2018
MULTICAT™
ALL TOBACCO DATA
PROGRAMMING DETAIL

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Management Science Associates, Inc.
Support Center
1-877- 544-4429

ITG Brands, LLC

All TOBACCO DATA REPORTING INFORMATION KIT
November, 2017

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INTRODUCTION – GENERAL INFORMATION

This document is provided to all wholesalers who have agreed to report retail shipment data to MSAi on behalf of ITG Brands LLC in the MultiCat™ All Tobacco Data Format. Data reporting instructions contained in this document will serve as a tool to assist you in understanding and complying with ITGB's Data Reporting Requirements.

ITGB will not reimburse Accounts for any costs of providing sales information. Including but not limited to:

- Labor
- Computer
- Software

Questions pertaining to MultiCat™ All Tobacco Programming Details or data reporting issues outlined in this document should be directed to the Distributor Support Center at (1-877-544-4429).

All information contained in and related to these Data Reporting Requirements are confidential and the sole property of ITG Brands LLC. It is your responsibility to safeguard the confidentiality of information and data contained in this document and ensure materials provided are stored in a secure location.

NEXT STEPS

1. Review All Tobacco Programming Details and proceed to make format changes according to the file specifications if applicable.

2. Account Numbers (wholesaler identification) will be assigned by the Distributor Support Center.

3. Electronic Data files in the MultiCat™ Format should be transferred via iDT software, which can be downloaded at the following web site: http:\\idt.msa.com

    Note: Accounts submitting data via iDT software must be enrolled with MSAi to receive a password to submit data on this web site.

4. Call the Distributor Support Center (1-877-544-4429) if you have any questions regarding the MultiCat™ All Tobacco programming details or data reporting issues.

TOBACCO REPORTING REQUIREMENTS

Data:

- All data which includes shipments to retail, returns, and inventory must be reported in selling units and submitted in the following reporting format outlined in this document:
  - **MULTICAT™ All Tobacco Format**

  Wholesalers opting to utilize the optional MULTICAT™ Format to satisfy ITGB wholesale agreement reporting requirements must agree to release all sales data to ITGB. ITGB will accept other manufacturer's MULTICAT™ Format reporting requirements unless otherwise noted in the comments field.

- Each week and each site must be a separate file.
- Wholesaler must authorize release of any/all historical data to ITG Brands LLC.
- Report accurate weekly data (includes outbound shipments, transshipments, returns and inventory) to the Distributor Support Center in a format acceptable to ITGB. This Data must be provided for **all** Non-Direct Wholesalers, **all** wholesale clubs, **all** distribution centers, and **all** other locations that the Wholesaler supplies.
- Data will be verified for accuracy, timeliness, readability, reasonableness and completeness.
- Data must be received by the Distributor Support Center no later than 3 working days following the end of the shipping week unless otherwise instructed.
- Data reported must be account specific, covering all manufacturers' brand packings identified by carton UPC/SKU. Information must also include specific description and UPC/SKU of all promotional products shipped to each account.
- Wholesalers must submit 100% complete and accurate data for each week of the period.
- All products purchased by the Wholesaler or any affiliates, subsidiaries and the parent company, and shipped, sold, or returned from customers must be included in the Wholesaler's sales information reporting.
- Wholesaler must report all saleable and unsaleable product accepted back from customers via UPC/SKU with a negative value entered in the corresponding Purchase Record.
- ITGB reserves the right to utilize the data as it deems appropriate.

Weekly Inventories:

- Wholesaler must provide accurate **weekly** inventory counts of all individual packings (including promotional product) for all manufacturers by UPC/SKU during the period. Inventories reported must include detailed product description or promotional description i.e., SMP (Special Marked Packs), OI (Off Invoice), TD (Trade Discount product), etc. as applicable.

- All products purchased, tax stamped or obtained by the Wholesaler or any affiliate including but not limited to subsidiaries, parents or related companies must be included in the data reports.

Quarterly Inventories:

- Wholesaler must provide an accurate final physical inventory count at the end of reporting week 13 in each quarter. Wholesaler will adjust each site's, and cause related non-direct wholesaler's, internal inventory records to reflect the results of the physical inventory prior to the submission of the data for reporting week 13 in each quarter. The quarterly inventories should be included in regular weekly data files for the final week of the quarter.

  Note: Due dates for receipt of Quarter Ending Inventory Files will be communicated to you by the Distributor Support Center prior to the end of each quarter.

MEDIA TYPES

Acceptable media type:

1. iDT™ (Internet Data Transfer)

Notes:

1. *Preferred method of data submission is iDT™ (Internet Data Transfer) – contact the Distributor Support Center for specifics or if you are unable to transmit via iDT™.*

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

MISCELLANEOUS INFORMATION

- **The Distributor Support Center address:**

  Management Science Associates, Inc.
  Distributor Support Center
  6565 Penn Avenue
  Pittsburgh, PA 15206-4490

- **Distributor Support Center phone number (for data-related questions only):**

  1-877-544-4429

- **Distributor Support Center FAX number:**

  1-412-515-8737

- **Distributor Support Center e-mail address:**

  dsc@msa.com

- **Start-up Enrollment Kit: New Accounts Only**

  - Account ID (one per shipping site), if necessary
  - iDT™ (Internet Data Transfer) Document

MULTICAT™ All Tobacco File Format

The MULTICAT™ Format is the preferred format for reporting data to MSAi. The MULTICAT™ Format can be used to provide data across multiple categories within a given subset of manufacturer's programs and should therefore simplify distributors' reporting processes. It also has additional features that make it easier to interpret the data, which should result in fewer inquiries.

