5.0 DETAILED FIELD EXPLANATIONS

5.1 Header Identification Record (HID)

The HID is a single record that serves to identify the Distributor, the week ending date of the file, and contact information. This is the first record in the file, and there should be only one per file.

5.2 Brand Identification Record (BID)

The BID section consists of multiple records. There should be one BID record for each unique SKU product code, promotion offer and product size shipped to retail. Each BID record includes complete product descriptions as well as the total distributor closing inventory for each SKU/UPC. The BID records immediately follow the HID in the file.

Include items listed in Appendix A, as required by the manufacturer.

5.2.1 UPC Codes

The UPC code must be at least 10 digits long. Newer UPC codes may be 14 digits. The UPC code is highly recommended and must reflect the actual product code for the item. Preferably the UPC should be the UPC for the box, case etc.

5.2.2 Product Descriptions

For most product categories there are five attributes that should be included in the Product Description in order for MSA to identify an item: manufacturer, brand name, flavor, pack type, and ounce size/count. Product descriptions should contain the consumer unit descriptions. Additional attributes may be necessary depending on the product category. Appendix B contains examples of product descriptions.

In the event of any uncertainty in identifying items, the DSC may contact distributors for clarification.

Use consistent descriptions and abbreviations from week to week. Consistency will facilitate the processing of the data file and prevent requests for clarification.

5.2.3 MSA Category Codes

The MSA Category code on the Brand Identification Record is a predefined category code to classify the SKU by product type. An MSA category code should be supplied for all products required by the Hershey Premier Partner Program. Please see Appendix A for a list of those categories.

5.2.4 Items Per Selling Unit

For Candy and Grocery, this field is defined as the number of **consumer units** or "eaches" (e.g. bars, bags, packs etc.) per selling unit (e.g. pallet, case or box). These values are used to calculate a total number of "eaches" sold. The Data Processing Center multiplies Items per Selling Unit in the BID record with the Quantity Shipped in the PUR record to obtain total number of "eaches". See Appendix C for some of the most frequently encountered Items per Selling Unit.

Examples of the relationship between Items per Selling Unit in the BID record and Quantity Sold in the corresponding PUR record are given in section 5.4.

5.2.5 Promotion Reporting

For each promotional item being reported, a separate Product Identification Record (with a unique SKU/UPC) must be included in the data file for the promotion. This record must include a "Y" in the Promotion Indicator field. Also, a description of the promotion should be placed in the Promotion Description field. If provided by the manufacturer, include the promo code in Manufacturer Promo Code field.

For BxGxF promotions, all products including the free product must be reported. For example if there is a B2G1F on a box containing 36 items and one promotion is sold, the total Items Per Selling Unit would be 108 (not 72), and the Quantity Sold would be 1.

5.2.6 Shipper reporting

Examples of "multi-item shippers" are displays, counter units, floor stands, promotions and shippers. They contain different items that can be sold to the consumer. For the Grocery Data program, multi item shippers must be reported as total shippers, where each shipper is reported as a single SKU. The description for the Total Shipper is specified by the manufacturer and should be as complete as possible.

- The UPC code should be the Total Shipper UPC, and not a UPC from an item in the Total Shipper.
- Currently there is no required promotion description to be included. For now both the Product Description and the Promotion Description should be the same.

- The Items Per Selling Unit field is the total number of consumer units in the shipper. If the shipper contains 4 boxes with 10 consumer units each, the Items Per Selling Unit is 40.
- The Promotion Indicator should be set to Y.
- The Component Shipper Flag should be set to S.
- The Manufacturer Promo Code should contain the promotion code supplied by the manufacturer. If none is provided then use the last 5 digits from the Total Shipper UPC. If you are unable to put the code in this field, it must be included in the Product Description field.

