



2022 DOWNLOAD
INFORMATION PACKAGE

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ANNUAL DOWNLOAD INFORMATION PACKAGE

To Our Retail Partners,

As we progress into another exciting year with our Retail Partners, Fine Foods Advertising remains committed to helping serve you and your community. As such, we aim to be proactive in communicating the following download information in preparation for the 2022 ad year:

1. Download Zone Index
2. Flyer Download Information for 2022
3. Month-Long Coke Downloads
4. Annual Download Maintenance
5. Download Setup

Please use the following information package as a reference in correlation to Fine Food's advertising schedule. If you need any assistance, have questions or concerns regarding your flyer downloads, please feel free to contact Calvin Wiersema by phone: (204) 949-5500 or by email: calvin.wiersema@finefoods.ca. On behalf of the Fine Foods Advertising team, we wish you all a prosperous and successful year ahead.

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Understanding Flyer Downloads

Fine Foods Advertising segments flyer downloads for distribution based on five categories that correlate with the type of flyer program you're signed up with. These download files are segmented into "zones" which reflect your competitive price retails and products advertised with your flyer program week-to-week. Please refer to the index table below to help identify your download zone.

Download Zone Index

| Flyer Zone | Download Zone Index Letter | File Indicator |
|-------------------|----------------------------|----------------|
| Meat "A" Flyer | A | SPZ A |
| Meat "B" Flyer | B | SPZ B |
| Grocery "A" Flyer | C | SPZ C |
| Grocery "B" Flyer | D | SPZ D |

All download files are in DAT (.dat) format

Download File Naming

Download files coordinate directly with weekly ad requisitions. This means separate download files are provided for:

- Week 1 to 52 Ad Requisitions (posted on a weekly basis)
- Sensible Savings 1 to 17 Ad Requisitions
- Coca-Cola Month-Long In-Store Features (posted monthly)

Weekly Ad Requisition Downloads (1 to 52)

These download files will be available and updated on a weekly basis every Tuesday morning and run a week in advance of Fine Food's regular advertising schedule. This ensures you have time to retrieve the next week of flyer downloads a week in advance. It is recommended for stores to download these files by the following Friday of that week in the event of any computer issues.

File naming for week's 1-52 ad requisitions are as follows:

| File Indicator | Week # |
|----------------|---------|
| SPZ A | 1 to 52 |
| SPZ B | 1 to 52 |
| SPZ C | 1 to 52 |
| SPZ D | 1 to 52 |

(Example: If you're looking to retrieve the download file for week 15 and you're on the Meat "A" Flyer Program, the file name for that download would be 'SPZ A15'.) Please refer to the 2021 Fine Foods Ad Calendar for correlation of weekly flyer dates.

Sensible Savings Ad Requisition Downloads (1-23)

Sensible Savings download files will be available and updated accompanied with the corresponding weekly download. Fine Foods Advertising denotes Sensible Savings download files very similar to the weekly downloads, starting with SPZ and followed by your zone index letter (A, B, C and D). However, numerals for the file name start with 6, 7 or 8. Please refer to the table below for a reference of Sensible Savings file download naming.

| Sensible Savings (SS) # | File Name | Flyer Run Dates |
|--------------------------------|------------------|------------------------|
| SS #1 | SPZ 61 | Jan 10 – Jan 23 2022 |
| SS #2 | SPZ 62 | Jan 24 – Feb 6 2022 |
| SS #3 | SPZ 63 | Feb 21 – Mar 6 2022 |
| SS #4 | SPZ 64 | Mar 14 – Mar 27 2022 |
| SS #5 | SPZ 65 | Apr 4 – Apr 17 2022 |
| SS #6 | SPZ 66 | Apr 25 – May 8 2022 |
| SS #7 | SPZ 67 | May 23 – Jun 5 2022 |
| SS #8 | SPZ 68 | Jun 13 – Jun 26 2022 |
| SS #9 | SPZ 69 | Jul 4 – Jul 17 2022 |
| SS #10 | SPZ 70 | Aug 1 – Aug 14 2022 |
| SS #11 | SPZ 71 | Aug 15 – Aug 28 2022 |
| SS #12 | SPZ 72 | Aug 29 – Sep 11 2022 |
| SS #13 | SPZ 73 | Sep 26 – Oct 9 2022 |
| SS #14 | SPZ 74 | Oct 17 – Oct 30 2022 |
| SS #15 | SPZ 75 | Nov 7 – Nov 20 2022 |
| SS #16 | SPZ 76 | Nov 21 – Dec 4 2022 |
| SS #17 | SPZ 77 | Dec 5 – Dec 18 2022 |



Coca - Cola Month-Long In-Store Features Ad Requisition and Downloads Jan - December

Coca-Cola month long in-store features are available to all Retail Partners signed up with Fine Food's Advertising regardless of flyer frequency. The download files will be posted one week prior to the start of the buying dates corresponding to the month ahead. Coca-Cola Monthly download files are very similar to the weekly downloads, starting with SPZ and followed by your zone index letter (A, B, C, and D). However, numerals for the file name begin at 88 and stop at 99. Please refer to the table below for a reference of file download naming.

