



Lowe's Food Stores, Inc.

Claim Date - 07/01/21
Deduction Date - 08/30/21
Claim Number - L42802
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 = \$2,555.95

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



(20-13306) Complex Promotion Ad - (4-353) Lunchable Basics - B3G3F Overlay - 10/28/2020

☐ Include Versions ☐ Do not Include Versions

Hide Sections

Info

Name: Complex Promotion Ad - (4-353) Lunchable Basics - B3G3F Overlay - 10/28/2020

Status: ☒ Approved

Description: Shelf Talkers. Complex form on separate deal

Vendor: M10215-KRAFT HEINZ FOOD COMPANY

Ad Groups: Lowes

Vendor Promo Reference: 4-353

Start Date: 10/28/2020

End Date: 11/3/2020

Suggested Date: 10/28/2020

Comments: B3G3F overlay. TPR BB is \$1.55, for a Total BB of \$8.60. B3G3.

Created By: kadams 08/14/2020 12:00 AM

Submitted By: kadams 08/14/2020 12:00 AM

Legal Disclaimer Accepted By: kadams 08/14/2020 12:00 AM

+ the \$1.55 BB was not invoiced
During this period. 1649 cases
x 1.55 TPR BB
\$2,555.95

Lump Sums

Allowance	Store Group	Start	End	Amount	Quantity	Total
Lump Sum Ad	Corporate	10/28/2020	11/3/2020	\$300.00		\$300.00
						Grand Total: \$300.00

Allowances

Promo Name	Item Allowance	Allowance Start	Allowance End	Amount
Bilback per Case_8.60_C	Bilback per Case	10/18/2020	11/3/2020	8.60 Case

Items

Vendor	UPC	Item No	Pack	Size	Description	Base Case Cost	MDI OI Case Cost	MDI OI Unit Cost	Item Retail	Base Margin %	Allowance	Net Unit Cost	Net Margin %	SRP	Unit(s)	Multiple Retail
(M10215) M10215-KRAFT HEINZ FOOD COMPANY	0004470036035	0505319	16	4.40 OZ	OM "TACO BELL" NACHO LUNCHABLE	\$25.12	\$25.12	\$1.57	\$2.99	47.49%	Bilback per Case_8.60_C	1.03	31.17%	\$1.50	6	\$9.00
(M10215) M10215-KRAFT HEINZ FOOD COMPANY	0004470036000	0506527	16	3.50 OZ	OM HAM/CHED/COOKIE LUNCHA	\$25.04	\$25.04	\$1.57	\$2.99	47.66%	Bilback per Case_8.60_C	1.03	31.50%	\$1.50	6	\$9.00
(M10215) M10215-KRAFT HEINZ FOOD COMPANY	0004470007092	0504801	16	2.25 OZ	OM LNCH BASICS PEPP/MOZZ CRACK	\$24.93	\$24.93	\$1.56	\$2.99	47.89%	Bilback per Case_8.60_C	1.02	31.96%	\$1.50	6	\$9.00
(M10215) M10215-KRAFT HEINZ FOOD COMPANY	0004470006357	050476B	16	4.20 OZ	OM LNCH CHICKEN DUNKS CNVNC ME	\$25.10	\$25.10	\$1.57	\$2.99	47.53%	Bilback per Case_8.60_C	1.03	31.25%	\$1.50	6	\$9.00
(M10215) M10215-KRAFT HEINZ FOOD COMPANY	0004470036147	0504766	16	3.40 OZ	OM LNCH HAM/AM CZ CRKR STKRK	\$25.03	\$25.03	\$1.56	\$2.99	47.68%	Bilback per Case_8.60_C	1.03	31.54%	\$1.50	6	\$9.00
(M10215) M10215-KRAFT HEINZ FOOD COMPANY	0004470036002	0506528	16	4.14 OZ	OM LUNCHABLE BOLO/AMER CHEESE	\$25.10	\$25.10	\$1.57	\$2.99	47.53%	Bilback per Case_8.60_C	1.03	31.25%	\$1.50	6	\$9.00
(M10215) M10215-KRAFT HEINZ FOOD COMPANY	0004470002411	0506518	16	4.20 OZ	OM PIZZA/CHEESE LUNCHABLE	\$25.10	\$25.10	\$1.57	\$2.99	47.53%	Bilback per Case_8.60_C	1.03	31.25%	\$1.50	6	\$9.00
(M10215) M10215-KRAFT HEINZ FOOD COMPANY	0004470002410	0506517	16	4.30 OZ	OM PIZZA/PEPPERONI LUNCH	\$25.11	\$25.11	\$1.57	\$2.99	47.51%	Bilback per Case_8.60_C	1.03	31.21%	\$1.50	6	\$9.00
(M10215) M10215-KRAFT HEINZ FOOD COMPANY	0004470002455	0506523	16	3.20 OZ	OM TURKEY&CHEDD LUNCHABLE	\$25.01	\$25.01	\$1.56	\$2.99	47.72%	Bilback per Case_8.60_C	1.03	31.62%	\$1.50	6	\$9.00
(M10215) M10215-	0004470036001	0504751	16	3.40	OSCAR MAYER	\$25.03	\$25.03	\$1.56	\$2.99	47.68%	Bilback per	1.03	31.54%	\$1.50	6	\$9.00

