



Billbacks & Deductions Guide

How to Read, Calculate, and FAQ's

BRAND BUILDING • TRUSTED EXPERT • DELIVERING EXCELLENCE

2022 Promotional Calendar

This Calendar is included in your New Vendor packet in the Promotions Forms. It is updated yearly and will be sent by your Category Manager

Publish to Trade- Dates we publish and make promotions available to all Retailers.

Rebate Dates- Received Purchase Order dates. The Promotions are available for PO receiving during these dates. Note that rebate dating is comprised of when product is received at the Chex Warehouse, not PO placed dates.

	PUBLISH TO TRADE		REBATE		
2022	START	END	START	END	DEADLINE TO SUBMIT
JANUARY	1/3/2022	1/28/2022	11/22/2021	1/7/2022	6/24/2021
FEBRUARY	1/31/2022	2/25/2022	12/20/2021	2/4/2022	6/24/2021
MARCH	2/28/2022	4/1/2022	1/17/2022	3/4/2022	6/24/2021
APRIL	4/4/2022	4/29/2022	2/21/2022	4/8/2022	6/24/2021
MAY	5/2/2022	5/27/2022	3/21/2022	5/6/2022	6/24/2021
JUNE	5/30/2022	7/1/2022	4/18/2022	6/3/2022	6/24/2021
JULY	7/4/2022	7/29/2022	5/23/2022	7/8/2022	6/24/2021
AUGUST	8/1/2022	9/2/2022	6/20/2022	8/5/2022	12/23/2021
SEPTEMBER	9/1/2022	9/26/2022	7/18/2022	9/2/2022	12/23/2021
OCTOBER	9/29/2022	10/24/2022	8/22/2022	10/7/2022	12/23/2021
NOVEMBER	10/27/2022	11/28/2022	9/19/2022	11/4/2022	12/23/2021
DECEMBER	12/1/2022	12/26/2022	10/17/2022	12/2/2022	12/23/2021
Q1 2023	1/3/2022	4/29/2022	11/22/2021	4/8/2022	6/24/2021
Q2 SUMMER	5/2/2022	7/29/2022	3/21/2022	7/8/2022	6/24/2021
Q3 2023	8/1/2022	9/30/2022	6/20/2022	9/2/2022	12/23/2021
Q4 WINTER/HOLIDAY	9/29/2022	12/26/2022	8/22/2022	12/2/2022	12/23/2021



2023 Promotional Calendar

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JANUARY	12/29/2022	1/25/2023	11/21/2022	1/6/2023	6/24/2022
FEBRUARY	1/26/2023	2/22/2023	12/19/2022	2/3/2023	6/24/2022
MARCH	2/23/2023	3/29/2023	1/16/2023	3/3/2023	6/24/2022
APRIL	3/30/2023	4/26/2023	2/20/2023	4/7/2023	6/24/2022
MAY	4/27/2023	5/24/2023	3/20/2023	5/5/2023	6/24/2022
JUNE	5/25/2023	6/28/2023	4/17/2023	6/2/2023	6/24/2022
JULY	6/29/2023	7/26/2023	5/22/2023	7/7/2023	6/24/2022
AUGUST	7/27/2023	8/30/2023	6/19/2023	8/4/2023	12/23/2022
SEPTEMBER	8/31/2023	9/27/2023	7/17/2023	9/1/2023	12/23/2022
OCTOBER	9/28/2023	10/25/2023	8/21/2023	10/6/2023	12/23/2022
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DECEMBER	11/30/2023	12/27/2023	10/16/2023	12/1/2023	12/23/2022
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Q3 2023	7/27/2023	9/27/2023	6/19/2023	9/1/2023	12/23/2022
Q4 WINTER/HOLIDAY	9/28/2023	12/27/2023	8/21/2023	12/1/2023	12/23/2023



Promotions (Rebates)

Promotions (Rebates)- Are calculated off the Purchase Order Cost.

Promotions are bill backed upon receipt of the PO.

The promotion billback deductions are processed weekly. You will receive 3 documents that will include the PO detail.

Calculation for example (1st line):

PO cost = \$21.60

Promo @ 30% = \$6.48

9 cases @ 6.48 = \$58.32

Please check your Promotions calendar for buy-in and published dates

“Promo Excess” – Promotional sales in excess of purchases will result in an MCB for the difference between the regular wholesale cost and the promotional cost.



Invoice#	Date	PO Number	Terms	Page				
128159-BB	09/08/20			1 of 1				
Instruction: Promotions								
Item	Qty	Unit	Pack Size	Brand	Description	Weight	Price	Extended
18333	9	CSE	12	4	LAUREL HILL	* SEA SALT & OLV OIL WTRCKER	6.48	58.32
18338	73	CSE	12	8.8	LAUREL HILL	* BITE SIZED STONED WHEAT	6.84	499.32
18339	90	CSE	12	8.8	LAUREL HILL	* STONED WHEAT CRACKER 8.8OZ	6.84	615.60
18347	16	DSP	48	8.8	LAUREL HILL	* STONED WHEAT BITE SIZE DSP	27.36	437.76
18348	25	DSP	48	8.8	LAUREL HILL	* STONED WHEAT ORIG DSP	27.36	684.00
18351	2	CSE	12	5.5	LAUREL HILL	* CLUBHOUSE CRACKER ORG nemo	7.20	14.40
18352	14	CSE	12	5.5	LAUREL HILL	* WHEAT THIN ORGANIC nemo	7.20	100.80
19370	2	CSE	12	5	LAUREL HILL	* SESAME LAVASCH nemo	6.48	12.96
19371	3	CSE	12	5	LAUREL HILL	* EVERYTHING LAVASCH nemo	6.48	19.44
19372	5	CSE	12	5	LAUREL HILL	* ROSEMARY LAVASCH nemo	6.48	32.40
19392	3	CSE	12	4.4	LAUREL HILL	* VEGETABLE MEDLEY CRACKERS	6.18	18.54

Spoils

Spoils- Are calculated from Purchase Order Cost.

