

Deal Form for AUSA1576622

* Denotes Supplier Required Field

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*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:

02/01/2017

* 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 - 2/3/2017

Ahold USA Auth. Title:

CM Main Meal/Enhanc

2nd Ahold USA Auth. Signature & Date:

Supplier Deal Reference #

06-092017 Mrs Smiths MKDWN PU

* Merchandising Deal Type:

04 - Discontinued / Markdown

A/R Supplier #

044202

*Perf Dates:

2/3/2017 thru 3/2/2017

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:	\$6,012.00
Total Est.Allowance Amt:	\$3,106.20
Total Est.Profit:	(\$20.04)

Contract Details					
Item Allow. Type	Start	End	Basis	Pay Mthd	Performance Indicator
06 - Scan Allowance	2/3/2017	3/2/2017	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
266720	02770067907	MRS SMITH PIE PMPKN 37Z	37.000	OZ	6	\$27.360	\$4.560	Scan	\$1.550					2,004	\$3.000	\$3.000	\$3.010	-\$20.040

#	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: \$3,106.20

Additional Notes:

WK 6 through WK 9 2017 -- PUMPKIN PIE 4 WK MARKDOWN 50% off Unit Cost in SPECIFIC STORES - 2/3-3/2/17,\$1.55 unit scan--SRP 50% OFF SRP - Store #'s: 0731,0591,0637,0646,0640,0658,0662,0650,2612,2555,0673,6299,0687,6004, 6097,6471,0647,0037,2580,2743,2591,0693,0737,0850,6102,0460,0472.

Prod Grp: P_MRS_SMITHS_PIES_35_37_OZ

VIP on contract AUSA1534295

Stores for All AUSA Locations

Vendor Tracking #: 06-092017 Mrs Smiths MKDWN PUM New ☒ Revised ☐ Canceled ☐

Offer #: AUSA1576622

DEAL DESCRIPTION: 06-092017 Mrs. Smiths MARKDOWN PUMPKIN PIE

Deal Status: PROCESS

CATEGORY MANAGER:

Store Category	Store Group	Store Number	Store Name	Address	City	State	Postal Code
All Categories	ACTON	00460		100 POWDER MILL RD	ACTON	MA	017200000
All Categories	BAYSIDE	02580		213-215 26TH AVENUE	BAYSIDE	NY	113600000
All Categories	BRANFORD	00687		22 LEETES ISLAND ROAD	BRANFORD	CT	064050000
All Categories	BROOKLYN	02591		2965 CROPSEY AVE	BROOKLYN	NY	112140000
All Categories	CHARLESTOWN	06102		190 FLOWING SPRING RD	CHARLESTOWN	WV	254140000
All Categories	EAST HARTFORD	00693		940 SILVER LANE	EAST HARTFORD	CT	061080000
All Categories	FAIRFIELD	00650		1160 KINGS HWY CUTOFF	FAIRFIELD	CT	064300000
All Categories	FAIRFIELD	00673		760 VILLA AVENUE	FAIRFIELD	CT	068250000
All Categories	FRANKLIN	00472		RT. 140 W.CENTRAL ST.	FRANKLIN	MA	020380000
All Categories	HERSHEY	06097		1250 COCOA AVE	HERSHEY	PA	170330000
All Categories	LITITZ	06004		1008 LITITZ PIKE	LITITZ	PA	175430000
All Categories	MAMARONECK	00591		1326 BOSTON POST RD	MAMARONECK	NY	105380000
All Categories	MERRICK	02555		2160 S MERRICK MALL	MERRICK	NY	115660000
All Categories	MILFORD	00647		855 BRIDGEPORT AVE	MILFORD	CT	064600000
All Categories	NEW FAIRFIELD	02612		25 STATE ROUTE 39	NEW FAIRFIELD	CT	068120000
All Categories	NEWPORT	00731		199 CONNELL HIGHWAY	NEWPORT	RI	028400000
All Categories	NORTH KINGSTOWN	00737		1300 TEN ROD ROAD	NORTH KINGSTOWN	RI	028520000
All Categories	NORWALK	00662		380 MAIN STREET	NORWALK	CT	068500000
All Categories	NORWALK	00640		385 CONNECTICUT AVE	NORWALK	CT	068560000
All Categories	PENNINGTON	00850		800F DENOW ROAD	PENNINGTON	NJ	085340000
All Categories	POTTSTOWN	06471		86 GLOCKER WAY	POTTSTOWN	PA	194650000
All Categories	SPRINGFIELD	02743		8970 BURKE LAKE RD	SPRINGFIELD	VA	221510000
All Categories	STAMFORD	00646		1937 WEST MAIN STREET	STAMFORD	CT	069050000
All Categories	STAMFORD	00637		2200 BEDFORD STREET	STAMFORD	CT	069050000
All Categories	WILTON	00658		5 RIVER ROAD	WILTON	CT	068970000
All Categories	WINCHESTER	06299		200 RIVENDELL COURT	WINCHESTER	VA	226030000
All Categories	WORCESTER	00037		541A LINCOLN STREET	WORCESTER	MA	016100000