

EFFECTIVE JANUARY 3, 2016
UPDATED OCTOBER 26, 2020

Altria Tobacco Operating Companies

STARS

REPORTING PACKAGE

Exhibit B



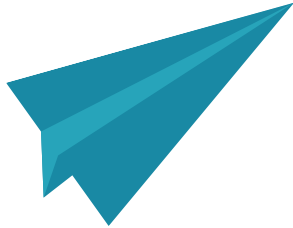
Altria

Altria Group
Distribution Company

Servicing:

Philip Morris USA
U.S. Smokeless Tobacco Company
John Middleton
Helix Innovations
Nu Mark

MSA DISTRIBUTOR SUPPORT CENTER (DSC) CONTACT INFORMATION



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Revisions to the STARS Reporting Package are **highlighted**.
(Pages 6, 9-10, 15, 25-26, 31-32, 34-35)



MULTICAT™
DATA FILE SUBMISSION

MULTICAT™ DATA FILE SPECIAL NOTES

1. A separate data file is required for each Site by week.
2. Each Non-Direct Distributor (“NDD”) that submits data through a Participant must provide the Participant with a separate data file each week or submit a weekly data file directly to MSA.
3. With respect to each data file that is submitted, MSA will fax or email to Participant and/or NDD, as the case may be, a confirmation document confirming receipt of the data and detailing any data errors.
4. Files are to be submitted utilizing a secure file transfer protocol
 - Please work with your Distributor Support Center representative to get set up using the current approved platform.
5. All data is to be recorded in ASCII (American Standard Code for Information Interchange).



MULTICAT™ DATA FILE SPECIAL NOTES

6. The MULTICAT™ file must contain data for the following Tobacco Products: Cigarettes, Moist Snuff (loose/pouches), SNUS (Spit-Free Tobacco Pouch Products), Hard Snuff (CTP), Cigars, Little/Filtered Cigars, Dry Snuff (Nasal), Loose Leaf (Chewing Tobacco), Roll Your Own Tobacco, Tubes/Papers/Wraps, Kits (includes RYO Tobacco, Paper, and Machine), Pipe Tobacco, Twist/Rope/Plug, E-Vapor (e.g., Cartridges/Sticks (rechargeable/disposable)/Kits/Liquids), Tobacco Derived Nicotine Products (not including E-Vapor), Accessories and **Heated Tobacco**.
- **ACCESSORIES:** non-consumable products used for electronic devices
 - Any IQOS tobacco heating system device or related devices, kits, carrying cases, chargers, batteries, blank cartridges, or other related accessories should be reported within the Accessories category. This includes accessories for E-Vapor.
 - This category should be reported as category 003262 in columns 145 – 150 of the BID record.
 - **HEATED TOBACCO:** non-combustible dry tobacco wrapped in paper requiring a heating element for use
 - Heated Tobacco Category is new. It will include Marlboro HeatSticks, which will be used in conjunction with the IQOS tobacco heating system.
 - This category should be reported as category 003232 in columns 145 – 150 of the BID record.



MULTICAT™ DATA FILE SPECIAL NOTES

7. The State Tax Jurisdiction MULTICAT™ field must be completed for all shipments of Tobacco Products and for each customer the Distributor supplies.
- **RETAILER:** For shipments of Tobacco Products to retailers, the State Tax Jurisdiction field must contain the state in which the product is intended for sale to ATCs.*
 - **NDD:** For shipments of Tobacco Products to NDDs, the State Tax Jurisdiction field must contain the state(s) into which the Distributor expects the Tobacco Product ultimately to be sold to a retailer for resale to ATCs.
 - The State Tax Jurisdiction must be reported using the United States Postal Service (“USPS”) two-character state code abbreviations for the 50 states and the District of Columbia.
 - Locations below the state level should not be reported (e.g., city tax jurisdictions).
 - Report the State Tax Jurisdiction, in either the SID Record or the BID Record, but not both.

*State Tax Jurisdiction should be reported even if the product is not subject to state tax (i.e., shipments to military) and even if the Distributor is not the tax-payer.



MULTICAT™ DATA FILE SPECIAL NOTES

8. Three measures are required for the detailed reporting of product returns, including Floor Returns, Saleable Returns and Unsaleable Returns.
 - **FLOOR RETURNS** (Returns from wholesaler to manufacturer, its reclamation center or the original supplier, where the product never shipped to any retailer, sub-jobber or non-direct distributor) must be reported in Measure Code 006 of the BID Record.
 - **SALEABLE RETURNS** (Returns from retailer to wholesaler, where the product may be re-sold) must be reported in Measure Code 004 of the PUR Record.
 - **UNSALEABLE RETURNS** (Returns from retailer to wholesaler, where the product is expired, damaged or otherwise non-saleable) must be reported in Measure Code 005 of the PUR Record.



MULTICAT™ DATA FILE SPECIAL NOTES

NEW

9. All purchase records must have a valid *Transaction Date**

	TRANSACTION DATE - PURCHASES	TRANSACTION DATE - RETURNS
DELIVERY SERVICES DISTRIBUTOR	Date product arrives at your customer's location	Date product departs from your customer's location
CASH & CARRY DISTRIBUTOR	Date product is picked up by your customer	Date product is dropped off by your customer

- **TRANSACTION DATE** may differ from industry terms such as:
 - **Order Date:** Date customer places order
 - **Billing Date:** Date customer is billed for order
 - **Ship Date:** Date product leaves warehouse
- **TRANSACTION DATE** is likely to differ from the **Week Ending Date** field within HID and TOT records, which is the date of the last day of the STARS reporting week

If multiple deliveries are made to the same customer within the same Week Ending Date, then report in separate records for each unique combination of Transaction Date, UPC, and SKU as shown in the example below.