Example: SKU #101 Brand A Shipper #12345

Contains: 1 box with 10 items (consumer units) of style 1
                                  1 box with 10 items (consumer units) of style 2
                                  2 boxes with 10 items (consumer units) of style 3

Quantity Sold: 2 shippers

Brand Record							Purchase Record	
SKU	Product Description	Promotion Description	Items Per Selling Unit	Promotion Indicator	Component Shipper Flag	Mfr Promo Code	SKU	Quantity Sold
101	Brand A Shipper	Brand A Shipper	40	Y	S	12345	101	2

The Quantity Shipped field on the PUR record should represent the number of multi-item shippers shipped to a retail site.

MSA will identify the individual components of a multi-item shipper, and multiply the number of items in each component by the number of shippers you report selling.

5.2.7 Distributor Product Unit Size and Description

Distributor Product Unit Size and Distributor Product Unit Size Description describe the size of a consumer unit or "each", with a numerical quantity and a description of the units. Product Unit Size and Product Unit Size Description are required either in the designated fields and/or in the Product Description field.

Example 1:
If the selling unit is a box containing 24 consumer units or "eaches" and each "each" is 1.45 oz, then report 1.45 in the Distributor Product Unit Size field and "oz" or "ounces" in the Distributor Product Unit Size Description.

Example 2:

If the selling unit is a box containing 12 consumer units or "eaches" and each consumer unit contains 15 sticks, then report 15 in the Distributor Product Unit Size field and "stks" or "sticks" in the Distributor Product Unit Size Description.

5.2.8 Inventory Reporting

Inventory for all items must be reported on a weekly basis. The BID Record contains the Measure Value 1 field, in which closing inventory (in selling units) should be reported for the unique SKU.

Example 1:

If the selling unit is a box containing 18 consumer units ("eaches") and the closing stock inventory is 20 boxes, then report 18 in the Items Per Selling Unit field and report 20 in the Measure Value 1 field for inventory.

UPC	SKU	Product Description	Items per Selling Unit	Measure Code 1	Measure Value 1 (Inventory)
99999999999991	12345	Brand A	18	003	20

5.2.9 Inventory Resubmission

When resubmitting a data file for a particular week, you will need to set the Inventory Resubmission Flag on the Header Information (HID) record. If you only keep current inventory in your system and you need to resubmit sales, this flag allows you to overwrite sales and keep original inventory when you resubmit.

There are two options for setting this flag.

Inventory Resubmission Flag	Result
Set to 1	Inventory on resubmitted file will overwrite inventory from previous submission for the same week that processed successfully
Set to 0 (zero)	Inventory on resubmitted file will NOT overwrite inventory from previous submission for the same week that processed successfully. Previously reported inventory will remain unchanged.

If the flag is blank or null, inventory will NOT be overwritten (same as setting flag to 0). You will receive a notification stating whether previous inventory or resubmitted inventory was used.

5.3 Ship To Identification Record (SID)

There is one Ship To Identification Record for each unique customer ship to location. This includes retail stores, wholesalers, vend operators, manufacturer representatives and employee sales.

5.3.1 Store Name and Address

The record should contain complete and correct store name and address information. Insufficient address information may render data files unreadable requiring a resubmission of the entire data file or a delay in processing the data file.

Report the actual street address for the customer receiving shipment, including house number, street name and street type. Avoid using post office boxes.

5.3.2 Customer Number and Customer Shipping Number

Customer Number should be unique for a given chain. All stores in a given chain may share the same Customer Number.

Customer Shipping Number should be unique for each store. Each chain store will have the same Customer number but a unique Customer Shipping Number.

5.3.3 Multiple Distributor Locations / Transshipments

Distributors with multiple distributor locations enrolled in the program may ship from one distributor location to another distributor location. These transshipments should be reported as sales to a "Retail" location. A separate Ship To Identification Record and multiple Purchase Records should be provided for transactions to a distributor's other location.

Example:

Johnson Distributor #1 ships a quantity of product to Johnson Distributor #2. Johnson Distributor #1 must submit a Ship To Identification Record naming Johnson Distributor #2 as the Retail Outlet.

5.3.4 Cash And Carry Customers

A Cash And Carry account is defined as a customer that receives product that is not intended for resale.
▪ Report a common name when identifying a cash and carry transaction, such as, consumer sale, employee sale, and manufacturer representative sale.

- Use the distributor address, when identifying a cash and carry transaction. This would be the same address as provided in the HID record.
- Set the Ship To Customer Cash And Carry Indicator to "Y".

5.4 Purchase Record (PUR)

The Purchase Record contains both the dollars and quantity sold of a unique item to a unique store. There should be one or more Purchase Records for each Ship To Identification Record.

- The Quantity Shipped (Measure Value 1) should be stated in selling units. It is important that Items per Selling Unit in the brand record and Quantity Shipped in the purchase record correspond.

- Dollars Sold (Measure Value 2) should be populated with the total dollar amount sold of the unique SKU to a customer.

- Returned product from retailers must be reported as negative volume and dollars by placing the negative sign in the first character position of the respective field.

- Each sale and return should be reported separately, sales should not be net of sales and returns.

- Sales and returns of less than a quantity of one should be reported as fractions, and the dollars sold also need to reflect that portion. It should not be reported as the total number of consumer units returned. This holds true for both regular items and total shippers.

Brand Record					Purchase Record		
Ex	UPC	SKU	Product Description	Items Per Selling Unit	SKU	Measure Value 1 (Quantity Sold)	Measure Value 2 (Dollars Sold)
1	9991	001	Brand A	18	001	20.0	600.00
2	9992	002	Brand B	250	002	-2.0	-800.00
3	9993	003	Brand C	36	003	-.17	-1.67
4	9994	101	Brand A Shipper	40	101	-.25	-10.00

Example 1: Quantity Shipped and Dollars Sold

If the selling unit is a box containing 18 consumer units ("eaches") with a price of $30, and you ship 20 boxes to a customer, then report 18 in the Items Per Selling Unit field, 20 in the Measure Value 1 field for Quantity Sold and 600 in the Measure Value 2 field for Dollars Sold.

Example 2: Returned Product

If the selling unit is a case containing 250 consumer units ("eaches") with a price of $400, and a customer returns 2 cases, then report 250 in the Items Per Selling Unit field, -2.00 in the Measure Value 1 field for Quantity Sold, and –800.00 in the Measure Value 2 field for Dollars Sold.

Example 3: Fractional Quantities

If a customer returns 6 items from a box with 36 items per box, and the price of a box is $10.00, then report the return quantity as -.17 (6/36) with dollars sold of –1.67 ((6/36)*10).
Example 4: Shipper Returns

If a customer returns 10 consumer units ("eaches") from a multi item shipper containing 40 consumer units ("eaches") of various styles, then report the return quantity as -10/40 =-0.25. If the price of the shipper is $40, then dollars sold is –10/40*40=-10.00.

5.5 Total Record (TOT)

The Total Record consists of one record, which contains the total number of BID, SID, and PUR records in the file, as well as the totals for Inventory, Dollars, and Quantity Sold.

6.0 DATA FILE TRANSMISSION

6.1 Internet Data Transfer - iDT™

Internet Data Transfer (iDT™) provides easy, secure and efficient electronic information transfer of program data files via the Internet. The iDT™ software can be downloaded directly from MSA's iDT™ website. This software will install to your local PC and will compress, encrypt and send data files via the Internet to the Grocery Data Processing Center. The software can also be configured to require a login name and password to ensure even greater security.

NOTE: If your system is set up behind a Firewall, you may need to change your internet / iDT™ proxy settings. Please contact the DSC with any questions.

6.2 iDT™ Hardware and Software Requirements

The iDT™ application runs on any of the following platforms:
- Microsoft Windows 98, Windows 2000, Windows XP, Windows NT 4.0

The iDT™ software requires the following minimum configuration:
- Pentium 133Mhz
- 24MB memory for Microsoft Windows 98, 32MB memory for Microsoft Windows NT, Windows 2000 or Windows XP
- 10 MB disk space for installation

The following is required for the iDT™ product to work:
- TCP/IP protocol
- Modem or direct Internet connection
- Internet account with an Internet Service Provider (ISP)
- Netscape Navigator (v3.0), Netscape Communicator (v4.0 or higher) or Internet Explorer (v4.01 or higher)

The approximate times to send a 1MB file via iDT™ are as follows:
- 28.8KB modem: 6 minutes
- 56KB (slowest direct connect): 3 minutes
- 128KB (ISDN at max): 1-4 minutes
- 1.25MB (T-1 at max): 8 seconds

For specific downloading, installation and instructions on use of the iDT™ software, please see the *iDT™ Users Guide* or visit the iDT™ website at idt.msa.com. If your system does not currently have the technical capabilities of supporting iDT™, please call the DSC for a list of acceptable alternative media types.