Spoils are billed back quarterly. You will receive 3 documents that will include the PO detail.

Calculation for example (1st line):

PO cost = \$42.00

Spoils 1% = \$0.42 cents

2 cases x .42 = \$0.83



Invoice#	Date	PO Number	Terms	Page					
123200-BB	06/30/20			1 of 1					
Instruction: Q2 VENDOR SPOILS									
Item	Qty	Unit	Pack	Size	Brand	Description	Weight	Price	Extended
50730	2	M/P	8	12/2.7	LAUREL HILL	MEAT LOAF MIX		.42	.83
50732	7	M/P	8	12/2.7	LAUREL HILL	ITALIAN MEAT BALL MIX		.41	2.89
50740	15	CSE	12	3.5	LAUREL HILL	SEAFOOD BAKE		.10	1.57
50730	11	M/P	8	12/2.7	LAUREL HILL	MEAT LOAF MIX		.41	4.54
50732	7	M/P	8	12/2.7	LAUREL HILL	ITALIAN MEAT BALL MIX		.41	2.89
50740	22	CSE	12	3.5	LAUREL HILL	SEAFOOD BAKE		.10	2.30

Fair Share

Fair Share- Is calculated off the Retailer Wholesale Cost.

2% of every Fair Share participating Retailers' invoices.

Fair Share is processed weekly. You will receive 3 documents that will include the Store detail.

Calculation for example (1st line):

PO cost + freight = \$11.55

Retailer wholesale cost = \$15.40

Fair Share 2% = \$0.31 /case

44 cases x .31 = \$13.64



Invoice#	Date	PO Number	Terms	Page				
127822-BB	09/08/20			1 of 1				
Instruction: Fair Share								
Item	Qty	Unit	Pack Size	Brand	Description	Weight	Price	Extended
75041	44	CSE	6 20	LAUREL HILL	* TAMARI SOY SCE ORG RD SOD qf		.31	13.64
75049	156	CSE	6 10	LAUREL HILL	* TERIYAKI SAUCE		.14	21.84
75050	62	CSE	6 10	LAUREL HILL	* ORG WHT FREE TAMARI		.17	10.54
75046	66	CSE	6 10	LAUREL HILL	* TAMARI		.11	7.26
75045	69	CSE	6 10	LAUREL HILL	* REDUCED SODIUM TAMARI		.15	10.35

Marketing Program Billbacks

New Item Marketing- Applies to New Brands and Line Extensions.

Billbacks occur after your item(s) have launched.

Items launched January-July will be billed in July.
Items launched August-December will be billed in December.

Quarterly Seasonal Catalogs, Programs &

Tradeshows- Billed after the close of the quarter.

Annual Product Catalog- Published once per year and billed in September.



Bill To: 12466 LAUREL HILL USA 10-34, 44TH DRIVE LONG ISLAND , NY 11101-					Ship To: 12466 (646) 991-6838				
Invoice#	Date	PO Number			Terms			Page	
124839-BB	07/17/20							1 of 1	
Instruction: NEW ITEM BOOK									
Item	Qty	Unit	Pack	Pack Size	Brand	Description	Weight	Price	Extended
NewIte	1					New Item Marketing (new brand)		475.00	475.00

How To Calculate Billbacks & Deductions

Example:

PO Case Cost	\$10.00
Freight Cost	\$1.00
<u>Chex Approx. Margin</u>	<u>\$3.67</u>
Retailer Wholesale Cost	\$14.67
Promotions Per Case 20%	\$2.00
Spoils 1%	\$0.10
Fair Share 2%	\$0.29
MCB Customer Specific 20%	\$2.93

Contact Information

Invoices & Account Inquiries

accountspayable@chexfoods.com

Billbacks & Deductions

deductions@chexfoods.com

Receiving Appts/Warehouse

receiving@chexfoods.com

PO Questions

poconfirm@chexfoods.com

Changes to Pricing, UPC's, Products, etc.

Please contact your Category Manager



Frequently Asked Questions

Where should I send invoices? accountspayable@chexfoods.com

How do I get the Detail for my Billbacks/Deductions? All finance paperwork with billback backup is emailed to the Accounting Contact you provided at your vendor set up. If you are not receiving the detail back up, please contact deductions@chexfoods.com to update.

Could other billbacks occur? Yes, you may see billbacks for Samples, Excess Promotions, Reporting, Incorrect information submissions, UPC pack size change charges, warehouse Non-Compliance charges etc. But all financial obligations are outlined in your Supplier Policies, please reference.

What is Fair Share? Fair Share is the “sharing” of merchandising support. The merchandisers take care of resets, tagging, displays building, ensuring your products are “taken care of”.

What does MCB mean? Manufacturer Charge Back (bill back at Retailer wholesale Cost).

What is retailer wholesale cost? The published price to retailers.

What does SRP mean? Suggested Retail Price

What does TPR mean? Temporary Price Reduction

