



2021 EXPRESS FOODS AGREEMENT



PEPSICO CANADA



Customer CISID:

District Code:

Store Name:

DSL (Name):

Address:

Current Banner:

Route #:

Current Channel:

Zone:

New Sign Up: Yes No Total Store Sales (Weekly) \$

Current services frequency* subject to change

PROGRAM SELECTION AND CONDITIONS

REBATE

SILVER LEVEL REQUIREMENTS

- PFC weekly store sales \$0-\$599 (52 wk avg)
- Full line Authorization of PepsiCo Foods Products required including all innovation
- Implement PFC Planogram for Mainlines, Alternative Snack & Convenience Foods
- Minimum 50% of current space In Take Home in #1 position
- Minimum 3ft Single Serve section or rack 6ft from cash

3.5%

GOLD LEVEL REQUIREMENTS ONLY ELIGIBLE IF SILVER REQUIREMENTS ARE ALSO MET

- Minimum PFC weekly store sales >\$600 (52 wk avg)
- 52 week cardboard or wire display for Take Home Innovation / Promo Priority
- Minimum 3ft section Convenience Foods
- Summer SPITZ display commitment (April - August)

7%

*100% sales relief on all PFC products if \$150 sales (52 wk avg) is achieved

ADDITIONAL MEMBER BENEFITS

**XL Lays, Doritos, Ruffles,
Cheetos, Smartfood**
\$0.50 PA

Single Serve All Skus
\$0.03 PA

Eligible for Promotional funding per the current PFC published Express Foods promotional allowance. Allowance subject to change upon 30 days prior notice.

PROMOTIONS

- 13 Take Home promotions of 4 weeks duration will be available
- A minimum of 6 Single Serve promotions of 4 weeks duration will be available

All promotions will be supported by allowances for the duration of the promotion if the following criteria are met:

1. Promotional pricing honoured for duration of promotion
2. Point of sale materials displaying the promotional offer at shelf and temporary display

EXPRESS FOODS AGREEMENT VALIDATION

1. Signature of this agreement indicates acceptance of all specified terms and conditions.
2. Customer failure to comply with the specified terms and conditions of this agreement will result in suspension from program and rebates.
3. This agreement is valid from December 27, 2020 (P1W1) - December 25, 2021 (P13W4).
4. This agreement is available in lieu of, and cannot be combined with, any other PFC program.
5. Customer hereby consents and authorizes PFC and its agent, contractors and representatives to collect, use and copy at any time, customer's above information and to disclose customer's information (a) to any parent, subsidiary or affiliate of PepsiCo Foods Canada, a business unit of PepsiCo Canada (ULC) ("PFC"); (b) to a credit reporting agency; or (c) where permitted by law.
6. Either party may terminate the agreement upon 60 days' prior written notice. All program benefits and rebates cease upon termination.
7. Merchandising must remain in place for the duration of contract.
8. Member pricing, promotions and benefits subject to change with 30 days' notice or in the case of the current published terms immediately following publication of any revision thereto.
9. All rebates and program payments are conditional on customer compliance with PFC's stated invoice terms.
10. All calculations will be completed by PFC based on PFC's net rebatable sales data and will be paid Off Invoice.
11. The parties agree to hold in confidence and agree not to disclose to others, without the prior written consent of the other, the content of this agreement.

Date: (MM/DD/YEAR)

Customer Name:

Customer Signature:

Telephone:

Customer E-mail:

PFC RSR/DSL Name:

PFC RSR/DSL Signature:

