

## SUPERVALU INC. Deal Recap

### 935 NIEMANN FOODS

Deal Submit Date Tue Mar 26 00:00:00 CDT 2019  
Recap Print Date 08/01/19 17:19:26

#### Deal & Vendor details

Vendor deal dates 6/23/19 - 7/6/19  
Vendor contract ID Hellmanns Mayo  
Deal description AD 6.26.19 Hellmanns Mayo  
SV vendor 0475533-UNILEVER FOODS  
ABS Vendor 5264713  
Oracle vendor 0184969  
Distribution Method Warehouse

#### Other information

Approval date 2019-04-02  
Deal audit NA

#### Approver details

Deal approver SLIE00B - Sherry Lieurance  
Approver comments

#### Coupon details

Manufacturer/Store Manufacturer  
Coupon type Consumer Limit  
Manufacturing code  
PLU code  
Process code  
Coupon UPC  
Title  
Description  
Dates  
Clip Limit  
Redemption address  
Redemption information

#### Creator details

Deal creator CPSINAS - Carla Psinas  
Creator phone (309) 346 - 2816  
Creator email carla.psinas@advantagesolutions.net  
Creator comments Acceptance of this contract waives the right to insufficient lead time claims. Hellmanns mayo ad 6/26/19 EVP 42954 SRP 2.99 - marketing offer buy mayo & ketchup get free hamburger buns. no late fees apply

#### Chargeback Comments for Vendor

### Sales Based Deals

Banner	Corporate Deal #	Deal Status	Deal/Vendor Fund Type	Performance Requirements	Category Manager	Market	Market Deal #	Market Vendor	Market Deal Status	Warehouse Begin	Warehouse End	Store Begin	Store End	Suggested Ad Date
ALL COUNTY MARKET	935-46102	Ready For Purge	NFI COST OF GOODS/COGS COLLECTED		L2 - L Sheffield	61- Champaign	1 398237	000475533	Ready For Purge	6/16/19	7/6/19	6/16/19	7/6/19	6/26/19
	935-46103	Complete	NFI SCAN EVP/COGS COLLECTED		L2 - L Sheffield	61- Champaign	1 398238	000475533	Complete	6/23/19	7/6/19	6/23/19	7/6/19	
BUYING ALLIANCE	935-46102	Ready For Purge	NFI COST OF GOODS/COGS COLLECTED		L2 - L Sheffield	61- Champaign	1 398237	000475533	Ready For Purge	6/16/19	7/6/19	6/16/19	7/6/19	6/26/19
	935-46103	Complete	NFI SCAN EVP/COGS COLLECTED		L2 - L Sheffield	61- Champaign	1 398238	000475533	Complete	6/23/19	7/6/19	6/23/19	7/6/19	

### Lump sum Deals

Banner	Corporate Deal #	Deal Status	Deal/Vendor Fund Type / Lump Sum Type	Lump Sum Amount	Category Manager	Market	Market Deal #	Market Vendor	Market Deal Status	Warehouse Begin	Warehouse End	Store Begin	Store End	Suggested Ad Date
ALL COUNTY MARKET	935-46104	Ready For Purge	NFI LUMP SUM	500.00	L2 - L Sheffield	61- Champaign	9 24558	000475533	Ready For Purge	6/26/19	6/27/19	6/26/19	6/27/19	6/26/19
BUYING ALLIANCE			EVP/LUMP SUM /AD ALLOWANCE	0.00		61- Champaign	9 24558	000475533	Ready For Purge	6/26/19	6/27/19	6/26/19	6/27/19	6/26/19

