



## SEPARATE CHEQUE FUNDING

June 7<sup>th</sup>, 2019

Dear Retail Partners,

We are excited to announce that effective with our Week 28 (JULY 8-13) flyer all **SEPARATE CHEQUE FUNDING** will be applied to the cost of items purchased through the Pratts warehouse.

**YOU WILL HAVE A NEW NET PRICE**

The **SEPARATE CHEQUE** information will continue to stay on the ad requisition in the same column which will now be called **FLYER PROMO**.

**INVOICE COST** will now be called **FLYER INVOICE COST** and this reflects your acquisition cost from Pratts.

The **FLYER PROMO** will be available only to the stores that are participating on the ad. Stores not participating on the weekly ad will continue to receive vendor funded promotional deals including **OFF INVOICE** and **BILLBACKS**. The acquisition cost for these stores will be reflected in the **NON FLYER INVOICE COST** column.

This new process will allow :

- for easier cost and margin analysis.
- for better cash flow.
- for less paper work.

The current process for bookings will not change and the **NET PRICING** will be provided on the invoice.

DSD items with extra funding will continue to be paid monthly from the Fine Foods Advertising office.

An example of the **NEW FORMAT** has been included on the following pages.

Please contact us if you have any questions.

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# OLD FORMAT

| SASK/MAN/ONT/ALTA           |       | FINE FOODS ADVERTISING LTD.      |             |      |      |        |  |        |        |        |        | DELIVERY DATE:                                      |         | PAGE 1           |                              |       |      |         |        |       |       |         |       |  |
|-----------------------------|-------|----------------------------------|-------------|------|------|--------|--|--------|--------|--------|--------|---|---------|------------------|------------------------------|-------|------|---------|--------|-------|-------|---------|-------|--|
| FINE FOODS AD ITEMS         |       | MAN/ONT - PRATT'S 1-877-725-6328 |             |      |      |        |  |        |        |        |        | STORE NAME:   |         |                  |                              |       |      |         |        |       |       |         |       |  |
| FRONT PAGE ITEMS            |       | SASK - PRATT'S 1-306-546-5444    |             |      |      |        |  |        |        |        |        | ***NOTE: X IN THE "GROCERY ZONE" COLUMN IDENTIFIES  |         |                  |                              |       |      |         |        |       |       |         |       |  |
| DATE: JULY 8 - JULY 14 2019 |       |                                  |             |      |      |        |  |        |        |        |        | THE ITEMS ADVERTISED ON THE GROCERY ZONE FLYERS.*** |         |                  |                              |       |      |         |        |       |       |         |       |  |
| WEEK # 28                   |       |                                  |             |      |      |        |  |        |        |        |        |   |         |                  |                              |       |      |         |        |       |       |         |       |  |
| SKIAB                       | MBION | PRATTS CODE                      | PRATTS CODE | CASE | GROC | UNIT   | PROMO                                    | PROFIT | PROMO  | PROFIT | PROMO  | PROFIT  | UPC     | ITEM DESCRIPTION | SIZE                         | CASE  | REG  | OFF     | OVER & | SALE  | SEP   | INVOICE |       |  |
|                             |       | CODE                             | CODE        | PACK | ZONE |        | RETAIL                                   | MARGIN | RETAIL | MARGIN | RETAIL | MARGIN  |         |                  |                              | PACK  | COST | INVOICE | ABOVE  | COST  | CHEQ  | COST    |       |  |
|                             |       | 164988                           | 164988      | X    | 0.90 | 0.99   | 9%                                       | 0.99   | 9%     | 0.99   | 9%     | 0.99  | 9%      | 5641272252       | ALLEN'S APPLE JUICE          | 1 L   | 12   | 16.68   | 3.48   |       | 10.80 | 2.40    | 13.23 |  |
|                             |       |                                  |             |      |      |        | <i>*ENVIRO &amp; DEPOSIT - SK \$3.60</i> |        |        |        |        |   |         |                  |                              |       |      |         |        |       |       |         |       |  |
|                             |       |                                  |             | X    |      |        | 1.99                                     |        | 1.99   |        | 1.99   |   | 0000542 | 2                | PILLSBURY PIZZA POPS         |       |      |         |        |       |       |         |       |  |
|                             |       | 570739                           | 570739      | X    | 1.76 | 1.99   | 12%                                      | 1.99   | 12%    | 1.99   | 12%    | 1.99  | 12%     | 6905220419       | PEPPERONI & BACON            | 400 G | 12   | 41.52   |        | 15.00 | 21.12 | 5.40    | 26.55 |  |