Note: All data is to be recorded in ASCII (American Standard Code for Information Interchange).

7.0 ERRORS IN DATA

If your data file contains an error, the Data Processing Center will generate an e-mail/fax explaining the error and requesting resolution. Notification is sent out within two business days. Upon receipt of the notification please contact the DSC for further direction.

Examples of common errors are:
- A customer has missing name or address information in the ship to record
- An item has missing Items per Selling Unit in the brand record
- An entire SID or BID record is missing. A purchase record refers to a customer or item, which does not exist in the data file.

Different types of errors have different severities:

A **Fatal Error (F)** indicates that the data cannot be processed and the entire data file must be resubmitted. Please contact the DSC.

A **Suspend Error (S)** indicates that there is a problem with the data. The DSC can correct minor errors; however you should contact the DSC with the correct information. A resubmission *may* be required for a suspend error. Please contact the contact DSC for further direction.

A **Warning Error (W)** indicates a potential error in the data, but the data can still be processed. If the warning is a problem please contact the DSC.

If you need to resubmit your data for any reason, it is very important that you resubmit *the entire week's worth of data*. Any data resubmitted will overwrite the previous submission for the same time period.

8.0 DISTRIBUTOR SUPPORT CENTER

In order to make your participation in the program as simple as possible, a DSC has been established. Distributors are encouraged to call the DSC for any questions regarding their grocery data files. Listed below are some of the reasons you may need to contact the DSC.

Problems, questions or assistance with:
- Data, data submission or data file format
- Data errors
- Data resubmission
- iDT™ including setup
- Brand-related issues

When calling the DSC, it is helpful to have your Distributor Identification Number (DID#) available. This will allow the DSC representative to access your account quickly and ensure the accuracy of your requested information.

DSC Phone Number

1-877-544-4429

Hours of Operation: 8:00 a.m. – 5:00 p.m. Eastern Time
Monday - Friday

DSC Fax Number

1-724-265-5401

Although the DSC hours of operation are Monday through Friday, 8:00 a.m. – 5:00 p.m., distributors can leave a voice mail message 24 hours a day, seven days a week. A DSC representative will contact those distributors during normal business hours. Distributors may also contact the DSC by e-mailing dsc@msa.com or DSC representatives' e-mail addresses directly.

APPENDIX A: REQUIRED CATEGORIES AND ITEMS FOR HERSHEY FOODS

Report all program items (as specified in your agreement with Hershey).

Category	Category Code	Item Examples
Beverage Enhancers	002500	All Dairy Beverage Enhancers (such as hot chocolate, chocolate & strawberry powders, chocolate & caramel syrups, sundae sauces)
Chocolate	005100	Chocolate (Choc Cvrd Products that are marketed as Candy, such as Goobers, Raisinets, Sarris Pretzels)
Non-Chocolate	005200	Non-Chocolate (Mentos, Boston Baked Beans, Misc), Chewy (Taffy, Skittles, Sprmt Leaves, Jelly Beans, Tootsie Rolls),Gummy (Gummi In Title, Sour Patch, Swedish Fish), Hard (Candy Canes, Disc All Flvrs, Lemonheads, Lifesavers), Lollipop (Incl Loli's With Chewy Centers Such As Tootsie Pops, Starburst Chew Pops)
Gum	005500	Bubble gum, Chewing, Pellets
Mints	005600	PBF - Personal Breath Freshener (Mints)
Nutritional Snacks	006500	Energy Bars (Energy, Protein, High Protein), Trail Mix, Granola Bars (Main Ingredient Is Granola),Fruit Filled Bars, Fruit Snacks (Fruit Roll-Ups, Gushers, Fruit Snacks),Breakfast Bars/Cereal Bars, Rice Cakes, Nutritional Chips
Salty Snacks	006100	Salty Chips Potato/Corn/Tortilla, Bagel, Rye (All Snack Chips),Pretzels, Salty Popcorn (exclude Chocolate Covered Popcorn),Cheese Curls/Balls, Pork Skins, Corn Nuts, Andy Capp Fries, Potato Sticks, Onion Rings, Crackers All (Exc Graham or other Sweet Cracker