Field definitions and requirements may vary by program or industry. There are separate MULTICAT™ Format instructions for each industry to explain industry specific information. Please refer to each manufacturer's program details for specific program requirements. If you have any questions, please call the Distributor Support Center at 1-877-544-4429.

A field that is required for one industry may not be pertinent to another. These requirements are given in the Required Fields column within the MULTICAT™ Format document.   Explanations of the Required Fields are as follows:

Required Fields – Definitions

- **Yes**. These fields are required for the specific industry program.
- **No**.   These fields are not required for the specific industry program.
- **Optional**. If possible, please populate these fields.
- **N/A**.   These fields are Not Applicable to the specific industry and should be left blank.

As with previous formats, this format requires a fixed width ASCII data file.

Please note numeric fields must be reported as a real number with floating decimal point. Assumed decimals will no longer be accepted.

Summary of Combined Tobacco Data File Reporting Requirements:

If a distributor cannot comply with each of the following guidelines or if MSAi cannot derive the necessary information via its current processing capabilities, then separate files will need to be submitted as outlined in the respective MULTICAT Formats (US Cigarette Industry Format & Smokeless Tobacco Industry Format).

All data fields must continue to meet every manufacturer's program requirements.

Once this modified data file is ready to be submitted to MSAi, the initial file must have the <u>Test or Live Indicator</u> set to T (Test). Refer to Header Identification Record; Column 16. Any file formats, previously submitted as "Live" files, must continue to be submitted during the testing process, until the "Test" file is approved by the Distributor Support Center.

<u>Items per Selling Unit</u> will need to be represented as number of cigarettes or "sticks" per selling unit for US Cigarettes or number of cans per selling unit for Smokeless Products. Refer to Brand Identification Record; Columns 132-137.

<u>MSAi Category Code</u> is required, as follows:
Cigarettes = 003231
E-Cigarettes = 003292
Cigars = 003251
Little/Filtered Cigars = 003252
Premium Cigars = 003227
Moist/Spit-Free Tobacco = 003211
Dry Snuff (Nasal) = 003213
Loose Leaf – chewing = 003212
RYO Tobacco = 003221
Pipe Tobacco = 003241
Twist/Rope = 003214
Plug = 003215
(Refer to Brand Identification Record; Columns 145-150)

<u>Reporting of Returns</u> (Non-Saleable Products) – While US Cigarettes programs accept the reporting of cigarette returns at a brand family level, Smokeless manufacturers require this reporting at the SKU level. Refer to Appendix.

Header Identification Record (HID)

The HID record identifies the Distributor/Wholesaler site or any other data source providing data, along with contact information.

			MULTICAT™ Format		
Size	Columns	Required Field	Master Description	Technical Specifications	Justification
3	1-3	Yes	**Header Identification Record Type** (HID)	Alphabetic Literal	Full
8	4-11	Yes	**Distributor ID Number** Pre-assigned 8 digit identification number to identify distributor shipping location. This information is supplied during the enrollment process.	Alphanumeric	Full
4	12-15	Yes	**Project Identification** Used to designate the industry for this specific file. **Combined Tobacco = TOB**	Alphanumeric Literal	LJ/BF
1	16	Yes	**Test or Live Indicator** Code to indicate whether the data is valid live data or test data. T= Test <blank> = Live Data files must be sent as "Test" until the Distributor Support Center approves the files for sending "Live". Any programming changes made to data files must also be sent as "Test".	Alphabetic Literal	Full
1	17	Yes	**Time Interval** Week = W	Alphabetic Literal	Full
8	18-25	Yes	**End Date of Data In This File** Date of the last day in the data period being reported. ** For example: 20040103 for data week ending on Saturday January 3, 2004.	Date (YYYYMMDD)	Full
32	26-57	Yes	**Distributor Name** Name for the specific shipping location.	Alphanumeric	LJ/BF
90	58-147	Yes	**Distributor Address** Address for the specific shipping location.	Alphanumeric	LJ/BF
25	148-172	Yes	**Distributor City** City for the specific shipping location.	Alphanumeric	LJ/BF
2	173-174	Yes	**Distributor State** Two character State or Province code for the specific shipping location.	Alphanumeric	Full
9	175-183	Yes	**Distributor Zip Code** Zip Code/Postal Code for the specific shipping location.	Alphanumeric	LJ/BF
3	184-186	No	**Distributor Country** Country for the specific shipping location.	Alphanumeric	Full

LJ - Left Justify   RJ – Right Justification   BF – Blank Fill   ZF – Zero Fill

Header Identification Record (HID)

The HID record identifies the Distributor/Wholesaler site or any other data source providing data, along with contact information.