TYPE	DISTRIBUTOR ID#	PROJECT ID	WEEK ENDING DATE
HID	12345678	TOB	20201024

TYPE	CUST#	SHIP TO #	SKU	TRANSACTION DATE	QUANTITY
PUR	102345	432100	0055336055301	20201020	10
PUR	102345	432100	0055336055301	20201022	4

* Please refer to each Altria Tobacco Operating Company's Wholesale Program for specific *Transaction Date* requirements



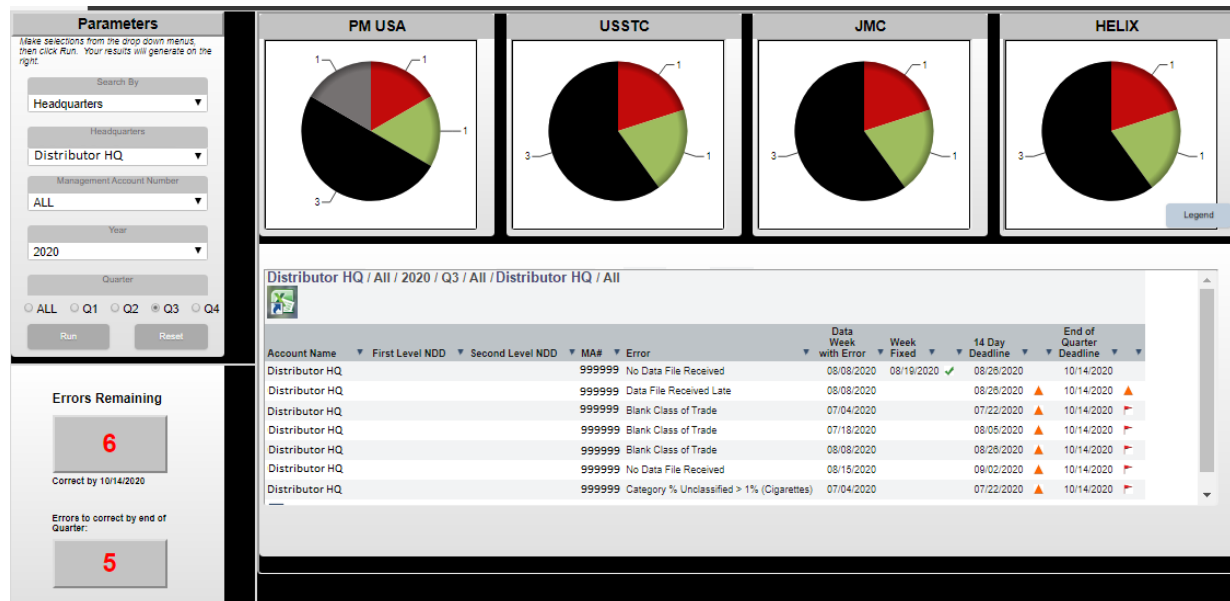
MULTICAT™ DATA FILE SPECIAL NOTES

NEW

10. Program data compliance reports are available for review online at the following location:

<https://dataservices.msa.com/>

- Contact MSA DSC (1-877-544-4429) for access to data compliance reports.
- MSA DSC provides assistance with questions regarding data within the data compliance reports.
- Detail report provides specific data compliance areas needing attention.



Helix Innovations, LLC is replacing Nat Sherman in the Altria Tobacco Operating Companies Data Compliance reports.



MULTICAT™ DATA FILE FORMAT

DESCRIPTION OF FILE STRUCTURE

The MULTICAT™ data file consists of five types of records:

1. Header Identification record (HID)
 2. Brand Identification records (BID)
 3. Ship To Identification records (SID)
 4. Purchase records (PUR)
 5. Total record (TOT)
- ✓ Participants reporting on their own behalf and for NDDs must provide one complete Data file for each Site and NDD.



MULTICAT™ DATA FILE FORMAT

RECORD FIELD LAYOUT (HID)

VARIABLE	COLUMNS	# OF CHARACTERS	CHARACTER TYPE	SPECIAL INSTRUCTIONS / FYI
Header Identification Record		337		
Record type (=HID)	1-3	3	Alphabetic Literal	
Distributor Shipping Site ID number	4-11	8	Alphanumeric	Assigned by MSA
Project ID	12-15	4	Alphabetic Literal	TOB
Test or Live Indicator	16	1	Alphabetic Literal	T = Test, <blank>= Live
Time Interval	17	1	Alphabetic Literal	Week = W
Week Ending Date	18-25	8	Date (YYYYMMDD)	Date of last day in reporting week
Distributor Name	26-57	32	Alphanumeric	
Distributor Address	58-147	90	Alphanumeric	
Distributor City	148-172	25	Alphanumeric	
Distributor State	173-174	2	Alphanumeric	
Distributor ZIP Code	175-183	9	Alphanumeric	Distributor Zip plus 4 digit code
Distributor Country	184-186	3	Alphanumeric	
Distributor Contact Person Last Name	187-206	20	Alphanumeric	
Distributor Contact Person First Name	207-226	20	Alphanumeric	
Country/City Dialing Code	227-231	5	Numeric	Reserved Special
Distributor Contact Telephone Number	232-241	10	Numeric (XXXYYYZZZZ)	
Country/City Dialing Code	242-246	5	Numeric	Reserved Special
Distributor Contact Fax Number	247-256	10	Numeric (AAABBBCCCC)	
Distributor Contact Email Address	257-316	60	Alphanumeric	
# of Measures Reported on BID record	317-320	4	Numeric	0002
# of Measures Reported on SID record	321-324	4	Numeric	0000
# of Measures Reported on PUR record	325-328	4	Numeric	0003 (0004 if reporting dollars)
Distributor File Creation Date	329-336	8	Date (YYYYMMDD)	
Inventory Resubmission Flag	337	1	Numeric Literal	1 = Process resubmitted inventory 0 or Blank = Do Not Process INV



MULTICAT™ DATA FILE FORMAT

RECORD FIELD LAYOUT (BID)

VARIABLE	COLUMNS	# OF CHARACTERS	CHARACTER TYPE	SPECIAL INSTRUCTIONS / FYI
Brand Identification Record		261		
Record type (=BID)	1-3	3	Alphabetic Literal	
UPC	4-17	14	Numeric	Selling Unit UPC (i.e., carton or roll)
Distributor SKU*	18-31	14	Alphanumeric	
Product Description	32-81	50	Alphanumeric	
Promotion Description	82-131	50	Alphanumeric	
Items per selling unit	132-137	6	Numeric	refer to Reporting Procedures on page 27
Promotion Indicator	138	1	Alphabetic Literal	"Y" or "N"
NACS Standard Category Code	139-144	6	Alphanumeric	
MSA Category Code	145-150	6	Numeric Literal	refer to Category Codes on page 25
Project Identification	151-160	10	Alphabetic	For future use
Distributor Product Unit Size	161-166	6	Numeric	Size of unit purchased by consumer
Distributor Product Unit Size Description	167-176	10	Alphanumeric	Description of unit size (e.g., ounce)
Distributor Component Shipper Flag	177	1	Alphabetic Literal	S = Shipper, C = Component
Manufacturer Promotion Code	178-187	10	Alphanumeric	MFR assigned 5-digit promo code
Manufacturer Product Identification Code	188-201	14	Alphanumeric	
UPC Extension	202-203	2	Alphanumeric	
UPC year/issue extension	204-207	4	Alphanumeric	
State Tax Jurisdiction	208-209	2	Alphabetic	Utilize USPS-compliant abbreviations
Alternate UPC Code 1	210-225	16	Numeric	
Alternate UPC Code 2	226-241	16	Numeric	
MSA Reserved Field	242-247	6	Blank Spaces	
Measure Code 1	248-250	3	Numeric Literal	Inventory = 003
Measure Value 1	251-261	11	Numeric	Real Number w/ floating decimal
Measure Code 2	262-264	3	Numeric Literal	Floor Returns = 006
Measure Value 2	265-275	11	Numeric	Real Number w/ floating decimal

*Distributor Unique Item Code to cross reference/link Purchase records to this description

Report the State Tax Jurisdiction, in either the SID Record or the BID Record, but not both.



