



Lowe's Food Stores, Inc.

Claim Date - 07/01/21
Deduction Date - 08/30/21
Claim Number - L42800
Manufacturer Number - 10215
Manufacturer - Kraft
Broker - Kraft maildrop
Explanation of Claim - EDLP Allowance

Lowe's did not invoice the EDLP allowance for the attached period.

See the attached documentation for a breakdown of the invoice total.

Invoice Total = \$612.25

Direct any inquiries regarding this claim along with supporting documentation to:

The Maher Group, Inc.
Attn: Michael Maher
425 East Bodley
St. Louis, MO 63122
(O) 314-966-9866
(F) 314-966-9873
(E-Mail) lowesfoods@mahergroupinc.com

If your research finds this claim to be valid this cover sheet should be signed by an authorized party and faxed to the above number indicating the method of payment. If payment is not received or the cover sheet not returned within sixty (60) days, Lowe's Food Stores, Inc. will have MDI, Inc. deduct the invoice total from the Manufacturer.

Authorized Signature: _____ Method of Payment: ____ Deduction ____ Check

Thank you in advance for your cooperation and your timely resolution to this claim.

Regards,

Michael Maher

The Maher Group, Inc.



An Alex Lee Company





START DATE: 03/07/21

END DATE: 03/20/21

VENDOR NUMBER: 10215

REPRESENTATIVE: Kevin Adams

VENDOR NAME: Kraft

CATEGORY MANAGER:

ITEM CODE	ITEM DESCRIPTION	UPC	QTY REC'D	BILLBACK DUE	TOTAL DUE
504738	OM P3 HAM,COLBY JACK,CASHEWS	0447007427	56	\$1.55	\$86.80
504756	OM P3 SMKD TKY,CHS,ALMONDS	0447007075	119	\$1.55	\$184.45
504759	OM P3 SMKD HAM,CHS,ALMONDS	0447007077	101	\$1.55	\$156.55
506535	OM P3 RST TKY/CHOC NUT	0447007529	119	\$1.55	\$184.45

Total Received: 395

CLAIM TOTAL DUE:

\$612.25

CLAIM DESCRIPTION:

The EDLP listed on the contract was not invoiced for this period.

(20-22286) Complex Promotion AD - (4-251) OM P3 overlay to B3G3F

☐ Include Versions ☐ Do not Include Versions

Hide Sections

Info

Name: Complex Promotion AD - (4-251) OM P3 overlay to B3G3F

Status: ☒ Approved

Description: Average Price was 1.30 on 10/16 Ad

Vendor: M10215-KRAFT HEINZ FOOD COMPANY

Ad Groups: Lowes

Vendor Promo Reference: 4-251

Start Date: 3/17/2021

End Date: 3/23/2021

Suggested Date: 3/17/2021

Comments: B3G3F - TPR for P3 Singles @ 3/\$5 has a 1.55 BB. Total BB \$4.30. B

Created By: kadam 12/18/2020 4:00 PM

Submitted By: kadam 12/18/2020 4:00 PM

Legal Disclaimer Accepted By: kadam 12/18/2020 4:00 PM

*The EDLP was not
invoiced for this period.

Lump Sums

Allowance	Store Group	Start	End	Amount	Quantity	Total
Lump Sum Ad	Corporate	3/17/2021	3/23/2021	\$500.00	1	\$500.00
						Grand Total: \$500.00

Allowances

Promo Name	Item Allowance	Allowance Start	Allowance End	Amount
Bilback per Case_2.75_C	Bilback per Case	3/17/2021	3/23/2021	2.75 Case

Items

Vendor	UPC	Item No	Pack	Size	Description	Base Case Cost	MDI Case Cost	MDI Unit Cost	Item Retail	Base Margin %	Allowance	Net Unit Cost	Net Margin %	SRP	Unit(s)	Multiple Retail
(M10215) M10215-KRAFT HEINZ FOOD COMPANY	0004470007077	0504759	10	2.00 OZ	Oscar Mayer P3 Ham Applewood Smoked	\$12.30	\$12.30	\$1.23	\$2.19	43.84%	Bilback per Case_2.75_C	0.96	13.18%	\$1.10	6	\$6.60
(M10215) M10215-KRAFT HEINZ FOOD COMPANY	0004470007427	0504738	10	2.00 OZ	OSCAR MAYER P3 HAM, COLBY JACK, CASHEWS	\$12.30	\$12.30	\$1.23	\$2.19	43.84%	Bilback per Case_2.75_C	0.96	13.18%	\$1.10	6	\$6.60
(M10215) M10215-KRAFT HEINZ FOOD COMPANY	0004470007529	0506535	10	2.00 OZ	Oscar Mayer P3 Roasted Turkey/Chocolate Cheddar Cheese	\$12.30	\$12.30	\$1.23	\$2.19	43.84%	Bilback per Case_2.75_C	0.96	13.18%	\$1.10	6	\$6.60
(M10215) M10215-KRAFT HEINZ FOOD COMPANY	0004470007075	0504756	10	2.00 OZ	Oscar Mayer P3 Turkey Breast Applewood Smoked	\$12.30	\$12.30	\$1.23	\$2.19	43.84%	Bilback per Case_2.75_C	0.96	13.18%	\$1.10	6	\$6.60

Statistics

Offer #	Event Name	Start Date	End Date	Page #	Version	Box Name
43412	3/17/21 Ad	3/17/2021	3/23/2021	06	Base	12-1f

Attachments

Name	File Size	Doc Type	Description	Created
No Attachments for this Deal				