			MULTICAT™ Format		
Size	Columns	Required Field	Master Description	Technical Specifications	Justification
20	187-206	Yes	**Distributor Contact Person Last Name** Last name of the person to be contacted for answers to any data or format related questions.	Alphanumeric	LJ/BF
20	207-226	Yes	**Distributor Contact Person First Name** First name of the person to be contacted for answers to any data or format related questions.	Alphanumeric	LJ/BF
5	227-231	N/A	**Country/City Dialing Code** Reserved field.	Numeric	Full
10	232-241	Yes	**Distributor Contact Telephone Number** Contact person's telephone number. ** For example: 800-555-1212 would be reported as 8005551212.	Numeric	Full
5	242-246	N/A	**Country/City Dialing Code** Reserved field.	Numeric	Full
10	247-256	Optional	**Distributor Contact Fax Number** Contact person's fax number. ** For example: 800-555-1212 would be reported as 8005551212.	Numeric	Full
60	257-316	Optional	**Distributor Contact Email Address** Contact person's business email address.	Alphanumeric	LJ/BF
4	317-320	Yes	**Number of Measures Reported on BID Record** Number of unique Measure Codes reported for the BID records. All Tobacco = 0001	Numeric	RJ/ZF
4	321-324	Yes	**Number of Measures Reported on SID Record** Number of unique Measure Codes reported for the SID records. All Tobacco = 0000	Numeric	RJ/ZF
4	325-328	Yes	**Number of Measures Reported on PUR** Number of unique Measure codes reported for the PUR records. All Tobacco = 0001 or 0002 **Dependent on Number of Measures reported**	Numeric	RJ/ZF
8	329-336	Yes	**Distributor File Creation Date** Actual date when the specific data file was created.	Date (YYYYMMDD)	Full
1	337	Yes	**Inventory Resubmission Flag** Code to indicate whether inventory on resubmitted file or original file should be processed. 1 = Process resubmitted inventory (will overwrite original inventory) <blank> = DO NOT process resubmitted inventory (defaults to blank)	Numeric Literal	Full

LJ - Left Justify	RJ – Right Justification	BF – Blank Fill	ZF – Zero Fill

Brand Identification Record (BID)

One BID record is required for each unique SKU sold, returned or inventoried. This record also contains the total distributor's closing inventory for each SKU. Please refer to Appendix for some general notes and specific field details.

			MULTICAT™ Format		
Size	Columns	Required Field	Master Description	Technical Specifications	Justification
3	1-3	Yes	Brand Identification Record Type (BID)	Alphabetic Literal	Full
14	4-17	Yes	UPC Code Industry standard UPC of the selling unit.	Numeric	RJ/BF
14	18-31	Yes	Distributor SKU Unique item code assigned exclusively for each product by the distributor. Used to link the purchases to this item.	Alphanumeric	RJ/ZF
50	32-81	Yes	Product Description Detailed description of the SKU. Must contain brand name and attributes of the item. See Appendix for more specific details.	Alphanumeric	LJ/BF
50	82-131	Yes	Promotion Description Detailed description of the promotion for each SKU. If item is NOT promotional, blank fill. See Appendix for general requirements and the Manufacturer Programming Details for specific requirements.	Alphanumeric	LJ/BF
6	132-137	Yes	Items per selling unit Number of cigarettes or "sticks" per selling unit or Number of cans per selling unit. See Appendix for more specific details.	Numeric	RJ/ZF
1	138	Yes	Promotion Indicator Code to indicate if the SKU was sold as part of a promotion. Y = Yes this is a Promotion N = No this is Not a Promotion (defaults to N) See Appendix for more specific details.	Alphabetic Literal	Full
6	139-144	Optional	NACS Standard Category Code A six character numeric field organized into three groups of two digits. 1st two digits represent major category identifier. 2nd two digits represent sub-category identifier. 3rd two digits represent a "fine-line" category identifier. Information on the specific category definitions is available at www.nacsonline.com.	Numeric	Full

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Brand Identification Record (BID)

One BID record is required for each unique SKU sold, returned or inventoried. This record also contains the total distributor's closing inventory for each SKU. Please refer to Appendix for some general notes and specific field details.