MULTICAT™ DATA FILE FORMAT

RECORD FIELD LAYOUT (SID)

VARIABLE	COLUMNS	# OF CHARACTERS	CHARACTER TYPE	SPECIAL INSTRUCTIONS / FYI
Ship to Identification Record		551		
Record type (=SID)	1-3	3	Alphabetic Literal	
Ship To Customer Number	4-11	8	Alphanumeric	ID # of customer
Ship To Customer Shipping Number	12-19	8	Alphanumeric	ID # of customer shipping location
Ship To Customer Shipping Number Ext	20-27	8	Alphanumeric	
Ship To Customer Name	28-59	32	Alphanumeric	
Ship To Customer Store Number	60-67	8	Alphanumeric	(e.g., #123)
Ship To Customer Address	68-157	90	Alphanumeric	Customer ship to address
Ship To Customer City	158-182	25	Alphanumeric	Customer City
Ship To Customer State	183-184	2	Alphabetic	
Ship To Customer ZIP Code+4	185-193	9	Alphanumeric	Customer ZIP plus 4 digit code
Ship To Customer Country	194-196	3	Alphabetic	
State Tax Jurisdiction	197-198	2	Alphabetic	Utilize USPS-compliant abbreviations
MSA Reserved Field	199-201	3	Blank spaces	
Ship To Customer Telephone Number	202-211	10	Numeric (XXXYYYZZZZ)	
Ship To Customer Class of Trade	212-231	20	Alphanumeric	"Retailer", "Distributor", or "Other"
Ship To Customer TDLinx™ Number	232-238	7	Numeric	Trade Dimensions assigned
Ship To Customer Cash And Carry Indicator	239	1	Alphabetic Literal	"Y" or "N"
Location Number / Machine Type (2 fields)	240-257	18	Alphanumeric	
MSA Reserved Field	258	1	Blank space	
Bill To Customer Number	259-282	24	Alphanumeric	
Bill To Customer Group Number	283-306	24	Alphanumeric	
Bill To Customer Name	307-338	32	Alphanumeric	
Bill To Customer Address	339-428	90	Alphanumeric	
Bill To Customer City	429-453	25	Alphanumeric	
Bill To Customer State	454-455	2	Alphabetic	
Bill To Customer ZIP Code + 4	456-464	9	Alphanumeric	
Bill To Customer Country	465-467	3	Alphabetic	
MSA Reserved Field	468-472	5	Blank spaces	
Bill To Customer Telephone Number	473-482	10	Numeric	
Retailer Product Category Footage (3 fields)	483-497	15	Numeric	
Customer Product Promotion Acceptance Identifier	498	1	Alphabetic	"Y" or "N"
Distributor Sales Rep ID#	499-508	10	Alphanumeric	
MSA Reserved Field	509-537	39	Blank spaces	
Measure Code 1	539-540	2	Numeric Literal	MSA Reserved
Measure Value 1	541-551	11	Numeric	MSA Reserved

Report the State Tax Jurisdiction, in either the SID Record or the BID Record, but not both.



MULTICAT™ DATA FILE FORMAT

RECORD FIELD LAYOUT (PUR)

VARIABLE	COLUMNS	# OF CHARACTERS	CHARACTER TYPE	SPECIAL INSTRUCTIONS / FYI
Purchase Record		<u>130</u>		
Record type (=PUR)	1-3	3	Alphabetic Literal	
Ship To Customer Number	4-11	8	Alphanumeric	ID # of customer
Ship To Customer Shipping Number	12-19	8	Alphanumeric	ID # of customer shipping location
Ship To Customer Shipping Number Ext	20-27	8	Alphanumeric	
Distributor SKU*	28-41	14	Alphanumeric	
MSA Reserved Field	42-44	3	Blank spaces	3 blank spaces
Invoice Number	45-74	30	Alphanumeric	
Transaction Date	75-82	8	Date (YYYYMMDD)	Also known as Delivery Date
MSA Reserved Field	83-102	20	Blank spaces	
Measure Code 1	103-105	3	Numeric Literal	Quantity Shipped = 001
Measure Value 1	106-116	11	Numeric (float dec.)	# of selling units shipped
Measure Code 2	117-119	3	Numeric Literal	** Dollars Sold = 002
Measure Value 2	120-130	11	Numeric (float dec.)	Dollar amt. charged to customer (if applicable)
Measure Code 3	131-133	3	Numeric Literal	** Saleable Returns = 004
Measure Value 3	134-144	11	Numeric (float dec.)	# of Saleable units returned
Measure Code 4	145-147	3	Numeric Literal	Unsaleable Returns = 005
Measure Value 4	148-158	11	Numeric (float dec.)	# of Unsaleable selling units returned

* Distributor Unique Item Code to cross reference / link Purchase records to this description

** If not reporting “dollars sold”, begin reporting Saleable Returns in column 117



MULTICAT™ DATA FILE FORMAT

RECORD FIELD LAYOUT (TOT)

VARIABLE	COLUMNS	# OF CHARACTERS	CHARACTER TYPE	SPECIAL INSTRUCTIONS / FYI
Total Record		<u>11</u>		
Record type (=TOT)	1-3	3	Alphabetic Literal	
Distributor ID Number	4-11	8	Alphanumeric	Assigned by MSA
Week Ending Date (YYYYMMDD)	12-19	8	Numeric	Date of last date of reporting week
Number of BID Records	20-28	9	Numeric	Right Justify w/ Leading Zero Fill
Number of SID Records	29-37	9	Numeric	Right Justify w/ Leading Zero Fill
Number of PUR Records	38-46	9	Numeric	Right Justify w/ Leading Zero Fill
MSA Reserved Field	47-86	40	Blank spaces	
Measure Code 1	87-89	3	Numeric Literal	Quantity Shipped = 001
Measure Value 1	90-104	15	Numeric (float dec.)	Sum of Measure Value 1 from PUR
Measure Code 2	105-107	3	Numeric Literal	* Dollars Sold = 002
Measure Value 2	108-122	15	Numeric (float dec.)	Sum of Measure Value 2 from PUR
Measure Code 3	123-125	3	Numeric Literal	* Inventory = 003
Measure Value 3	126-140	15	Numeric (float dec.)	Sum of Measure Value 1 from BID
Measure Code 4	141-143	3	Numeric Literal	Floor Returns = 004
Measure Value 4	144-158	15	Numeric	Sum of Floor Returns from BID
Measure Code 5	159-161	3	Numeric Literal	Saleable Returns = 005
Measure Value 5	162-176	15	Numeric	Sum of Saleable Returns from PUR
Measure Code 6	177-179	3	Numeric Literal	Unsaleable Returns = 006
Measure Value 6	180-194	15	Numeric	Sum of Unsaleable Returns from PUR

* If not reporting “dollars sold”, begin reporting inventory in column 105



MULTICAT™ DATA FILE FORMAT

EXAMPLE OF FILE STRUCTURE

BELOW IS AN EXAMPLE OF A SIMPLE DATA FILE WITHOUT THE DETAIL OF EACH RECORD.