|                             |       | 527135                           | 527135      | X    | 1.76 | 1.99   | 12%                                      | 1.99   | 12%    | 1.99   | 12%    | 1.99  | 12%     | 6905220429       | DELUXE                       | 400 G | 12   | 41.52   |        | 15.00 | 21.12 | 5.40    | 26.55 |  |
|                             |       | 570754                           | 570754      | X    | 1.76 | 1.99   | 12%                                      | 1.99   | 12%    | 1.99   | 12%    | 1.99  | 12%     | 6905220439       | HAWAIIAN                     | 400 G | 12   | 41.52   |        | 15.00 | 21.12 | 5.40    | 26.55 |  |
|                             |       | 548610                           | 548610      | X    | 1.76 | 1.99   | 12%                                      | 1.99   | 12%    | 1.99   | 12%    | 1.99  | 12%     | 6905220459       | 3 MEAT                       | 400 G | 12   | 41.52   |        | 15.00 | 21.12 | 5.40    | 26.55 |  |
|                             |       | 548602                           | 548602      | X    | 1.76 | 1.99   | 12%                                      | 1.99   | 12%    | 1.99   | 12%    | 1.99  | 12%     | 6905220469       | 3 CHEESE                     | 400 G | 12   | 41.52   |        | 15.00 | 21.12 | 5.40    | 26.55 |  |
|                             |       | 552026                           | 552026      | X    | 1.76 | 1.99   | 12%                                      | 1.99   | 12%    | 1.99   | 12%    | 1.99  | 12%     | 6905220499       | CANADIAN                     | 400 G | 12   | 41.52   |        | 15.00 | 21.12 | 5.40    | 26.55 |  |
|                             |       | 213124                           | 213124      | X    | 1.76 | 1.99   | 12%                                      | 1.99   | 12%    | 1.99   | 12%    | 1.99  | 12%     | 6905240737       | PEPPERONI                    | 400 G | 12   | 41.52   |        | 15.00 | 21.12 | 5.40    | 26.55 |  |
|                             |       |                                  |             | X    |      |        | 1.99                                     |        | 1.99   |        | 1.99   |   | 0001025 | 1                | PILLSBURY CRISPY CRUST PIZZA |       |      |         |        |       |       |         |       |  |
|                             |       | 279778                           | 279778      | X    | 1.80 | 1.99   | 10%                                      | 1.99   | 10%    | 1.99   | 10%    | 1.99  | 10%     | 6970044875       | CHEESE                       | 278 G | 14   | 36.48   |        | 4.00  | 25.20 | 7.28    | 32.48 |  |
|                             |       | 279802                           | 279802      | X    | 1.80 | 1.99   | 10%                                      | 1.99   | 10%    | 1.99   | 10%    | 1.99  | 10%     | 6970044876       | PEPPERONI                    | 289 G | 14   | 36.48   |        | 4.00  | 25.20 | 7.28    | 32.48 |  |
|                             |       | 279877                           | 279877      | X    | 1.80 | 1.99   | 10%                                      | 1.99   | 10%    | 1.99   | 10%    | 1.99  | 10%     | 6970047757       | DELUXE                       | 309 G | 14   | 36.48   |        | 4.00  | 25.20 | 7.28    | 32.48 |  |
|                             |       |                                  |             | X    |      | 2/5.00 |  | 2/5.00 |        | 2/5.00 |        | 2/5.00  | 0000464 | 1                | SELECTION FROZEN VEGETABLES  |       |      |         |        |       |       |         |       |  |
|                             |       | 496133                           | 496133      | X    | 2.20 | 2.50   | 12%                                      | 2.50   | 12%    | 2.50   | 12%    | 2.50  | 12%     | 5974988780       | MIXED VEGETABLES             | 1 KG  | 12   | 33.72   | 2.16   |       | 26.40 | 5.16    | 31.56 |  |
|                             |       | 496091                           | 496091      | X    | 2.20 | 2.50   | 12%                                      | 2.50   | 12%    | 2.50   | 12%    | 2.50  | 12%     | 5974988781       | KERNEL CORN                  | 1 KG  | 12   | 33.72   | 2.16   |       | 26.40 | 5.16    | 31.56 |  |
|                             |       | 110171                           | 110171      | X    | 2.20 | 2.50   | 12%                                      | 2.50   | 12%    | 2.50   | 12%    | 2.50  | 12%     | 5974988782       | GREEN PEAS                   | 1 KG  | 12   | 33.72   | 2.16   |       | 26.40 | 5.16    | 31.56 |  |
|                             |       | 110213                           | 110213      | X    | 2.20 | 2.50   | 12%                                      | 2.50   | 12%    | 2.50   | 12%    | 2.50  | 12%     | 5974988784       | PEACHES & CREAM CORN         | 1 KG  | 12   | 33.72   | 2.16   |       | 26.40 | 5.16    | 31.56 |  |
|                             |       | 183749                           | 183749      | X    | 2.20 | 2.50   | 12%                                      | 2.50   | 12%    | 2.50   | 12%    | 2.50  | 12%     | 5974988799       | ORIENTAL STYLE               | 750 G | 12   | 33.72   | 2.16   |       | 26.40 | 5.16    | 31.56 |  |
|                             |       | 496083                           | 496083      | X    | 2.20 | 2.50   | 12%                                      | 2.50   | 12%    | 2.50   | 12%    | 2.50  | 12%     | 5974988797       | CALIFORNIA STYLE             | 750 G | 12   | 33.72   | 2.16   |       | 26.40 | 5.16    | 31.56 |  |