			MULTICAT™ Format		
Size	Columns	Required Field	Master Description	Technical Specifications	Justification
6	145-150	Yes	**MSA Category Code** Predefined Category Code to classify the SKU by product type. This information is supplied during the enrollment process. Cigarettes = 003231 Moist/Spit-Free Tobacco = 003211 *See Appendix for additional codes and more specific details.*	Numeric Literal	Full
10	151-160	N/A	**Project identification** For future use. Not currently valid. Blank fill.	Alphabetic	Full
6	161-166	Optional	**Distributor Product Unit Size** The size of the unit (can) purchased by the consumer.	Numeric	RJ/ZF
10	167-176	Optional	**Distributor Product Unit Size Description** Description of the numeric value used in the Distributor Product Unit Size field.	Alphanumeric	LJ/BF
1	177	Yes	**Distributor Component Shipper Flag** Code to indicate if the SKU is a shipper or a component S = This is a shipper C = This is a component of a shipper <blank> = Not a shipper or component of a shipper *See Appendix for more specific details.*	Alphabetic Literal	Full
10	178-187	Yes	**Manufacturer Promotion Code** Specific code provided by the manufacturer to track individual promotions. Contact manufacturer representative for this information. If item is NOT promotional, blank fill. *See Appendix for general requirements and the Manufacturer Programming Details for specific requirements.*	Alphanumeric	LJ/BF
14	188-201	Optional	**Manufacturer Product Identification Code** Manufacturer product item number.	Alphanumeric	LJ/BF
2	202-203	N/A	**UPC Extension** Reserved field.	Alphanumeric	LJ/BF
4	204-207	N/A	**UPC year/issue extension** Reserved field.	Alphanumeric	LJ/BF
2	208-209	Optional	**State Tax Jurisdiction** *See Appendix for general requirement and the Manufacturer Programming Details for specific requirements.*	Alphabetic	Full

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Brand Identification Record (BID)

One BID record is required for each unique SKU sold, returned or inventoried. This record also contains the total distributor's closing inventory for each SKU. Please refer to Appendix for some general notes and specific field details.

			MULTICAT™ Format		
Size	Columns	Required Field	Master Description	Technical Specifications	Justification
16	210-225	Optional	**Alternate UPC Code 1** This field should only be used to provide incremental UPCs that would help to identify this product. This field should not be used in place of and should never match the information being reporting in the UPC field (characters 4-17 of the BID record).	Numeric	RJ/BF
16	226-241	Optional	**Alternate UPC Code 2** This field should only be used to provide incremental UPCs that would help to identify this product. This field should never match the information being reported in the UPC field (characters 4-17 of the BID record).	Numeric	RJ/BF
2	242-243	Optional	**Spiral Size**	Numeric	RJ/ZF
4	244-247	N/A	**MSA Reserved Field**	Blank spaces	Full
3	248-250	Yes	**Measure Code 1** Inventory = (003)	Numeric Literal	Full
11	251-261	Yes	**Measure Value 1** The closing stock inventory (in selling units) for the unique SKU. *See Appendix for more specific details.*	Numeric *(Real Number with floating decimal)*	RJ/ZF

LJ - Left Justify	RJ – Right Justification	BF – Blank Fill	ZF – Zero Fill

Ship-To Identification Record (SID)

One SID record is required for each unique ship to customer location that received or returned product. This includes retail stores, wholesalers; vend operators, manufacturer representatives and employee sales. Please refer to Appendix for some general notes and specific field details.

			MULTICAT™ Format		
Size	Columns	Required Field	Master Description	Technical Specifications	Justification
3	1-3	Yes	Ship To Identification Record Type (SID)	Alphabetic Literal	Full
8	4-11	Yes	Ship To Customer Number Distributor assigned Customer identification number. All stores for a given chain should share the same Ship To Customer Number.	Alphanumeric	LJ/BF
8	12-19	Yes	Ship To Customer Shipping Number Distributor assigned Retail Outlet identification number. Each store for a chain should have a unique Ship To Customer Shipping Number.	Alphanumeric	LJ/BF
8	20-27	Optional	Ship To Customer Shipping Number Ext Use as needed to make a chain store unique when the Customer Shipping Number field is insufficient.	Alphanumeric	LJ/BF
32	28-59	Yes	Ship To Customer Name Specific banner name of the customer receiving shipment. *See Appendix for more specific details.*	Alphanumeric	LJ/BF
8	60-67	Optional	Ship To Customer Store Number Chain assigned store number. *See Appendix for more specific details.*	Alphanumeric	LJ/BF
90	68-157	Yes	Ship To Customer Address Ship To address of the customer receiving shipment. *See Appendix for more specific details.*	Alphanumeric	LJ/BF
25	158-182	Yes	Ship To Customer City City of the customer receiving shipment. *See Appendix for more specific details.*	Alphanumeric	LJ/BF
2	183-184	Yes	Ship To Customer State State of the customer receiving shipment. *See Appendix for more specific details.*	Alphabetic	Full

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Ship-To Identification Record (SID)

One SID record is required for each unique ship to customer location that received or returned product. This includes retail stores, wholesalers; vend operators, manufacturer representatives and employee sales. Please refer to Appendix for some general notes and specific field details.