| Month | File Name | Buying Dates | Instore Run Dates |
|-----------|-----------|-----------------|-------------------|
| January | SPZ 88 | Dec 20 – Jan 31 | Dec 27 – Jan 31 |
| February | SPZ 89 | Jan 24 – Feb 28 | Feb 1 – Feb 28 |
| March | SPZ 90 | Feb 21 – Mar 31 | Mar 1 – Mar 31 |
| April | SPZ 91 | Mar 31 – Apr 30 | Apr 1 – Apr 30 |
| May | SPZ 92 | Apr 25 – May 31 | May 1 – May 31 |
| June | SPZ 93 | May 23 – Jun 30 | Jun 1 – Jun 30 |
| July | SPZ 94 | Jun 20 – Jul 31 | July 1 – July 31 |
| August | SPZ 95 | Jul 25 – Aug 31 | Aug 1 – Aug 31 |
| September | SPZ 96 | Aug 22 – Sep 30 | Sep 1 – Sep 30 |
| October | SPZ 97 | Sep 19 – Oct 31 | Oct 1 – Oct 31 |
| November | SPZ 98 | Oct 24 – Nov 30 | Nov 1 – Nov 30 |
| December | SPZ 99 | Nov 21 – Dec 31 | Dec 1 – Dec 31 |

Annual Download Maintenance

Purging/Deleting Old Sales Data

We recommend all Fine Foods affiliated stores purge/delete their previous year's sales/download data upon starting a new calendar year. Most till systems cannot support overlapping date's year-to-year and are known to pull last year's retail information. For further questions regarding till system maintenance, please contact your till system provider.

Update File Transfer Protocol (FTP) Platform & Point of Sales (POS) System

We recommend checking and installing any outstanding system updates pertaining to your FTP or POS platforms. Outdated software could possibly hinder download transfers and inhibit new features. Please be advised, due to variances of POS systems, compatibility issues might arise with combination of system hardware. Please consult with your till system provider about software-to-hardware compatibilities.

Time & Date Settings

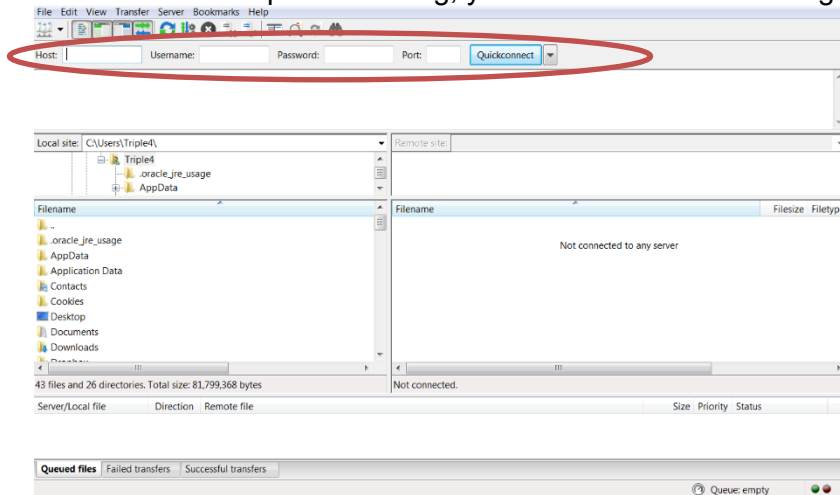
Please be sure to check and update your time and date settings for your POS and connected computer systems. Outdated system clocks pose the risk of creating errors in download transfers and sales data retrieval.

Going forward, Fine Foods Advertising is more than happy to work with you and your till provider to solve any issues pertaining to flyer downloads as well.

Setting Up Access for Downloads

Fine Foods Advertising uses a file transfer protocol (FTP) platform to manage and share download files with stores on our flyer program week-to-week. Upon initial setup, stores will need to download and install the FileZilla Client platform and use the following log-in credentials to gain access to till downloads. Please refer to the steps below in order to setup FileZilla and begin receiving your weekly downloads.

1. Visit FileZilla (<https://filezilla-project.org/>) on your internet browser.
2. Download and install the FileZilla Client Platform (It's safe & free!).
3. Once installed, open FileZilla.
4. Once FileZilla is open & running, you should see the following window:



5. Near the top you should see 4 inputs for host, username, password, & port (circled in red above). Please enter the following credentials into their respective places:

Host: 216.251.43.17
Username: e-zupdate.com
Password: ezup23
Port: 21

6. Press Quickconnect
7. This will connect you to the Fine Food's download server where you can retrieve your weekly download files. Public > JS > SK (for Saskatchewan stores) or MB (for Manitoba and Ontario Stores)
8. You should now see a list of all download files available, just double click to transfer.

Please Note: Due to variances with different till provider operating systems, transfer protocols may vary and are subject to different processes to retrieve your downloads. Consult with your till system provider for specific download file transfers to your in-store till system(s).