



Vendor Guidelines for Deal Submission

With the recent increases in deal submission via our Web Portal and various other upgrades to the system, there is a need to establish our guidelines for the presentation, submission and implementation of deals at UWG. The need for accuracy and Customer pricing integrity is a top priority for us, so we ask you to adhere to the following guidelines **effective immediately** when submitting all deals (via Web Portal or hard copy Ad Contract) to your Unified Western Grocers Category Manager:

Responsibility for accuracy is placed in the hands of those submitting transactions; continued negligence and abuse of the system will lead to \$250 per transaction fees imposed against the Manufacturer.

- **Call ahead for an appointment.** Please try to schedule all appointments one week prior to the requested appointment day and time. Additionally, the convenience of the portal for submission does not absolve the need for consistent and timely interaction with your Category Manager.
- **UWG requires a minimum 8 weeks lead-time on all deal submissions.** Deals that are submitted without appropriate lead-time are subject to Floorstock protection. (Items that are considered commodity-priced are not subject to this requirement – bacon, butter, coffee, oils, etc.)
- **Review your deals before submitting.** You are expected to ensure the following:
 - All code numbers in a family-group are submitted/listed.
 - All code numbers are active and accurate.
 - Deal dates are accurate (Monday start-Friday end).
 - Ensure that your deal dates do not overlap an already submitted deal.
 - Has this deal been submitted already? (Possible duplication?)
 - All Manufacturer list costs are accurate.
 - Deal levels are accurate for a full shipping-case. Note if Master Case or Dozen pricing.
 - Are the deal types properly selected? (off invoice, EP1, EP2, Billback, etc)
 - Is deal on sales or purchases?
 - Specify which stores/ad groups for EP2
 - Pallet and/or shipper items must be on a separate contract/submission from open stock.

- Qualifications are correct.
 - Does this deal require an ad? TPR? Minimum case purchase per store? (pallets/shippers should not have ad or minimum case purchase requirements)
- Confirm that your **Consumer** UPCs are correct.
- Contract is signed and dated by Vendor Representative
- You are submitting to and meeting with the appropriate Category Manager.

The Category Manager and Salesperson should review each deal during appointment times. Any corrections/changes that can be made at the time of the appointment should be made via the portal. The Category Manager cannot alter Portal transactions – they must be rejected and sent back to the vendor via the Portal. In those instances, Category Manager and vendor may come to mutual agreement for handling a rejected transaction. Optimally, re-sending the rejected transaction back to the Category Manager once it has been fixed is preferred and expected. In instances where time is a constraint, a written agreement or written hard-copy deal may still be submitted.

We discourage the use of e-mail and fax for deal submission. The portal is to be our primary mode of deal input and maintenance. Please make sure that all vendors, brokers and their agents authorized to use the portal are familiar with these guidelines.

Required Web Portal Submission:

- All Price Changes
- All Off Invoice Deals
- All EP1 Deals
- All New Items

Approved UWG Promotional Contract (Hard Copy):

- Any Weekly Ad offer (Internal UWG Ad Groups)
- Merpro offers with any type of deal (OIA, EP1 or EP2)
- Coupon Book and MAV offers

Questions regarding the Portal may be addressed to your Category Manager or to the Web Portal training contact in each of our three regions:

- Southern California - Natasha Kanavaloff, Grocery Purchasing
- Southern California – Ricki Romero, GM/HBC Purchasing
- Northern California – Alice Davis, Grocery Purchasing
- Northern California – Nancy Lucero, Market Centre Purchasing
- Pacific Northwest – Shelly Bakke, Grocery Purchasing
- Pacific Northwest – Jessica Hunt, GM/HBC Purchasing