			MULTICAT™ Format		
Size	Columns	Required Field	Master Description	Technical Specification	Justification
9	185-193	Yes	**Ship To Customer Zip Code + 4** Legal ZIP+4 Code of the customer receiving shipment. If the +4 numbers are not available, leave the last four positions blank. *See Appendix for more specific details.*	Alphanumeric	LJ/BF
3	194-196	Optional	**Ship To Customer Country** Country of the customer receiving shipment. *If not provided, it will be defaulted to USA.*	Alphabetic	Full
2	197-198	Optional	**State Tax Jurisdiction** *See Appendix for general requirements & Mfg Program Details for specific requirements.*	Alphabetic	Full
3	199-201	N/A	**MSA Reserved Field**	Blank spaces	Full
10	202-211	Optional	**Ship To Customer Telephone Number** Telephone number of the customer receiving shipment. ** For example: 800-555-1212 would be reported as 8005551212.	Numeric	Full
20	212-231	Yes	**Ship To Customer Class Of Trade** Class of trade description of the customer receiving shipment. Some manufacturers require this field. Refer to the Manufacturer's Programming Details for specific reporting requirements.	Alphanumeric	LJ/BF
7	232-238	Optional	**Ship To Customer TDLinx™ Number** Trade Dimensions assigned unique store identification number.	Numeric	Full
1	239	Optional	**Ship To Customer Cash And Carry Indicator** Code that indicates whether the customer is a Cash And Carry account. Y = Yes this is a Cash And Carry Account N = No this is NOT a Cash And Carry Account (defaults to an N) *See Appendix for more specific details.*	Alphabetic Literal	Full
16	240-255	N/A	**Location Number** Reserved field.	Alphanumeric	LJ/BF
2	256-257	N/A	**Machine Type** Reserved field.	Alphanumeric	LJ/BF
1	258	N/A	**MSA Reserved Field**	Blank spaces	Full
24	259-282	Optional	**Bill To Customer Number** Customer number of the customer to be billed.	Alphanumeric	LJ/BF
24	283-306	N/A	**Bill To Customer Group Number** Reserved field.	Alphanumeric	LJ/BF

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Ship-To Identification Record (SID)

One SID record is required for each unique ship to customer location that received or returned product. This includes retail stores, wholesalers; vend operators, manufacturer representatives and employee sales. Please refer to Appendix for some general notes and specific field details.

			MULTICAT™ Format		
Size	Columns	Required Field	Master Description	Technical Specifications	Justification
32	307-338	Optional	**Bill To Customer Name** Name of the Customer to be billed.	Alphanumeric	LJ/BF
90	339-428	Optional	**Bill To Customer Address** Address of the customer being billed.	Alphanumeric	LJ/BF
25	429-453	Optional	**Bill To Customer City** City of the customer to be billed.	Alphanumeric	LJ/BF
2	454-455	Optional	**Bill To Customer State** State of the Customer to be billed.	Alphabetic	Full
9	456-464	Optional	**Bill To Customer Zip Code + 4** Legal ZIP+4 Code for the customer to be billed. If the +4 numbers are not available, leave the last four positions blank	Alphanumeric	LJ/BF
3	465-467	Optional	**Bill To Customer Country** Country of the customer to be billed.	Alphabetic	Full
5	468-472	N/A	**MSA Reserved Field**	Blank spaces	Full
10	473-482	Optional	**Bill To Customer Telephone Number** Telephone Number for the customer to be billed. ** For example: 800-555-1212 would be reported as 8005551212.	Numeric	Full
5	483-487	N/A	**Retailer Product Category Square Feet** Reserved field.	Numeric	RJ/ZF
5	488-492	N/A	**Retailer Product Category Linear Feet** Reserved field.	Numeric	RJ/ZF
5	493-497	N/A	**Retailer Product Category Running Feet** Reserved field.	Numeric	RJ/ZF
1	498	Yes	**Customer Product Promotion Acceptance Identifier** Some manufacturers require this field. Refer to the Manufacturer's Programming Details for specific reporting requirements. N=No, this account will not accept promotional tobacco product Y=Yes, this account will accept promotional tobacco product	Alphabetic Literal	Full
10	499-508	Optional	**Distributor Sales Rep ID #**	Alphanumeric	LJ/BF
29	509-537	N/A	**MSA Reserved Field**	Blank spaces	Full
3	538-540	N/A	**Measure Code 1** Reserved field.	Numeric Literal	Full
11	541-551	N/A	**Measure Value 1** Reserved field.	Numeric	RJ/ZF

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Purchase Record (PUR)

One PUR record is required for each SKU being shipped to a customer. The PUR record contains the quantity information for each unique SKU purchased and/or returned by a ship to customer location. Please refer to Appendix for some general notes and specific field details.