Record	Code	Contents
1	HID	Distributor Shipping Site Identification Record, Week ending date
2	BID	Descriptor, UPC code, Promo. Info., Inventory ...for SKU entry 1
3	BID	Descriptor, UPC code, Promo. Info., Inventory ...for SKU entry 2
4	BID	Descriptor, UPC code, Promo. Info., Inventory ...for SKU entry 3
5	SID	Ship To Identification for ABC Mart #1
6	PUR	ABC Mart #1 purchases for unique SKU entry 2
7	PUR	ABC Mart #1 purchases for unique SKU entry 3
8	SID	Ship To Identification for ABC Mart #8
9	PUR	ABC Mart #8 purchases for unique SKU entry 1
10	PUR	ABC Mart #8 purchases for unique SKU entry 3
11	SID	Ship To Identification for ABC Mart #9
12	PUR	ABC Mart #9 purchases for unique SKU entry 1
13	PUR	ABC Mart #9 purchases for unique SKU entry 2
14	SID	Ship To Identification for ABC Mart #10
15	PUR	ABC Mart #10 purchases for unique SKU entry 1
16	PUR	ABC Mart #10 purchases for unique SKU entry 2
17	PUR	ABC Mart #10 purchases for unique SKU entry 3
18	TOT	Total Record

Record expansions for each record type are on the following pages.



MULTICAT™
DATA FILE RECORD DETAILS

MULTICAT™ DATA FILE RECORD DETAILS

HEADER IDENTIFICATION RECORD (HID)

The **HEADER IDENTIFICATION RECORD (HID)** section consists of a single record that identifies the source (i.e., Site or NDD) providing the Data and a contact person for any follow-up communication.

TYPE	DISTRIBUTOR ID#	PROJECT ID	WEEK ENDING DATE	NAME	ADDRESS	CITY	STATE	ZIP+4	CONTACT LAST NAME	CONTACT FIRST NAME	TELEPHONE #	FAX #
HID	12345678	TOB	20201024	JENS	12 MAIN	REN	MA	021250000	DOE	JIM	6172920512	6172920513

New returns measures: The HID Record must be changed to reflect the new Number of Measures Reported on BID Record. The value in columns 317-320 must be set to 0002.

The HID Record must be changed to reflect the new Number of Measures Reported on PUR Record. The value in columns 325-328 must be set to 0003 for three measures or set to 0004 for four measures. For example, enter 0004 if you submit Quantity Shipped, Dollars, Saleable Returns and Unsaleable Returns.



MULTICAT™ DATA FILE RECORD DETAILS

BRAND IDENTIFICATION RECORD (BID)

The **BRAND IDENTIFICATION RECORD (BID)** section consists of a single record for each unique combination of UPC and SKU shipped by the Site or NDD. In addition to the unique combination of UPC and SKU information, each record also contains an item description, items per selling unit, certain information relating to promotions (including the five digit descriptor), MSA Category Code, Shipper/Component Flag, the Site's on-hand inventory of each UPC and SKU combination, Floor Returns, and the State Tax Jurisdiction as of the closing of the Reporting Week. The section containing the BID records should immediately follow the HID record in the Data file. As a reminder, the State Tax Jurisdiction can be reported in either the BID or SID.

Below is an example of information contained in a BID record:

TYPE	UPC	SKU	DISTRIBUTOR ITEM NAME	ITEMS PER SELLING UNIT	PROMO IDENTIFIER	PROMO DESCRIPTION	MFG PROMO CODE	MSA CAT CODE	SHIPPER / COMPONENT FLAG	INVENTORY QUANTITY IN SELLING UNITS	FLOOR RETURNS	STATE TAX JURISDICTION (208-209)
BID	2820000939	000000111111	Marlboro Gold Pk King Box	000200	N			003231		0000000327		MA
BID	2820000938	000000111112	Marlboro Gold Pk 100 Box	000200	N			003231		0000000250		RI
BID	2820000948	000000234567	Marlboro Spcl Select Gold Pk King Box	000200	N			003231		0000000125		NY
BID	2820000264	000000234568	Marlboro Spcl Select Gold Pk 100 Box	000200	N			003231		0000000220		VT

FLOOR RETURNS DETAILS IN THE BID:

- The BID Record must be changed to include the value of 006 in the second measure code field for the reporting of **Floor Returns**. Columns 262-264 should be set to 006.
- The BID Record will be utilized to report **Floor Return** volume for each UPC or SKU within columns 265-275 (Real Number with floating decimal). The volume should be reported as a negative value.

STATE TAX JURISDICTION DETAILS IN BID:

- State Tax Jurisdiction must be reported in columns 208-209 (in the BID on the MULTICAT™ All Tobacco File Format).
- Every BID record on a weekly data file must contain a unique SKU (no duplicates). Inventory must be reported accurately for each SKU reported.
- If products are shipped to an NDD and those products are ultimately shipped to retailers in multiple states, the products must be reported using separate BID records for each respective State Tax Jurisdiction.



MULTICAT™ DATA FILE RECORD DETAILS

BRAND IDENTIFICATION RECORD (BID)

Item Descriptions: The following order of attributes and abbreviations should be used for all Item Descriptions contained in Brand Identification records. If certain attributes are not identified, a default value will be used.