Category	Category Code	Item Examples
Sweet Snacks	006300	Sweet Snack Mix, Bakery/Cookie/Pastry, Sweet Popcorn, Sweet Crackers, Cookies, Pastries, Donuts, Gems, Snack Cakes, Pies, Sweet Rolls, Honey Buns, Danish, Brownies, (Excl Toaster Pastries)
Meat Snacks	006600	Meat Snacks (Beef Jerky, Meat And Cheese Stick, Turkey Jerky) Excludes: Lunch Meat, Pork Cracklin/Rind, Sliced Pepperoni
Total Shipper	007000	A total shipper may contain certain combinations of products from the above categories. A total shipper may refer to any of the following: Multi-Item Shipper, Counter Unit, Floor Stand, Promo, Display, Pre-Pack, Power Wing, Deal, Special Value.
Edible Grocery/Spreads	009000	Hershey manufactured Dessert Spreads
Baking Ingredients	009400	Baking Ingredients (Coconut Flakes, Baking Chocolate (baking bits, chips, morsels, chunks, squares, and cocoa powder).

Appendix B: Product Description Examples

Below is a recommended guideline for reporting items. Brand descriptions should contain the consumer unit descriptions and abbreviations as specified below. The absence of a certain part of the consumer unit description may result in the assignment of a default value. For example, for all applicable categories, the Pack Type default is "Single". The omission of Bag, Peg Bag, etc. will default the item to a Single item (e.g. single pack of Trident gum). Please include ounce size of each consumer unit being reported. Distributors may incorporate their own item descriptions and abbreviations in their Brand Identification Records. It is important for descriptions and abbreviations to be consistent.

Chocolate

Use the following description:	To describe this item:	
Hershey Special Dark STD 1.45 oz	*Hershey is the manufacturer. Special Dark is the brand, Dark Chocolate is the flavor, 1.45 is the ounce size.*	
Description	**Examples**	**Absence of Description will default to:**
Manufacturer	Hershey	No Default
Brand Name	Special Dark	No Default
Flavor	Dark Chocolate	Milk Chocolate
Dietary/Nutrient		Regular/Sugar
Pack Type	STD	Standard Single
Seasonality		Non-Seasonal
Ounces – must be included in title	1.45 oz	No Default

Non-Chocolate

Use the following description:	To describe this item:	
Hershey Jolly Rancher Assorted Fruit Bag 16.8 oz	*Hershey is the manufacturer, Jolly Rancher is the brand, Assorted Fruit is the flavor, Bag is the pack type, 16.8 is the ounce size*	
Description	**Examples**	**Absence of Description will default to:**
Manufacturer	Hershey	No Default
Brand Name	Jolly Rancher	No Default
Flavor	Assorted	No Default
Dietary/Nutrient		Regular/Sugar
Pack Type	Bag	No Default
Seasonality		Non-Seasonal
Ounces – must be included in title	16.8 oz	No Default

Gum

Use the following description:	To describe this item:	
Hershey Ice Breakers Unleashed Sugar Free Cinnamon STD 12 CT	*Hershey is the manufacturer, Ice Breakers Unleashed is the brand, Cinnamon is the flavor, Sugar Free is the dietary information, Standard is the pack type, 12 is the stick count*	
Description	**Examples**	**Absence of Description will default to:**
Manufacturer	Hershey	No Default
Brand Name	Ice Breakers Unleashed	No Default
Flavor	Cinnamon	No Default
Dietary/Nutrient	Sugar Free	Regular/Sugar
Pack Type	STD	Standard Single
Seasonality		Non-Seasonal
Ounces – must be included in title	12 CT	No Default