			MULTICAT™ Format		
Size	Columns	Required Field	Master Description	Technical Specifications	Justification
3	1-3	Yes	Purchase Record Type (PUR)	Alphabetic Literal	Full
8	4-11	Yes	Ship To Customer Number Distributor assigned Customer identification number.	Alphanumeric	LJ/BF
8	12-19	Yes	Ship To Customer Shipping Number Distributor assigned Retail Outlet identification number.	Alphanumeric	LJ/BF
8	20-27	Optional	Ship To Customer Shipping Number Ext Distributor assigned Retail Outlet identification number extension.	Alphanumeric	LJ/BF
14	28-41	Yes	Distributor SKU Unique item code assigned exclusively for each product by the distributor. Used to link the purchases to this item.	Alphanumeric	RJ/ZF
3	42-44	N/A	MSA Reserved Field	Blank spaces	Full
30	45-74	Optional	Invoice number	Alphanumeric	LJ/BF
8	75-82	Optional	Transaction Date	Date (YYYYMMDD)	Full
20	83-102	N/A	MSA Reserved Field	Blank spaces	Full
3	103-105	Yes	Measure Code 1 Quantity shipped = 001	Numeric Literal	Full
11	106-116	Yes	Measure Value 1 Total number of selling units (cartons or sleeves) shipped of a particular SKU to a customer. Returns must be reported as a negative. The negative sign must precede the quantity reported. *See Appendix for more specific details.*	Numeric *(Real Number with floating decimal)*	RJ/ZF
3	117-119	Optional	Measure Code 2 Dollars Sold – 002	Numeric Literal	Full
11	120-130	Optional	Measure Value 2 Total dollar amount charged for a particular SKU to a customer.	Numeric *(Real Number with floating decimal)*	RJ/BF

LJ - Left Justify	RJ – Right Justification	BF – Blank Fill	ZF – Zero Fill

Total Record (TOT)

The TOT record is a single record that provides control total information for validation of the data contained in the previous record types.

			MULTICAT™ Format		
Size	Columns	Required Field	Master Description	Technical Specifications	Justification
3	1-3	Yes	**Total Record Type** (TOT)	Alphabetic Literal	Full
8	4-11	Yes	**Distributor ID Number** Pre-assigned 8 digit identification number to identify distributor shipping location. This information is supplied during the enrollment process.	Alphanumeric	Full
8	12-19	Yes	**End Date of Data In This File** Date of the last day in the data period being reported. ** For example: 20040103 for data week ending on Saturday January 3, 2004.	Date (YYYYMMDD)	Full
9	20-28	Yes	**Number of BID Records** Count of all BID records in this data file.	Numeric	RJ/ZF
9	29-37	Yes	**Number of SID Records** Count of all SID records in this data file.	Numeric	RJ/ZF
9	38-46	Yes	**Number of PUR Records** Count of all PUR records in this data file.	Numeric	RJ/ZF
40	47-86	N/A	**MSA Reserved Field**	Blank spaces	Full
3	87-89	Yes	**Measure Code 1** Quantity shipped = 001	Numeric Literal	Full
15	90-104	Yes	**Measure Value 1** Sum of the Measure Value reported in the PUR record for Measure Code 1 (Quantity shipped).	Numeric *(Real Number with floating decimal)*	RJ/ZF
3	105-107	Optional	**Measure Code 2** Dollars Sold = 002	Numeric Literal	Full
15	108-122	Optional	**Measure Value 2** Sum of the Measure Value reported in the PUR record for Measure Code 2 (Dollars Sold)	Numeric *(Real Number with floating decimal)*	RJ/BF
3	123-125	Yes	**Measure Code 3** Inventory = 003	Numeric Literal	Full
15	126-140	Yes	**Measure Value 3** Sum of the Measure Value reported in the BID record for Measure Code 1 (Inventory)	Numeric *(Real Number with floating decimal)*	RJ/ZF

LJ - Left Justify	RJ – Right Justification	BF – Blank Fill	ZF – Zero Fill

APPENDIX
Tobacco Quantity Shipped Reporting

Product Description

This field provides the detailed description of the SKU being reported. It is essential for brand identification.
- Include all attributes of the product when describing the SKU.
- Separate each attribute description with a space.
- Exclude any extraneous words that do not describe the actual product (e.g. DSPLY, No Returns).
- Avoid using 2-character state abbreviations in the product description.

Examples of attributes to include are:

Brand / Brand Family (e.g., Winston, Kool, Salem, Maverick, USA Gold, Sonoma, etc.)
Flavor (e.g., Original, Wintergreen, Straight, Clove, Cherry, Vanilla)
Cut (e.g., Fine Cut, FC, Long Cut, LC)
Length (e.g., 70, 80, 85, 100, 120, Kings, KS, KG)
Filter vs. Non-Filter (e.g., FLT, NF)
Style /Color (e.g., Gold, Blue)
Menthol vs. Non-Menthol (e.g., M, MEN, MTHL, NM, NON-MEN)
Pack Type (e.g., Soft, SP, BX, Box, Tin)

Failure to follow these guidelines may result in unclassified products. This may have an adverse impact on meeting the Manufacturer Program requirements.

IMPORTANT: ITGB requires specific Product Descriptions for this field. See **Page 28** of this document for specific brand descriptions required for all ITGB Products.

Promotion Description

This field provides the detailed description of the promotion being reported.
- Include promotional descriptions and incentive as required by the manufacturers.
- Exclude any specific promotion code required by a Manufacturer's Program. This field should contain a description of the promotion, not the code. Any related code for the promotion should be reported in the Manufacturer Promotion Code field (below).

Promotion Indicator

This field contains the code to indicate if the SKU was sold as part of a promotion.
- Enter Y, if the SKU was sold as part of a promotion.
- Enter N, if the SKU was NOT sold as part of a promotion.