ATTRIBUTE	EXAMPLE	CIGARS	CIGARETTES	MOIST	E-CIG/E-CIGAR TOBACCO DERIVED NICOTINE PRODUCTS	PREFERRED ABBREVIATION
Brand	Black & Mild, Marlboro, Parliament, Basic, Marlboro Snus, Al Capone, Hav A Tampa, SKOAL	N/A	N/A	N/A	N/A	NO ABBREVIATIONS
Flavor/Blend	Original, Sweet, Vanilla, Wintergreen ,Cherry	N/A	N/A	ORIGINAL	N/A	ORIG, SWEET, VNLLA, WNTRGRN, CHRY
Cut/Form	Long Cut, Fine Cut, Portion Pack, Disc, Lozenge	N/A	N/A	FINE	N/A	LC, FC, PP
Size	Giant, Large, Small, Little, Cigarillo Thick, Thin, 72, 80/85 Kings, 100, 120, 10ml, 30ml	N/A	N/A	N/A	N/A	GNT, LRG, SML, LTTL, THCK, THIN, 70, KSF, 100, 120
Package	Pack, Tube, Individually Wrapped, Soft Pack, Box, Tin, Shipper, Pouch, Slide Box, Flip Box	N/A	N/A	N/A	N/A	PK, TUBE, INDV WRPD, SP, BX, TIN, SHPPR, PCH, SLD BX, FLP BX
Count	# Of Units Per Selling Unit (e.g., 12ct, 15ct, 25ct, 50ct)	N/A	N/A	N/A	N/A	CT
Other Package Descriptions	Box, Red Label Box, Blue Pack, Gold Pack, Silver Pack, Cartridges Kits, Liquids, Chewable, Dissolvable, Accessories (Chargers, Carrying Cases)	N/A	N/A	N/A	N/A	BX, RDLBL, BLUPK, GLDPK, SILVPK
Menthol Vs. Non-Menthol	Men Or Non-Men	N/A	NONMENTH	N/A	N/A	M, NM
Tip Vs. Non-Tip	Tip Or Non-Tip	NONTIP	N/A	N/A	N/A	TIP, NTIP
Wrapper	HTL, Natural Leaf	HTL	N/A	N/A	N/A	HTL, NTRL LEAF
Filter	Filter, Non-Filter	N/A	FILTER	N/A	N/A	FLTR, NFLTR
Cartridge Type*	Disposable, Refillable, Empty	N/A	N/A	N/A	N/A	REFILL
Puff Count*	100 Puff, 400 Puff, 500 Puff	N/A	N/A	N/A	N/A	
Nicotine Level*	06mg, 10mg, 24mg	N/A	N/A	N/A	N/A	
Strength*	High, Medium, Low	N/A	N/A	N/A	N/A	
Battery Type*	Disposable, Rechargeable	N/A	N/A	N/A	N/A	

*For this attribute, report only when the information is listed on the product packaging.

MULTICAT™ DATA FILE RECORD DETAILS

BRAND IDENTIFICATION RECORD (BID)

BRAND ATTRIBUTE CODING: When MSA processes the BID records in a data file, a matching process is performed that attempts to link the item description reported in each BID to a single brand packing on the MSA master list. This list contains all known Brands and packings of tobacco.

SEARCHING FOR MATCHING WORDS

The STARS matching process identifies words by finding spaces between entries. Spaces must be entered between each word.

Good reporting example: COPENHAGEN FC 5 CAN ROLL

Poor reporting example: CPN FC

In the poor reporting example above, the attributes in the item description do not break down into individual words that correspond to known attributes. This type of attribute reporting results in shipments being categorized as unclassified volume. Neither the reporting entity nor its customers will receive credit for such shipments. Data for a Reporting Week will be considered to have errors if the number of unclassified shipments exceeds certain tolerance levels.

Good promotion reporting example: B&M B2G \$1.00 OFF 21091

Poor promotion reporting example: BM COMBO

The item description in the poor promotion reporting example above will not be matched to any brand/packing by MSA. The assigned 5-digit promo code is not reported and therefore any volume associated will not be assigned to the proper 5-digit code. This type of promotion description will not be properly classified.



MULTICAT™ DATA FILE RECORD DETAILS

BRAND IDENTIFICATION RECORD (BID)

ATTRIBUTE - BLEND

DESCRIPTION	ABBREVIATION
Apple	APPLE
Arctic Wintergreen	ARCTIC WNTGRN
Berry	BRY
Black	BLK
Black Cherry	BLKCHRY
Bold Wintergreen	BOLD WNTGRN
Bourbon	BOURBON
Cherry	CHRY
Cinnamon Ice	CNMN ICE
Citrus Blend	CITRUS BLEND
Classic	CLASSIC
Coffee	COFFEE
Cool Wintergreen	COOL WNTRGRN
Crisp	CRISP
Dark	DK
Frost	FROST
Grape	GRP
Hickory	HICKORY
Mint	MINT
Mountain Cider	MNTN CIDER
Natural	NATURL
Original	ORIG
Peach	PEACH
Rich	RICH
Select	SELECT
Smooth Mint	SMTH MINT
Spearmint	SPRMNT
Straight	STRAIGHT
Vanilla	VAN
Whiskey	WHISKEY
Wild Berry	WILD BRY
Wild Cherry	WILD CHRY
Winter Blend	WNTRBLD
Wintergreen	WNTRGRN

ATTRIBUTE - CUT

DESCRIPTION	ABBREVIATION
Fine Cut	FC
Long Cut	LC
Extra Long Cut	XLC



MULTICAT™ DATA FILE RECORD DETAILS

BRAND IDENTIFICATION RECORD (BID)

MSA CATEGORY CODES: The MSA Category Code on the Brand Identification record (BID) is a predefined category code to classify the SKU by product type. An MSA Category Code must be supplied for all BID records reported to MSA on the combined tobacco data file. This information is supplied during the enrollment process.

The MSA Category Code should be reported as in the example listed below:

TYPE	UPC	SKU	PRODUCT DESCRIPTION	PROMOTION DESCRIPTION	ITEMS PER SELLING UNIT	PROMO INDICATOR	MFR PROMO CODE	MSA CATEGORY CODE	SHIPPER / COMPONENT FLAG	INVENTORY QUANTITY IN SELLING UNITS	FLOOR RETURNS
BID	2820019720	00000013	MARLBORO VA BLEND KING BOX		000200	N		003231		00000000007	
BID	2820000384	00001111	MARLBORO GOLD PK KING BOX		000200	N		003231		00000000032	
BID	7310001461	00000003	COPENHAGEN LC NAT 5 CAN ROLL		000005	N		003211		00000000033	
BID	7310002351	00000004	SKOAL FC WINTERGREEN 5 CAN ROLL		000005	N		003211		00000000245	
BID	7013700012	00000012	COPENHAGEN FC NAT 5 CAN ROLL		000005	N		003211		00000000022	
BID	7013750018	00001111	BLACK & MILD PLASTIC TIP ORIGINAL		000050	N		003251		00000000232	



MULTICAT™ DATA FILE RECORD DETAILS

BRAND IDENTIFICATION RECORD (BID)

