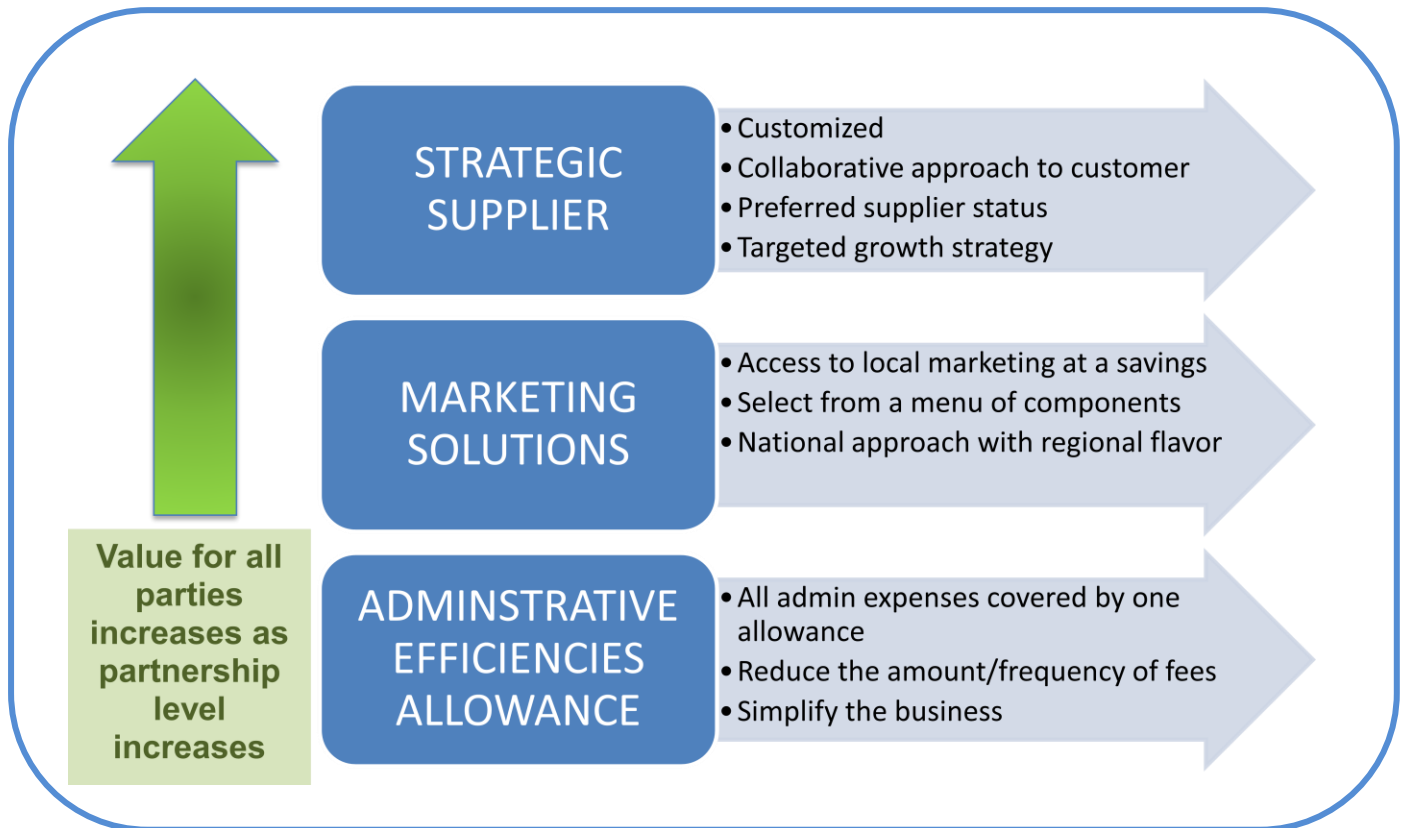


# SUPPLIER PARTNER PROGRAMS



**Strategic Supplier Program (Negotiated Rebate/Growth Program)** - A value based program designed to meet the needs of both the supplier and DPI resulting in targeted, profitable sales growth.

- Offered to a select group of strategically aligned vendors
- Customized to target participating supplier objectives and drive supplier-identified growth targets
- Provide full access to a new suite of performance and opportunity reporting to help focus the DPI / Supplier approach to the customer
- Full collaboration from the DPI sales and marketing teams to help drive targeted sales growth opportunities
  - Preferred Participation in Popular Events
  - Annual Business Review / Strategy Planning Session with Key Senior Personnel
  - Access to Sales Training Opportunities with Divisions
  - Collaborative Approach to Customer Opportunities

**Marketing Solutions Program (1%)** - The DPI Specialty Foods Marketing Solutions Program gives participating suppliers a “preferred status” in various national marketing components and events at a savings compared to non-participating suppliers.

- Points are awarded based on Marketing Solutions allowance contribution at a \$1 = 1 pt. value.
- Participants may use their awarded points on a menu of regional and national promotion activities.
- *National Marketing with a Regional Flavor*

**Administrative Efficiencies Allowance (1%)** –Designed to reduce the frequency of individual admin fees and simplify the accounting process for your organization.

Allowance covers DPI administrative costs associated with providing suppliers’ product to our mutual customers.

- New Items Set Up / Item Change / Item Activation - (\$100/sku) – **Waived**
- Bill Back Processing Fee (\$10/bill back) – **Waived**
- Non-Compliant Shelf Life Fee (12.75% of case cost) – **Waived**
- Recall Processing Fee (\$500/sku per DC) - **Waived**

*For more information regarding the DPI Supplier Partner Programs, please contact a member of our Vendor Relations team.*

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