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State Tax Jurisdiction

There are two options available for reporting State Tax Jurisdiction. You may select one of the two options, but NOT BOTH.

OPTION 1 - Using Multiple SID Records

– State Tax Jurisdiction must be reported in columns 197-198 in the Store Identification Record (SID) on the MULTICAT™ All Tobacco File Format.

Reporting examples are provided below:

Example of correct reporting for product to a reporting Non-Direct distributor who supplies retail outlets in multiple states using the State Tax Jurisdiction:

Type (1-3)	Ship To Customer Number (4-11)	Ship To Customer Shipping Number (12-19)	Ship To Customer Shipping Number Ext (20-27)	State Tax Jurisdiction (197-198)
SID	12345678	23456789	34567891	PA
SID	12345678	23456789	34567892	WV
SID	12345678	23456789	34567893	OH

– Customer Number / Customer Shipping Number / Customer Number extension combination must be unique and not duplicated for every SID record on the weekly data file. Any one of the three fields could be used to make the record unique.

– State Tax Jurisdiction field is reported with the USPS two-character state code.

All reported two-character state codes must comply with United States Postal Service abbreviations.

If products are shipped to a location, and those products will, in turn, thereafter be shipped to multiple State Tax Jurisdictions, products must be separated by the respective State Tax Jurisdiction. In separating the store records, each must have a unique combination of Customer Number / Customer Shipping Number / Customer Number extension assigned.

You are not required to report tax jurisdictions below the state level.

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State Tax Jurisdiction (continued)

OPTION 2 - Using Multiple BID Records

– State Tax Jurisdiction must be reported in columns 208-209 in the Brand Identification Record (BID) on the MULTICAT^{TM} All Tobacco File Format.

Reporting examples are provided below:

Example of correct reporting for product to a reporting Non-Direct distributor who supplies retail outlets in multiple states using the State Tax Jurisdiction:

Type (1-3)	SKU (18-31)	Product Description (32 – 81)	State Tax Jurisdiction (208-209)	Inventory (251-261)
BID	123	Winston NM 85 BX FF	PA	00000000150
BID	124	Winston NM 85 BX FF	WV	00000000200
BID	125	Winston NM 85 BX FF	OH	00000000300

– SKU must be unique and not duplicated for every BID record on the weekly data file.

– State Tax Jurisdiction field is reported with the USPS two-character state code.

– Inventory must be reported accurately for each SKU reported.

All reported two-character state codes must comply with United States Postal Service abbreviations.

If products are shipped to a location, and those products will, in turn, thereafter be shipped to multiple State Tax Jurisdictions, products must be separated by the respective State Tax Jurisdiction. In separating the brand records, each must have a unique SKU assigned.

Distributor Component Shipper Flag

The Distributor Component Shipper Flag field indicates if the SKU is a shipper, component of a shipper, or not a shipper. MSAi supports 2 methods for reporting multi-item shippers in the MULTICAT^{TM} Format for US Cigarettes.
- Total Shipper: Each shipper must be reported as a single SKU. The Distributor Component Shipper Flag field should be set to 'S'.
- Shipper Component: Each component within the shipper must be reported as an SKU.   The Distributor Component Shipper Flag field should be set to 'C'.
- The Distributor Component Shipper Flag field should be blank if the item is not a shipper.
- When reporting a shipper, only report the total shipper or the individual components of the shipper - DO NOT report both.
- Refer to the Manufacturer's Programming Details for specific reporting requirements.

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Manufacturer Promotion Code

This field contains the promotion code, as provided by the manufacturer. Contact the manufacturer's representative for this information, if it is required by the manufacturer's program.

Items per Selling Unit

For US Cigarettes, this field is defined as the number of cigarettes or "sticks" per selling unit.

Some examples of acceptable values for the various selling units are:
- 200 Carton, containing 10-packs with 20 "sticks" per pack
- 5 Sleeve, containing 5 cans
- 10 Sleeve, containing 10 cans
- 45 Display Unit, containing 45 cans
- 250 Carton, containing 10-packs with 25 "sticks" per pack
- 100 Half Carton, containing 5-packs with 20 "sticks" per pack
- 60 3-Pack Multi-Pack
- 40 2-Pack Multi-Pack
- 20 Pack, containing 20 "sticks"
- 25 Pack, containing 25 "sticks"

These values are used to calculate a total stick count and total number of cans. The Items per Selling Unit in the BID record is multiplied by the Quantity Shipped in the PUR record to obtain total stick count or total number of cans.

Inventory Reporting

The BID Record contains the Measure Value 1 field, in which closing inventory (in selling units) should be reported for the unique SKU. Valid selling units include carton, sleeve, display, multi-pack and pack.

The following are three examples of how to report Items per Selling Unit and inventory within the BID record:

Example 1:
If the selling unit is a standard carton and the closing stock inventory is 1.5 cartons, then report 200 in the items per Selling Unit field and report 1.5 in the Measure Value 1 field for inventory.