# NEW FORMAT

| SASK/MAN/ONT/ALTA           |       | FINE FOODS ADVERTISING LTD.      |             |      |      |        |  |        |        |        |        | DELIVERY DATE:                                      |         | PAGE 1           |                              |       |      |         |        |           |       |         |       |  |
|-----------------------------|-------|----------------------------------|-------------|------|------|--------|--|--------|--------|--------|--------|---|---------|------------------|------------------------------|-------|------|---------|--------|-----------|-------|---------|-------|--|
| FINE FOODS AD ITEMS         |       | MAN/ONT - PRATT'S 1-877-725-6328 |             |      |      |        |  |        |        |        |        | STORE NAME:   |         |                  |                              |       |      |         |        |           |       |         |       |  |
| FRONT PAGE ITEMS            |       | SASK - PRATT'S 1-306-546-5444    |             |      |      |        |  |        |        |        |        | ***NOTE: X IN THE "GROCERY ZONE" COLUMN IDENTIFIES  |         |                  |                              |       |      |         |        |           |       |         |       |  |
| DATE: JULY 8 - JULY 14 2019 |       |                                  |             |      |      |        |  |        |        |        |        | THE ITEMS ADVERTISED ON THE GROCERY ZONE FLYERS.*** |         |                  |                              |       |      |         |        |           |       |         |       |  |
| WEEK # 28                   |       |                                  |             |      |      |        |  |        |        |        |        |   |         |                  |                              |       |      |         |        |           |       |         |       |  |
| SKIAB                       | MBION | PRATTS CODE                      | PRATTS CODE | CASE | GROC | UNIT   | PROMO                                    | PROFIT | PROMO  | PROFIT | PROMO  | PROFIT  | UPC     | ITEM DESCRIPTION | SIZE                         | CASE  | REG  | OFF     | OVER & | NON FLYER | FLYER | FLYER   |       |  |
|                             |       | CODE                             | CODE        | PACK | ZONE |        | RETAIL                                   | MARGIN | RETAIL | MARGIN | RETAIL | MARGIN  |         |                  |                              | PACK  | COST | INVOICE | ABOVE  | INVOICE   | PROMO | INVOICE | COST  |  |
|                             |       | 164988                           | 164988      | X    | 0.90 | 0.99   | 9%                                       | 0.99   | 9%     | 0.99   | 9%     | 0.99  | 9%      | 5641272252       | ALLEN'S APPLE JUICE          | 1 L   | 12   | 16.71   | 3.48   |           | 13.23 | 2.40    | 10.83 |  |
|                             |       |                                  |             |      |      |        | <i>*ENVIRO &amp; DEPOSIT - SK \$3.60</i> |        |        |        |        |   |         |                  |                              |       |      |         |        |           |       |         |       |  |
|                             |       |                                  |             | X    |      |        | 1.99                                     |        | 1.99   |        | 1.99   |   | 0000542 | 2                | PILLSBURY PIZZA POPS         |       |      |         |        |           |       |         |       |  |
|                             |       | 570739                           | 570739      | X    | 1.76 | 1.99   | 12%                                      | 1.99   | 12%    | 1.99   | 12%    | 1.99  | 12%     | 6905220419       | PEPPERONI & BACON            | 400 G | 12   | 41.55   |        | 15.00     | 26.55 | 5.40    | 21.15 |  |
|                             |       | 527135                           | 527135      | X    | 1.76 | 1.99   | 12%                                      | 1.99   | 12%    | 1.99   | 12%    | 1.99  | 12%     | 6905220429       | DELUXE                       | 400 G | 12   | 41.55   |        | 15.00     | 26.55 | 5.40    | 21.15 |  |
|                             |       | 570754                           | 570754      | X    | 1.76 | 1.99   | 12%                                      | 1.99   | 12%    | 1.99   | 12%    | 1.99  | 12%     | 6905220439       | HAWAIIAN                     | 400 G | 12   | 41.55   |        | 15.00     | 26.55 | 5.40    | 21.15 |  |
