

Oct Promotions 2017



ITEM	COST	PA	NET COST	SUGGESTED RETAIL	MARGIN
(2.0 -2.75 oz) \$1.69 ALL Lays	\$1.18	\$0.06	\$1.12	2/\$3.00 OR \$1.69 ea	25.3% 33.7%
Blended Margin at 50% promo purch					29.5%
<i>(Pre Pack Weekender of the Month)</i> Oct - A Window - "New Item Weekender" <i>Hot and Spicy - Dinamitas - Cheetos</i>	\$81.42 \$1.18	\$0.00	N/A \$1.18	\$116.61 \$1.69	30.2% 30.2%
AND					
Oct - B Window - "New Item Weekender" <i>Grandmas cookie shipper</i>	\$0.59	\$0.00	N/A	\$0.99	40.4%

New Item shipper A v

Product
63ct PPW
CHEETOS® Paws
CHEETOS® Bag of Bones Cheddar
CHEETOS® Oven Baked F HOT®
CHEETOS® Crunchy
CHEETOS® Crunchy FLAM Limón

New Item shipper B v

Product
60ct PPW
RUFFLES® Cheddar & Sou
RUFFLES® All Dressed
LAY'S® Sour Cream & Oni
FUNYUNS® Onion Flavore
DORITOS® Nacho Cheese

Promotion is 2/\$3 regular price for single purchase

Discounts start on Oct 1 -30

ALL ITEMS ON PROMOTION NEED TO MAINTAIN A SEPARATE DISPLAY FOR THE MONTH

Promotion Allowance off invoice for cardboard or wire display on promotional item for the month.
 P.O.S. must be left on display for granting of discount.
 Placement of Thematic Shipper must have a front location in accordance to compliance program.
 Full Revenue Convenience Food Shipper placement in space allowing stores only.

ALL ITEMS ON PROMOTION NEED TO MAINTAIN A SEPARATE DISPLAY FOR THE MONTH					
UPC CODES (28400)	\$1.69 Lays				
PROMOTIONAL UPC'S ONLY	28400420525				
	28400420532				
	28400420549				
	28400420556				
	28400420617				
	28400420624				
	28400420631				
	24800637701				
	28400420655				
	28400420662				
	28400420686				
	24800637725				



AND

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window

	Oz	UPC	SRP	SDV	Count	TM
	196.125	67277 1	\$106.47	\$74.34	1	30.18%
	2.625	63815 9	\$1.69	\$1.18	12	30.18%
White	2.625	62444 2	\$1.69	\$1.18	9	30.18%
'LAMIN'	3.0	58015 1	\$1.69	\$1.18	12	30.18%
	3.5	43318 1	\$1.69	\$1.18	15	30.18%
MIN' HOT®	3.5	43415 7	\$1.69	\$1.18	15	30.18%

window

	Oz	UPC	SRP	SDV	Count	TM
	162.0	67379 2	\$101.40	\$70.80	1	30.18%
ur Cream	2.625	43143 9	\$1.69	\$1.18	12	30.18%
	2.625	56457 1	\$1.69	\$1.18	12	30.18%
on	2.75	42061 7	\$1.69	\$1.18	12	30.18%
d Rings	2.375	28204 8	\$1.69	\$1.18	12	30.18%
è	3.125	42073 0	\$1.69	\$1.18	12	30.18%