MSA CATEGORY CODE	CATEGORY	SELLING UNIT	ITEMS PER SELLING UNIT
003211	Moist Snuff (Loose/Pouches)	Roll/Sleeve containing 5 cans Display Unit, containing 45 cans	5 45
003212	Loose Leaf (Chewing Tobacco)	Box of 6 pouches Box of 12 pouches	6 12
003213	Dry Snuff (Nasal)	12 Units per Box	12
003214	Twist/Rope/Plug	12 Units per Box	12 (Twist/Rope) 15 (Plugs)
003217	Snus (Spit-Free Tobacco Pouch Products)	5 Packs per Carton, 5 Cans per Roll/Sleeve 10 Packs per Carton, 5 Cans per Roll/Sleeve	5 10
003218	Hard Snuff	5 Packs per Box	5
003221	RYO Tobacco	Tin, Canister or Bag Sleeve or Boat	1 (Tin / Canister / Bag) 6 (Pouches / Packages)
003231	Cigarettes	Carton	200 (Sticks)
003232	Heated Tobacco	Carton	200 (Sticks)
003241	Pipe Tobacco	Tin, Canister or Bag Sleeve or Boat	1 (Tin / Canister / Bag) 6 (Pouches / Packages)
003251	Cigar (Machine-Made Large, Premium Hand Rolled)	Carton (of packages) Box (of single cigars)	50 or 100 (Cigars) 25 or 50 (Cigars)
003252	Little/Cigars Filtered	Carton (of packages) Box (of single cigars)	200 (Little Cigars Sticks)
003261	Tubes / Papers/Wraps	Tubes/Papers/Wraps	100 or 200 (Tubes) 10 or 15 (Paper Packages)
003262	Accessories	Number of Packages or Kits per selling unit	Number of kits per selling unit (e.g., Selling Unit = Package)
003281	Kits (includes RYO Tobacco, Paper, Machine)	Kit	1 (Kit)
003292	E-Vapor (Cartridges, Sticks (disposable/rechargeable), Liquids)	Number of Packages or Kits per selling unit	Number of kits per selling unit (e.g., Selling Unit = Box)
003293	Tobacco Derived Nicotine Products (not including E-Cigarettes/E-Cigars)	Box/Carton	10 (tubes) 5 (packs)



MULTICAT™ DATA FILE RECORD DETAILS

BRAND IDENTIFICATION RECORD (BID)

UPDATED

Each Altria Tobacco Operating Company (**ATOC**) will provide specific detail for every ATOC **PROMOTIONAL PRODUCT**.

When creating a Brand Identification record for each promotion, your program **must**:

- Utilize the Promotional Product UPC for the ATOC Promotional Product.
- Provide a unique SKU for the promotion supplied by the ATOC.
- Use the values for your revenue product as contained in your Item Master File for the following fields:
 - **MSA CATEGORY CODE** field
 - **DISTRIBUTOR ITEM NAME** field
 - **ITEMS PER SELLING UNIT** field
- For the **PROMO INDICATOR** field: This field should identify whether the product is promotional (Y) or regular stock product (N).
- For the **PROMO DESCRIPTION** field: Your program must use the item description value provided by the ATOC for that specific promotion. *This EXACT item description must appear in the Brand Identification record.*
- For the **MFR PROMO CODE** field: You should input the 5 digit Manufacturer Promotion Code
- For the **SHIPPER/COMPONENT FLAG** field: This field should indicate “S” for multi-item shippers
- For the **INVENTORY QUANTITY IN SELLING UNITS** field: The on-hand inventory quantities for each unique promotion must be reported on your weekly Data file.

TYPE	UPC	SKU	DISTRIBUTOR ITEM NAME	ITEMS PER SELLING UNIT	PROMO IDENTIFIER	PROMO DESCRIPTION	MFR PROMO CODE	MSA CAT CODE	SHIPPER / COMPONENT FLAG	INVENTORY QUANTITY IN SELLING UNITS	FLOOR RETURNS
BID	7013702208	000000111111	Black & Mild Plastic Tip Original	50	Y	B&M B1T1 21900	21900	003251	S	0000000250	-000000020
BID	2820000939	000000234567	Marlboro Gold Pk King Box	200	N			003231		0000000125	-000000005
BID	2820000938	000000345987	Marlboro Gold Pk 100 Box	200	N			003231		0000000080	-000000000



MULTICAT™ DATA FILE RECORD DETAILS

SHIP TO IDENTIFICATION RECORD (SID)

The **SHIP TO IDENTIFICATION (SID) RECORD** identifies the shipment location associated with the Purchase records. The address contained in the Ship To Identification record is used to determine the State credited with the shipment. The Ship To Identification record must have the following characteristics:

- **CUSTOMER NUMBERS:** There must be a unique Customer Number for each outlet serviced by a Distributor. There are three fields to accommodate Customer Numbers: Customer Number, Customer Shipping Number and Shipping Number Extension. These three fields should be treated as one Customer Number field divided into three eight-character fields and should be populated as follows:
 1. Customer Number: Characters 1 - 8
 2. Customer Shipping Number: Characters 9 - 16
 3. Shipping Number Extension: Characters 17 - 24
- Using the convention described above, a retail chain store that has both a chain Customer Number and a store-specific shipping number should be reported as one continuous Customer Number. The Customer Number, as described above, will be used to populate future Promotional Retail Ship Lists.
- **STATE TAX JURISDICTION:** Use this field to identify the state in which the product is intended for sale to Adult Tobacco Consumers. See page 12 for more details. As a reminder, the State Tax Jurisdiction can be reported in either BID or SID.
- **CLASS OF TRADE:** Use this field to classify your customers as MSA Retailer, MSA Distributor or MSA Other. See page 13 for more details.
- **PROMOTION ACCEPTANCE IDENTIFIER:** Use this field to identify those accounts that you choose to ship any promotional tobacco product. ('N' indicates No and 'Y' indicates Yes) See page 14 for more details.



MULTICAT™ DATA FILE RECORD DETAILS

SHIP TO IDENTIFICATION RECORD (SID)

- **STATE TAX JURISDICTION IS A REQUIRED MULTICAT™ FIELD.**

- State Tax Jurisdiction must be reported in columns 197-198 [in the SID on the MULTICAT™ All Tobacco File Format].
 - Customer Number / Customer Shipping Number / Customer Number Extension combination must be unique and not duplicated for every SID record on a weekly data file. Any one of the three fields could be used to make the record unique.
 - If products are shipped to an NDD and those products are ultimately shipped to retailers in multiple states, the products must be reported using separate SID records for each respective State Tax Jurisdiction.
- A SID record should be followed immediately by one or more corresponding Purchase records.