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|                             |       | 548602                           | 548602      | X    | 1.76 | 1.99   | 12%                                      | 1.99   | 12%    | 1.99   | 12%    | 1.99  | 12%     | 6905220469       | 3 CHEESE                     | 400 G | 12   | 41.55   |        | 15.00     | 26.55 | 5.40    | 21.15 |  |
|                             |       | 552026                           | 552026      | X    | 1.76 | 1.99   | 12%                                      | 1.99   | 12%    | 1.99   | 12%    | 1.99  | 12%     | 6905220499       | CANADIAN                     | 400 G | 12   | 41.55   |        | 15.00     | 26.55 | 5.40    | 21.15 |  |
|                             |       | 213124                           | 213124      | X    | 1.76 | 1.99   | 12%                                      | 1.99   | 12%    | 1.99   | 12%    | 1.99  | 12%     | 6905240737       | PEPPERONI                    | 400 G | 12   | 41.55   |        | 15.00     | 26.55 | 5.40    | 21.15 |  |
|                             |       |                                  |             | X    |      |        | 1.99                                     |        | 1.99   |        | 1.99   |   | 0001025 | 1                | PILLSBURY CRISPY CRUST PIZZA |       |      |         |        |           |       |         |       |  |
|                             |       | 279778                           | 279778      | X    | 1.80 | 1.99   | 10%                                      | 1.99   | 10%    | 1.99   | 10%    | 1.99  | 10%     | 6970044875       | CHEESE                       | 278 G | 14   | 36.48   |        | 4.00      | 32.48 | 7.28    | 25.20 |  |
|                             |       | 279802                           | 279802      | X    | 1.80 | 1.99   | 10%                                      | 1.99   | 10%    | 1.99   | 10%    | 1.99  | 10%     | 6970044876       | PEPPERONI                    | 289 G | 14   | 36.48   |        | 4.00      | 32.48 | 7.28    | 25.20 |  |
|                             |       | 279877                           | 279877      | X    | 1.80 | 1.99   | 10%                                      | 1.99   | 10%    | 1.99   | 10%    | 1.99  | 10%     | 6970047757       | DELUXE                       | 309 G | 14   | 36.48   |        | 4.00      | 32.48 | 7.28    | 25.20 |  |
|                             |       |                                  |             | X    |      | 2/5.00 |  | 2/5.00 |        | 2/5.00 |        | 2/5.00  | 0000464 | 1                | SELECTION FROZEN VEGETABLES  |       |      |         |        |           |       |         |       |  |
|                             |       | 496133                           | 496133      | X    | 2.20 | 2.50   | 12%                                      | 2.50   | 12%    | 2.50   | 12%    | 2.50  | 12%     | 5974988780       | MIXED VEGETABLES             | 1 KG  | 12   | 33.72   | 2.16   |           | 31.56 | 5.16    | 26.40 |  |
|                             |       | 496091                           | 496091      | X    | 2.20 | 2.50   | 12%                                      | 2.50   | 12%    | 2.50   | 12%    | 2.50  | 12%     | 5974988781       | KERNEL CORN                  | 1 KG  | 12   | 33.72   | 2.16   |           | 31.56 | 5.16    | 26.40 |  |
|                             |       | 110171                           | 110171      | X    | 2.20 | 2.50   | 12%                                      | 2.50   | 12%    | 2.50   | 12%    | 2.50  | 12%     | 5974988782       | GREEN PEAS                   | 1 KG  | 12   | 33.72   | 2.16   |           | 31.56 | 5.16    | 26.40 |  |
|                             |       | 110213                           | 110213      | X    | 2.20 | 2.50   | 12%                                      | 2.50   | 12%    | 2.50   | 12%    | 2.50  | 12%     | 5974988784       | PEACHES & CREAM CORN         | 1 KG  | 12   | 33.72   | 2.16   |           | 31.56 | 5.16    | 26.40 |  |
|                             |       | 183749                           | 183749      | X    | 2.20 | 2.50   | 12%                                      | 2.50   | 12%    | 2.50   | 12%    | 2.50  | 12%     | 5974988799       | ORIENTAL STYLE               | 750 G | 12   | 33.72   | 2.16   |           | 31.56 | 5.16    | 26.40 |  |
|                             |       | 496083                           | 496083      | X    | 2.20 | 2.50   | 12%                                      | 2.50   | 12%    | 2.50   | 12%    | 2.50  | 12%     | 5974988797       | CALIFORNIA STYLE             | 750 G | 12   | 33.72   | 2.16   |           | 31.56 | 5.16    | 26.40 |  |