Mints

Use the following description:	To describe this item:	
Hershey Breath Savers SF Peppermint 0.75 oz	*Hershey is the manufacturer, Breath Savers is the brand, Peppermint is the flavor, Sugar Free is the dietary information, 0.75 is the ounce size*	
Description	**Examples**	**Absence of Description will default to:**
Manufacturer	Hershey	No Default
Brand Name	Breath Savers	No Default
Flavor	Peppermint	No Default
Dietary/Nutrient	Sugar Free	Regular/Sugar
Pack Type		Standard Single
Seasonality		Non-Seasonal
Ounces – must be included in title	0.75 oz	No Default

Salty Snacks

Use the following description:	To describe this item:	
Hershey Mauna Loa Macadamias Roasted & Unsalted Can 4.5 oz	*Hershey is the manufacturer, Mauna Loa Macadamias is the brand, Roasted is the flavor, Unsalted is the dietary information, Can is the pack type, 4.5 is the ounce size*	
Description	**Examples**	**Absence of Description will default to:**
Manufacturer	Hershey	No Default
Brand Name	Mauna Loa Macadamias	No Default
Flavor	Roasted	No Default
Dietary/Nutrient	Unsalted	Regular/Salted
Pack Type	Can	No Default
Seasonality		Non-Seasonal
Ounces – must be included in title	4.5 oz	No Default

Sweet Snacks

Use the following description:	To describe this item:	
Hershey York Peppermint Cookies Box 9 oz	*Hershey is the manufacturer, York Cookies is the brand, Peppermint is the flavor, Box is the pack type, 9 is the ounce size*	
Description	**Examples**	**Absence of Description will default to:**
Manufacturer	Hershey	No Default
Brand Name	York Cookies	No Default
Flavor	Peppermint	No Default
Dietary/Nutrient		Regular/Sugar
Pack Type	Box	No Default
Seasonality		Non-Seasonal
Ounces – must be included in title	9oz	No Default

Nutritional Snacks

Use the following description:	To describe this item:	
Hershey Smartzone Bar Crunchy Blueberry STD 1.76 oz	*Hershey is the manufacturer, Smartzone Bar is the brand, Crunchy Blueberry is the flavor, STD is the pack type, 1.76 oz is the size*	
Description	**Examples**	**Absence of Description will default to:**
Manufacturer	Hershey	No Default
Brand Name	Smartzone Bar	No Default
Flavor	Crunchy Blueberry	No Default
Dietary/Nutrient		Regular
Pack Type	STD	Standard Single
Seasonality		Non-Seasonal
Ounces – must be included in title	1.76 oz	No Default

Meat Snacks

Use the following description:	To describe this item:	
JACK LINKS BF JERKY TERIYAKI BAG 1.8OZ	*Jack Links Beef Jerky is the brand, Teriyaki is the flavor, Peg Bag is the pack type, 1.8 oz is the size*	
Description	**Examples**	**Absence of Description will default to:**
Manufacturer	Links Snacks, LLC	No Default
Brand Name	Jack Links Beef Jerky	No Default
Flavor	Teriyaki	No Default
Dietary/Nutrient		Regular
Pack Type	Peg Bag	No Default
Seasonality		Non-Seasonal
Ounces – must be included in title	1.80 oz	No Default

Edible Grocery/Spreads

Use the following description:	To describe this item:	
Hershey Spread Choc Almond 13oz Jar	*Hershey is the manufacturer, Spreads is the brand, Chocolate Almond is the flavor, Jar is the pack type, 13 oz is the size*	
Description	**Examples**	**Absence of Description will default to:**
Manufacturer	Hershey	No Default
Brand Name	Spreads	No Default
Flavor	Chocolate Almond	No Default
Dietary/Nutrient		Regular
Pack Type	Jar	Standard Single
Seasonality		Non-Seasonal
Ounces – must be included in title	13 oz	No Default

