANAGER:

Store Category	Store Group	Store Number	Store Name	Address	City	State	Postal Code
All Categories	ALEXANDRIA	00261		3199 DUKE STREET	ALEXANDRIA	VA	223140000
All Categories	ALEXANDRIA	00777		7558 TELEGRAPH ROAD	ALEXANDRIA	VA	223100000
All Categories	BETHESDA	00132		10400 OLD GEORGETWN R	BETHESDA	MD	208140000
All Categories	BETHESDA	00327		7142 ARLINGTON RD BET	BETHESDA	MD	208140000
All Categories	BETHLEHEM	06123		2918 EASTON AVE	BETHLEHEM	PA	180170000
All Categories	BETHLEHEM	06313		2174 WEST UNION BLVD	BETHLEHEM	PA	180180000
All Categories	CARLE PLACE	00541		95 OLD COUNTRY ROAD	CARLE PLACE	NY	115140000
All Categories	CHESTERFIELD	06490		6401 CENTRALIA ROAD	CHESTERFIELD	VA	238320000
All Categories	CLIFTON	00813		160 KINDSLAND RD	CLIFTON	NJ	070140000
All Categories	CLIFTON	02802		1185 BROAD STREET	CLIFTON	NJ	070130000
All Categories	ELKRIDGE	00344		6020 MARSHALEE DRIVE	ELKRIDGE	MD	210750000
All Categories	GAMBRILLS	00121		1161 MARYLAND RTE 3 N	GAMBRILLS	MD	210540000
All Categories	HALIFAX	06090		3777 PETERS MOUNTAIN	HALIFAX	PA	170320000
All Categories	HAZLETON	06081		70 S LOCUST ST	HAZLETON	PA	182010000
All Categories	HERSHEY	06097		1250 COCOA AVE	HERSHEY	PA	170330000
All Categories	HUMMELSTOWN	06279		277 HERSHEY RD	HUMMELSTOWN	PA	170360000
All Categories	HYATTSVILLE	00334		3521 EAST WEST HWY	HYATTSVILLE	MD	207820000
All Categories	LANCASTER	06028		235 N RESEVOIR ST	LANCASTER	PA	176020000
All Categories	LEVITTOWN	06324		4001 NEW FALLS ROAD	LEVITTOWN	PA	190560000
All Categories	MIDDLETOWN	06088		450 EAST MAIN ST	MIDDLETOWN	PA	170570000
All Categories	NORTH HAVEN	00694		79 WASHINGTON AVE	NORTH HAVEN	CT	064730000
All Categories	PEEKSKILL	00521		1831 EAST MAIN ST	PEEKSKILL	NY	105660000
All Categories	PHILADELPHIA	06468		2550 GRANT AVENUE	PHILADELPHIA	PA	191140000
All Categories	WALDORF	00304		3297 CRAIN HWY	WALDORF	MD	206030000
All Categories	WASHINGTON	00375		1050 BRENTWOOD RD. NE	WASHINGTON	DC	200180000
All Categories	WHITE PLAINS	00501		152 WESTCHESTER AVE	WHITE PLAINS	NY	106040000
All Categories	WOODBIDGE	00781		12445 HEDGES RUN DR.	WOODBIDGE	VA	221920000