Below is an example of information contained in a SID record:

3 × 8 character fields = 24 character combination

TYPE	CUSTOMER #	SHIPPING #	SHIPPING # EXT	NAME	ADDRESS	CITY	STATE	ZIP+4	STATE TAX JURISDICTION*	CLASS OF TRADE	PROMOTION ACCEPTANCE IDENTIFIER
SID	00000123	12345678	91234222	ABC MART #2	123 MAIN ST	BOSTON	MA	021250000	MA	R	Y
SID	00000111	23456789	87654321	XYZ WHOLESale	555 MAIN ST	BOSTON	MA	021250000	MA	D	Y
SID	00000111	23456789	87654322	XYZ WHOLESale	555 MAIN ST	BOSTON	MA	021250000	RI	D	Y

*Report the State Tax Jurisdiction, in either the SID Record or the BID Record, but not both.



MULTICAT™ DATA FILE RECORD DETAILS

SHIP TO IDENTIFICATION RECORD (SID)

The **CLASS OF TRADE** field is a required MULTICAT™ field. This field is used to classify the type of ship-to customer you are servicing. Each of your customers should have one of the following classifications on your weekly MULTICAT™ data file submission:

“MSA RETAILER” means a Person that operates a business within a permanent commercial structure, that is (i) open to the public, for the purpose of face-to-face retail sales of a wide variety of consumer products, and (ii) reported to MSA with a valid physical address for such permanent commercial structure.

“MSA DISTRIBUTOR” means a Person that buys Tobacco Products from Manufacturers or other Distributors and is in the business of re-selling those Tobacco Products to retailers or other Distributors.

“MSA OTHER” means a person that is classified neither as MSA Retailer nor MSA Distributor.

The classification for each customer should be placed in the “Class of Trade” field on the SID. “MSA Retailer” or “R”, “MSA Distributor” or “D”, “MSA Other” or “O”.

TYPE	CUSTOMER #	SHIPPING #	SHIPPING # EXT	NAME	ADDRESS	CITY	STATE	ZIP+4	STATE TAX JURISDICTION	CLASS OF TRADE	PROMOTION ACCEPTANCE IDENTIFIER
SID	00000123	12355678	91234222	ABC MART #2	123 MAIN ST	BOSTON	MA	021250000	MA	R	Y
SID	00000111	23456789	87654321	XYZ WHOLESALE	555 MAIN ST	BOSTON	MA	021250000	MA	D	Y
SID	00000111	23456789	87654322	XYZ WHOLESALE	555 MAIN ST	BOSTON	MA	021250000	RI	D	Y



MULTICAT™ DATA FILE RECORD DETAILS

SHIP TO IDENTIFICATION RECORD (SID)

The **PROMOTION ACCEPTANCE IDENTIFIER** field is a required MULTICAT™ field. This field is used to identify whether you choose to ship any promotional tobacco product to that outlet. The Promotion Acceptance Identifier will improve the quality of your data and the accuracy of Retail Ship Lists.

Each SID that you supply on your weekly MULTICAT™ data file submission must indicate whether you ship any promotional tobacco product to that customer. This is indicated as follows and should be reported in column 498 of your SID record:

N = No, I choose not to ship any promotional tobacco products.

Y = Yes, I choose to ship promotional tobacco products.

If this field is left blank, MSA will default it to Y (Yes).

TYPE	CUSTOMER #	SHIPPING #	SHIPPING # EXT	NAME	ADDRESS 1	CITY	STATE	ZIP+4	STATE TAX JURISDICTION	CLASS OF TRADE	PROMOTION ACCEPTANCE IDENTIFIER
SID	00000123	12355678	91234222	ABC MART #2	123 MAIN ST	BOSTON	MA	021250000	MA	R	Y
SID	00000111	23456789	87654321	XYZ WHOLESALE	555 MAIN ST	BOSTON	MA	021250000	MA	D	Y
SID	00000111	23456789	87654322	XYZ WHOLESALE	555 MAIN ST	BOSTON	MA	021250000	RI	D	Y



MULTICAT™ DATA FILE RECORD DETAILS

PURCHASE RECORD (PUR)

The **PURCHASE RECORD (PUR)** contains the purchase quantity information for each unique combination of **Transaction Date**, UPC and SKU purchased from or returned to the distributor by a customer, chain or location (including Site or NDD).

All purchase records must have a valid **TRANSACTION DATE** as defined on page 9.*

Saleable and Unsaleable Returns quantities should be reported for each unique combination of **Transaction Date**, UPC and SKU where applicable. If a separate SKU is used for sales versus returns (saleable or unsaleable), then report in separate records for each unique SKU. There should be a SID record and accompanying PUR records for each location supplied during the Reporting Week or from which the distributor accepted returns.

BELOW IS AN EXAMPLE OF INFORMATION CONTAINED IN A PUR:

TYPE	CUSTOMER #	SHIPPING #	CUST. SHIPPING # EXT.	SKU	TRANSACTION DATE	QUANTITY SHIPPED	SALEABLE RETURNS	UNSALEABLE RETURNS
PUR	0000345	0009823	0009823	78901000000	20201021	0000000099	-000000002	-000000005

* Please refer to each Altria Tobacco Operating Company's Wholesale Program for specific *Transaction Date* requirements



MULTICAT™ DATA FILE RECORD DETAILS

PURCHASE RECORD (PUR)

Returned product (saleable or non-saleable) must be reported as a NEGATIVE sales quantity on a separate PUR record from outbound sales of the same UPC/SKU(s). Returns may not be netted against outbound shipments of the same UPC/SKU combination. There must be a separate PUR record for each return and each shipment of a particular UPC/SKU combination even if both the return and shipment occur **on the same Transaction Date**. For example, if 10 5-can sleeves of Copenhagen Long Cut Natural were shipped to a customer and the same customer returned 2 Out-of-Date (Unsaleable) 5-can sleeves of Copenhagen Long Cut Natural to the distributor **on the same day**, then the data file must contain two separate PUR records. The first record would contain a quantity of 10 5-can sleeves and the second PUR record would contain a quantity of -2 5-can sleeves. The negative sign must precede the quantity in the PUR record indicating that this is a returns record.

CODE	CUSTOMER #	SHIPPING #	CUST. SHIPPING # EXT.	SKU	TRANSACTION DATE	QUANTITY SHIPPED	SALEABLE RETURNS	UNSALEABLE RETURNS
PUR	00000345	00000345	00000345	000000111111	20201021	000000010	000000000	000000000
PUR	00000345	00000345	00000345	000000111111	20201021	-00000002	000000000	-000000002



MULTICAT™ DATA FILE RECORD DETAILS

PURCHASE RECORD (PUR)

SALEABLE & UNSALEABLE RETURNS DETAILS IN THE PUR:

The PUR Record must include the value of 004 in the third measure code field for the reporting of **SALEABLE RETURNS**. Columns 131-133 should be set to 004.