TTL Shippers

Use the following description:	To describe this item:	
Hershey Halloween Reeses Pumpkins C/U #47328 144 ct	*Hershey is the manufacturer, 47328 is the promotion code, Counter Unit is the promo pack type, Halloween is the seasonality, 144 is the unit count*	
Description	**Examples**	**Absence of Description will default to:**
Manufacturer	Hershey	No Default
Promotion Code	47328	No Default
Limited Edition		Not Limited Edition
Dietary/Nutrient		Regular/Sugar
Promo Pack Type	C/U	No Default
Seasonality	Halloween	Non-Seasonal
Unit Count	144 ct	No Default

Following are some additional suggestions for reporting items in the Brand Identification Records:

- Abbreviate item descriptions, preferably with two or three letters that best represent the attribute being described (e.g. Bx for Box, Pk for Pack, SF for Sugar Free, etc. Use of abbreviations will ensure that there is sufficient room in the item field for the entire description.

- Please do not use the following abbreviations since they can have multiple meanings. BG, CH, SS, DIS, PP. These abbreviations can have multiple meanings, e.g. BG could be confused with Bag, Big or Bubble Gum, and CH can be confused with Chocolate, Cheese, Cherry and Chips.

- Use consistent descriptions and abbreviations from week to week. Consistency will facilitate the processing of the data file and prevent requests for clarification.

- Do not include the item category in the item description. Instead, use the Product Category Code. This will facilitate identifying the item category to which each item belongs.

- Do not include the consumer units in the description. Instead, use the items per selling unit field to identify how many consumer units are in the wholesale unit.

APPENDIX C: ITEMS PER SELLING UNIT AND QUANTITY SOLD EXAMPLE(S)

Category	Selling Unit	Consumer Unit	Items per Selling Unit (most frequently encountered)
Chocolate	Box	Bar, Snacksize Bag	16, 24, 36
Non- Chocolate	Box	Bar, Changemaker, Peg Bag	12, 16, 24, 36
Gum	Box	Pack, Bag	12, 18, 24
Mints	Box	Roll/Pack, Bag	8, 12, 24
Salty Snacks	Box	Can, Bag, Jar, Box	12
Sweet Snacks	Box	Bar, Box	12
Nutritional Snacks	Box	Bar, Box	12
Meat Snacks	Box	Pack, Peg Bag	12, 24
Edible Gcy/Spreads	Box	Jar	8, 10, 16
Total Shipper	Shipper	Bar	72, 144, 288, 432

Example 1:   Hershey Special Dark STD 1.45 oz with a box count of 36
Quantity Sold: 10 boxes
Selling price per case: $5
Inventory remaining: 2 boxes

For the Brand Identification Record (BID) report the following:

SKU	Product Description	Items Per Selling Unit	Inventory
111	Hershey Special Dark STD 1.45 oz	26	2.0

For the Purchase Record (PUR) report the following:

SKU	Ship to Customer #	Quantity Sold	Dollars Sold
111	89012345	10.0	50.00

Example 2:   Hershey Jolly Rancher Assorted Fruit Bag 16.8 oz with a box
                    count of 16
Quantity Sold: 12 boxes
Selling price per case: $3
Inventory remaining: 3 boxes

For the Brand Identification Record (BID) report the following:

SKU	Product Description	Items Per Selling Unit	Inventory
222	Hershey Jolly Rancher Assorted Fruit Bag 16.8 oz	16	3.0

For the Purchase Record (PUR) report the following:

SKU	Ship to Customer #	Quantity Sold	Dollars Sold
222	89012345	12.0	36.00

Example 3:   Hershey Ice Breakers Unleased Sugar Free Cinn STD 12 ct with
                    a box count of 12
Quantity Sold: 8 boxes
Selling price per case: $5
Inventory remaining: 1 box

For the Brand Identification Record (BID) report the following:

SKU	Product Description	Items Per Selling Unit	Inventory
333	Hershey Ice Breakers Unleashed Sugar Free Cinnamon STD 12 ct	12	1.0

For the Purchase Record (PUR) report the following:

SKU	Ship to Customer #	Quantity Sold	Dollars Sold
333	89012345	8.0	40.00

Example 4:   Hershey Breath Savers SF Peppermint 0.75 oz with a box count
                              of 24
Quantity Sold: 6 boxes
Selling price per case: $7
Inventory remaining: 3 boxes

For the Brand Identification Record (BID) report the following:

SKU	Product Description	Items Per Selling Unit	Inventory
444	Hershey Breath Savers SF Peppermint 0.75 oz	24	3.0

For the Purchase Record (PUR) report the following:

SKU	Ship to Customer #	Quantity Sold	Dollars Sold
444	89012345	6.0	42.00

Example 5:   Hershey Mauna Loa Macadamias Roasted & Unsalted Can 4.5
                              oz with a box count of 12
Quantity Sold: 7 boxes
Selling price per case: $3
Inventory remaining: 4 boxes

For the Brand Identification Record (BID) report the following:

SKU	Product Description	Items Per Selling Unit	Inventory
555	Hershey Mauna Loa Macadamias Roasted & Unsalted Can 45. oz	12	4.0

For the Purchase Record (PUR) report the following:

SKU	Ship to Customer #	Quantity Sold	Dollars Sold
555	89012345	7.0	21.00

Example 6:   Hershey York Peppermint Cookies Box 9 oz with a box count of
                            12
Quantity Sold: 11 boxes
Selling price per case: $2
Inventory remaining: 2 boxes

For the Brand Identification Record (BID) report the following:

SKU	Product Description	Items Per Selling Unit	Inventory
666	Hershey York Peppermint Cookies Box 9 oz	12	2.0

For the Purchase Record (PUR) report the following:

SKU	Ship to Customer #	Quantity Sold	Dollars Sold
666	89012345	11.0	22.00

Example 7:   Hershey Smartzone Bar Crunchy Blueberry STD 1.76 oz with a
                            box count of 36
Quantity Sold: 9 boxes
Selling price per case: $6
Inventory remaining: 4 boxes

For the Brand Identification Record (BID) report the following:

SKU	Product Description	Items Per Selling Unit	Inventory
777	Hershey Smartzone Bar Crunchy Blueberry STD 1.76 oz	36	4.0

For the Purchase Record (PUR) report the following:

SKU	Ship to Customer #	Quantity Sold	Dollars Sold
777	89012345	9.0	54.00

Example 8:   Hershey Halloween Reeses Pumpkins C/U #47328 144 ct with a
units/shipper count of 144

Quantity Sold: 5 total shippers
Selling price per case: $100
Inventory remaining: 1 shipper

For the Brand Identification Record (BID) report the following:

SKU	Product Description	Items Per Selling Unit	Inventory
888	HSY Hllwn Reeses Pumpkins C/U #47328 144 ct	144	1.0

For the Purchase Record (PUR) report the following:

SKU	Ship to Customer #	Quantity Sold	Dollars Sold
888	89012345	5.0	500.00

APPENDIX D: PRODUCT DESCRIPTION PROBLEMS

Once your data file has been received and processed, MSA may encounter products that have been reported by you that cannot be positively identified. When this occurs, MSA will send you a notification that is titled, Hershey UNCLASSIFIED BRANDS. This notification could be sent biweekly on a recurring basis until MSA has obtained enough information to positively identify the product. Please be advised that neither you nor your retail customers will receive credit for the volume associated with the products(s) in question until resolved.

Following are examples of questions that you may be asked to provide additional information:

- Did you provide the box UPC? (If the box UPC is unavailable or not applicable, the Item UPC or Case UPC must be provided)
- Is this a new item? (If this is an new item, please include the 7 attributes listed below)
- Is this a multi-item shipper?
- Are there missing necessary attributes needed to classify the product?
- Have you included the following attributes in your product description?
    1. Manufacturer
    2. Brand Name
    3. Flavor
    4. Dietary/Nutrient
    5. Pack Size
    6. Pack Type
    7. Seasonality

Distributors are encouraged to fax back the necessary missing information using the fax that you were notified with or call the DSC with questions or assistance.