### Deal items and allowance amounts

Vendor UPC Case	Vendor UPC Unit	SUPERVALU Code	ABS Code	Vendor Pack/Size	Pallet Item?	Item Description	NFI COST OF GOODS	NFI SCAN EVP	NFI LUMP SUM EVP	Cost	Landed Net Cost
0004800120434	004800120436	004201943	001332741	1230 FZ		HellmannsMayo Xv Olive Oil	0.00 / 0.00	8.64 / 0.72	0.00	57.93/4.83	49.29/4.11
0004800121347	004800121348	004201931	001191899	1530 FZ		HellmannsReal Mayonnaise	0.00 / 0.00	10.80 / 0.72	500.00	72.41/4.83	61.61/4.11
0004800121353	004800121354	004201928	001191931	1230 FZ		HellmannsReduced Fat Mayonnaise	0.00 / 0.00	8.64 / 0.72	0.00	57.93/4.83	49.29/4.11
0004800121357	004800121358	004201929	001191915	1230 FZ		HellmannsLight Mayonnaise	0.00 / 0.00	8.64 / 0.72	0.00	57.93/4.83	49.29/4.11
0004800121379	004800121392	004201927	001192012	1230 FZ		HellmannsMayonnaise	0.00 / 0.00	8.64 / 0.72	0.00	57.93/4.83	49.29/4.11
0004800121756	004800121348	003054968	001792241	24030 FZ	Y	HellmannsReal Mayonnaise Dep	326.40 / 1.36	0.00 / 0.00	0.00	1158.67/4.83	832.27/3.47
1004800100167	004800135450	003055034	002786721	3020 FZ	Y	HellmannsReal Mayo Sqzable	12.00 / 0.40	0.00 / 0.00	0.00	114.53/3.82	102.53/3.42
1004800100128	004800100128	004201787	002789832	1024 OZ		HellmannsMayo Avocado Lm	0.00 / 0.00	7.20 / 0.72	0.00	48.28/4.83	41.08/4.11
1004800100132	004800100132	004201789	002789840	1024 FZ		HellmannsSunflwr Lmn Drssng	0.00 / 0.00	7.20 / 0.72	0.00	48.28/4.83	41.08/4.11
1004800135385	004800135385	004201795	002295160	1220 FZ		HellmannsOlv Oil Mayo Sqzbl	0.00 / 0.00	8.64 / 0.72	0.00	45.81/3.82	37.17/3.10
1004800135450	004800135450	004201796	002295178	1220 FZ		HellmannsReal Mayo Sqzable	0.00 / 0.00	8.64 / 0.72	0.00	45.81/3.82	37.17/3.10
1004800135428	004800135428	004201797	002295186	1220 FZ		HellmannsLight Mayo Sqzable	0.00 / 0.00	8.64 / 0.72	0.00	45.81/3.82	37.17/3.10
1004800157271	004800157271	004201807	002553436	615 OZ		HellmannsMayo Orgnc Originl	9.66 / 1.61	1.50 / 0.25	0.00	27.81/4.63	16.65/2.77
1004800157260	004800157260	004201808	002553444	615 OZ		HellmannsMayo Orgnc Chpottle	9.66 / 1.61	1.50 / 0.25	0.00	27.81/4.63	16.65/2.77
1004800100069	004800153471	004201813	002646412	624 OZ		HellmannsMayo Vegan	0.00 / 0.00	4.32 / 0.72	0.00	27.81/4.63	23.49/3.91
1004800157149	004800157149	004213003	002553451	615 OZ		HellmannsMayo Orgnc Rstgric	9.66 / 1.61	1.50 / 0.25	0.00	27.81/4.63	16.65/2.77
1004800100161	004800100161	004213006	002789824	1024 FZ		HellmannsExtra Creamy Mayo	0.00 / 0.00	7.20 / 0.72	0.00	48.28/4.83	41.08/4.11

#### SUPERVALU Disclaimer

Supplier will comply with the FTC's (Federal Trade Commission) "Fred Meyer Guides"(16 CFR 240 eseq), which describes how suppliers can make equivalent promotional services and allowances available to competing customers on proportionately equal terms. SUPERVALU will add missing like sku's and make corrections to store groupings to align with our ad groups, or to align with the type of promotion. SUPERVALU is not required to advertise, display, or offer for sale any product except as stated in "Event Description". If "ad" is stated, SUPERVALU will create an ad for one or more of the products in "Item Description". The type of ad (ROP, TPR, insert, mailed flyer, etc.), geographic scope of circulation, and size, text, design and date of ad are within SUPERVALU's sole discretion. If "display" is stated, SUPERVALU will display one or more of the products in "Item Description". The type, design and location of display, number and location of stores with the display, and dates of display will be within SUPERVALU's sole discretion. As a normal course of business with our trading partners, SUPERVALU reserves the right to nominally shift the deal dates to correspond with an ad, avoid deal overlaps, accommodate early and late shipments, and to coincide with normal starting/ending days of the week. SUPERVALU is not required to charge a specific retail price, or alter its customary retail price for any product, and does not agree to a minimum retail price. Any other reference to a retail price is only a suggestion. SUPERVALU agrees to pay any "Scan allowances" authorized by this agreement to the Retailer(s) based on information provided by the Retailer. All disputes between Suppliers and Retailers concerning quantity of units paid shall be resolved by Supplier and Retailer. SUPERVALU shall not be responsible to repay the Supplier for disputed charges until SUPERVALU is notified by the Supplier and the Retailer that the dispute has been resolved. The individual who signs this POF or submits and accepts the deal via ePromotions warrant they are authorized to sign on behalf of SUPERVALU or Supplier, and no other signatures are necessary to bind SUPERVALU or Supplier. This POF, when signed or accepted via ePromotions by SUPERVALU is a contract. Any subsequent modification must be submitted and accepted via ePromotions or must be in writing, email or fax that clearly identifies the POF modified and the parties making the modification. This is the complete and only agreement between the parties re: the promotional offer described, and shall not be interpreted or construed against the drafting party. Cost displayed is from the first division on the deal. Cost may not apply to all Banners/Divisions. Administrative charges may apply. Vendor hereby acknowledges and agrees that SUPERVALU may provide this offer to stores, distribution centers or banners which are owned by independent retailers, customers or other affiliates.