The PUR Records will be utilized to report **SALEABLE RETURN** volume for each UPC or SKU within columns 134-144 (Real Number with floating decimal). The volume should be reported as a negative value.

The PUR Record must include the value of 005 in the fourth measure code field for the reporting of **UNSALEABLE RETURNS**. Columns 145-147 should be set to 005.

The PUR Records will be utilized to report **UNSALEABLE RETURN** volume for each UPC or SKU within columns 148-158 (Real Number with floating decimal). The volume should be reported as a negative value.



MULTICAT™ DATA FILE RECORD DETAILS

PURCHASE RECORD (PUR)

Returns must continue to be reported within the Quantity Shipped field on the PUR record. This is in addition to reporting the return measure fields.

All **saleable** returns **must** be reported by the UPC and SKU under which it was originally shipped to the customer using whole values to indicate the quantity returned.

NON-SALEABLE returns of ATOC products **must** be reported by the UPC and SKU using both whole and decimal values, as shown below. In very limited circumstances, returns of non-ATOC products may be reported at the Brand Family level. All non-saleable returns to a distributor must be reported using one of the following four methods:

1. Partial selling units of non-saleable returns may be reported with a decimal point. The example below reflects the return of two cans with the ITEMS set to a full 5-can sleeve:

TYPE	UPC	SKU	ITEM DESC	ITEMS
BID	7310000150	0055336055301	COPENHAGEN FINE CUT 5CT	0005

TYPE	CUST#	SHIP TO #	SKU	TRANSACTION DATE	QUANTITY
PUR	102345	432100	0055336055301	20201021	-000000.4

2. If partial selling units of non-saleable returns cannot be reported with a decimal point, then a UPC and a SKU with the ITEM count adjusted to reflect individual sub-units (e.g., pack, can) should be used. In the example below, please note the ITEMS per sell unit have been adjusted to 1 can with the corresponding adjustment to the QUANTITY field to reflect a total of two cans being returned:

TYPE	UPC	SKU	ITEM DESC	ITEMS
BID	7310000150	0055336055301	COPENHAGEN FINE CUT 5CT	0001

TYPE	CUST#	SHIP TO #	SKU	TRANSACTION DATE	QUANTITY
PUR	102345	432100	0055336055301	20201021	-0000002



MULTICAT™ DATA FILE RECORD DETAILS

PURCHASE RECORD (PUR)

- In limited circumstances, an alternative method is available for reporting either whole values or decimal values in the QUANTITY field on the PUR records. However, this method is not available for reporting non-saleable returns of ATOC products.
- If full or partial non-saleable selling units of returns of non-ATOC products cannot be reported by the UPC/SKU(s), then you can identify these non-saleable returns at the Brand Family level. For this option, the word “RETURNS” must be entered following the Brand Family in the ITEM DESC field on the associated BID record.

TYPE	UPC	SKU	ITEM DESC	ITEMS
BID	7310000000	789010088888	BRAND A RETURNS	0050
BID	7310100000	888880078901	BRAND B RETURNS	0005

TYPE	CUST#	SHIP TO #	SKU	TRANSACTION DATE	QUANTITY	SALEABLE RETURNS	UNSALEABLE RETURNS
PUR	102345	432100	789010088888	20201021	-00000002	-00000001	-00000001
PUR	102345	432100	888880078901	20201021	-00000002	-00000002	-00000000



MULTICAT™ DATA FILE RECORD DETAILS

TOTAL RECORD (TOT)

The **TOTAL RECORD (TOT)** section consists of a single record that provides the Distributor Identification Number, the Week Ending Day, and the total number of BID, SID and PUR records contained in the Data file.

Below is an example of information contained in a TOT:

CODE	DID#	WEEK ENDING DATE	# OF BID RECORDS	# OF SID RECORDS	# OF PUR RECORDS	INVENTORY SUM OF MEASURE VALUE ON BID	FLOOR RETURNS SUM OF MEASURE VALUE ON BID	QUANTITY SHIPPED SUM OF MEASURE VALUE ON PUR	SALEABLE RETURNS SUM OF MEASURE VALUE ON PUR	UNSALEABLE RETURNS SUM OF MEASURE VALUE ON PUR
TOT	12345678	20201024	00000918	00000089	000005693	000000000009627	000000000000056	-00000002	-00000002	000000000

Floor, Saleable & Unsaleable Return sums must be included in the TOT:

The TOT Record will need to be expanded to include the sum of each new measure value in the PUR and BID Records as follows:

- The sum of Floor Returns will be in columns 141-143
- The sum of Saleable Returns will be in columns 159-161
- The sum of Unsaleable Returns will be in columns 162-176

See Record Field Layout for complete details, including Measure Code Values



2021 STARS Calendar

Year 2021

STARS Week Ending Date	STARS Week	STARS Month	STARS Quarter	MSA Week #	STARS Week Ending Date	STARS Week	STARS Month	STARS Quarter	MSA Week #
1/9/2021	1	1	Q1 2021	1395	7/10/2021	27	1	Q3 2021	1421
1/16/2021	2			1396	7/17/2021	28			1422
1/23/2021	3			1397	7/24/2021	29			1423
1/30/2021	4			1398	7/31/2021	30			1424
2/6/2021	5	2		1399	8/7/2021	31	2		1425
2/13/2021	6			1400	8/14/2021	32			1426
2/20/2021	7			1401	8/21/2021	33			1427
2/27/2021	8			1402	8/28/2021	34			1428
3/6/2021	9	3		1403	9/4/2021	35	3		1429
3/13/2021	10			1404	9/11/2021	36			1430
3/20/2021	11			1405	9/18/2021	37			1431
3/27/2021	12			1406	9/25/2021	38			1432
4/3/2021	13	1	1407	10/2/2021	39	1	1433		
4/10/2021	14		1408	10/9/2021	40		1434		
4/17/2021	15		1409	10/16/2021	41		1435		
4/24/2021	16		1410	10/23/2021	42		1436		
5/1/2021	17		1411	10/30/2021	43		1437		
5/8/2021	18		2	1412	11/6/2021		44	2	1438
5/15/2021	19			1413	11/13/2021		45		1439
5/22/2021	20			1414	11/20/2021		46		1440
5/29/2021	21			1415	11/27/2021		47		1441
6/5/2021	22		3	1416	12/4/2021		48	3	1442
6/12/2021	23			1417	12/11/2021		49		1443
6/19/2021	24			1418	12/18/2021		50		1444
6/26/2021	25	1419		12/25/2021	51	1445			
7/3/2021	26	1420		1/1/2022	52	1446			

All Reporting weeks are Sunday through Saturday.