KRAFT HEINZ FOOD COMPANY		OZ	LNCH TKY & AMERICAN			Case_8.60_C			
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Statistics

Offer #	Event Name	Start Date	End Date	Page #	Version	Box Name
31097	10/28/20 Ad	10/28/2020	11/3/2020			

Attachments

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

Deal Comments

- Missing Related Item(s): .
 - Wes Doub (08/14/2020 6:03 PM)
- Missing Related Item(s): .
 - Wes Doub (10/23/2020 8:19 AM)
- Deal Modification was accepted to deal version 149455
 - Wes Doub (10/23/2020 8:19 AM)

Legal Disclaimer

As the assigned agent of and acting on behalf of the Broker/Manufacturer, I agree to fund all items in the product groups as setup in the LPS pricing system at the levels indicated above unless otherwise noted on this form. All retails are at the discretion of Lowes Foods, LLC. Lowes Foods, LLC Appreciates Your Business.

JOB NO HMCB1021 PROG. ND MCBBR022 RUN DATE 11/07/20 TIME 00:24 COPYRIGHT 1992 MERCHANTS DISTRIBUTORS

MERCHANTS DISTRIBUTORS & AFFILIATES HICKORY, NC

* * * VENDOR SUMMARY FOR ALL CREDITS BILLBACK ID: LF2020BPM0 * * *

VENDOR# 010215 KRAFT HEINZ FOOD COMPANY BROKER: KRAFT HEINZ FOOD COMPANY
22541 NETWORK PLACE 1450 BROOKWOOD DRIVE
CHICAGO IL 60673 - 1225 WINSTON SALEM NC 27106 -

PURCHASE PERIOD 10/18/20 THRU 11/03/20

CODE	PK	SIZE	UM	DESCRIPTION	VENDOR	BUYER	QTY	WEIGHT	ALLOW/ CREDIT	EXT. CREDIT
504751	16	3.40	OZ	OM LNCH TKY & AMERICAN	10215	3	118		7.05	831.90
504766	16	3.40	OZ	OM LNCH HAM/AM CZ CRKR ST	10215	3	226		7.05	1,593.30
504768	16	4.20	OZ	OM LNCH CHICKEN DUNKS CNV	10215	3	62		7.05	437.10
504801	16	2.25	OZ	OM LNCH BASICS PEPP/MOZZ	10215	3	83		7.05	585.15
505319	16	4.40	OZ	OM LUNCH "TACO BELL" NACH	10215	7	187		7.05	1,318.35
506217	16	4.30	OZ	OM PIZZA/PEPPERONI LUNCH	10215	7	234		7.05	1,649.70
506518	16	4.20	OZ	OM PIZZA/CHEESE LUNCHABLE	10215	7	221		7.05	1,558.05
506523	16	3.20	OZ	OM LUNCHABLE TURKEY/CHEDD	10215	7	184		7.05	1,297.20
506527	16	3.50	OZ	DM LUNCHABLE HAM/CHEDD/CO	10215	3	217		7.05	1,529.85
506528	16	4.14	OZ	OM LUNCHABLE BOLO/AMER CH	10215	7	117		7.05	824.85

CATEGORIES:

GROCERY
DAIRY
FROZEN FOOD
TOBACCO
HBA
GM
SUPPLIES
BAKERY
DELI
MEAT
MILK
IFH CROSSDOCK
SPECIALTY
MISCELLANEOUS

TOTAL CREDIT

1,649

11,625.45

1,649

11,625.45

JOB NO HMCB1031 PROG. NO MCBBR034 RUN DATE 11/07/20 TIME 01:16

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I N V O I C E
MERCHANTS DISTRIBUTORS
& AFFILIATES
PO BOX 2148
HICKORY, NC 28603
828-323-4100

BILL TO: 010215 - KRAFT HEINZ FOOD COMPANY
KRAFT HEINZ FOOD COMPANY
KEVIN ADAMS 336-414-2226
KRAFT USA
WINSTON SALEM, NC 27106

VOUCHER NUMBER:
INVOICE DATE: 11/07/20
INVOICE NUMBER: LFBPM1
P.O. NUMBER: 94747 - 94824

DESCRIPTION	RATE	AMOUNT
----- Complex Promotion Ad - (4-353) DEAL-ID: 20-13306	----- 11,625.45	----- 11,625.45

TOTAL: \$11,625.45

MERCHANTS DISTRIEUTORS AND ITS AFFILIATES APPRECIATE THE OPPORTUNITY TO DO BUSINESS WITH YOU!