Example 2:
If the selling unit is a 3-pack multi-pack and the closing stock inventory is 5 of these 3-packs, then report 60 in the Items per Selling Unit field and report 5 in the Measure Value 1 field for inventory.

Example 3:
If the selling unit is a standard pack and the closing stock inventory is 4 packs, then report 20 in the Items per Selling Unit field and report 4 in the Measure Value 1 field for inventory.

Example 4:
If the selling unit is a 5-can sleeve and the closing stock inventory is 2 sleeves, then report 5 in the Items Per Selling Unit field and report 2 in the Measure Value 1 field for inventory.

Example 5:
If the selling unit is a 10-can sleeve and the closing stock inventory is 5 sleeves, then report 10 in the Items per Selling Unit field and report 5 in the Measure Value 1 field for inventory.

Example 6:
If the selling unit is a 45-can display and the closing stock inventory is 4 displays, then report 45 in the Items per Selling Unit field and report 4 in the Measure Value 1 field for inventory.

MSAi Category Code

The MSAi Category Code on the Brand Identification record is a predefined category code to classify the SKU by product type. An MSAi Category Code must be supplied for all tobacco products reported to MSAi on the combined cigarette and MST data file. This information is supplied during the enrollment process. A partial listing of MSAi Category Codes for tobacco products are listed below.

Moist Snuff/Spit-Free Tobacco/Hard Snuff	003211
Cigars	003251
Little/Filtered Cigars	003252
Premium Cigars	003227
Cigarettes	003231
E-Cigarettes	003292
Dry Snuff (Nasal)	003213
Loose Leaf – chewing	003212
RYO Tobacco	003221
Pipe Tobacco	003241
Twist/Rope	003214
Plug	003215

If you are unsure of which MSAi Category Code should be used, contact your Distributor Support Center representative.

Ship-To Customer Name

This field contains the specific banner name for the customer receiving shipment.
- Report the banner name as it appears on the storefront. Owner names and headquarter names should not be reported.
- Report a common name when identifying a cash and carry transaction, such as, consumer sale, employee sale, and manufacturer representative sale. In addition, be sure to set the Ship-To Customer Cash And Carry Indicator to "Y".

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- Exclude the chain assigned store number from this field. The chain assigned store number should be reported in the field Ship-To Customer Store Number field.
- Report DBA (doing business as), when applicable, using the following naming configuration: Banner Name DBA / Alternate Banner Name.

Ship-To Customer Number and Ship-To Customer Shipping Number (Extension)

All stores in a chain may share the same Customer Number, but should be assigned a unique Customer Shipping Number.

Example:

If a chain (e.g., ABC MART) with customer number 9999 has 3 stores numbered 123, 456 and 789, when reporting store 123, report ABC MART in the Ship-To Customer Name, 9999 in the Ship-To Customer Number and 123 in the Ship-To Customer Shipping Number.

If the Ship-To Customer Shipping Number field is not large enough to accommodate the store number, you may also use the Ship-To Customer Shipping Number Extension field, to make a store unique.

The Ship-To Customer Store Number should contain the chain assigned store number for the customer receiving shipment.

Ship-To Customer Address

This field contains the Ship-To address for the customer receiving shipment.
- Report the actual street address, including house number, street name and street type.
- Report suite number, office number or terminal, when the store is located in a strip mall, office complex or airport.
- Use the distributor address, when identifying a cash and carry transaction. This would be the same address as provided in the HID record.
- Avoid using post office boxes for the Ship-To address.
- Exclude extraneous words that do not describe the actual shipping address.

Ship-To Customer City

This field contains the city of the customer receiving shipment.

Ship-To Customer State

This field contains the state of the customer receiving shipment. Populate this field with proper abbreviations. Illegal values are not accepted.

Note:
- Territory abbreviations can be reported in this field for shipments outside of the U.S.
- A list of legal values can be provided upon request.

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Ship-To Customer Zip Code + 4

This field contains the zip+4 code of the customer receiving shipment. Illegal values are not accepted.

Ship-To Customer Cash And Carry Indicator

This field contains the code to indicate if the customer receiving shipment is a Cash And Carry account. A Cash And Carry account is defined as a customer that receives product that is not intended for resale.
- Enter Y, if the account is a Cash And Carry customer.
- Enter N, if the account is NOT a Cash And Carry customer.

Quantity Shipped Reporting

The PUR Record contains the Measure Value 1 field, which should be populated with the total number of selling units of the unique SKU, which were distributed to a customer. Valid selling units include carton, multi-pack and pack. Cartons are the typical selling unit.

The following are examples of how to report Items per Selling Unit and quantity shipped.

Example 1:
If the selling unit is a standard carton and the quantity shipped are 1.5 cartons, then report 200 in the Items per Selling Unit field and report 1.5 in the Measure Value 1 field for quantity shipped.

Example 2:
If the selling unit is a 5-can sleeve and the quantity shipped are 2 sleeves, then report 5 in the Items per Selling Unit field and report 5.0 in the Measure Value 1 field for quantity shipped.

Example 3:
If the selling unit is a standard pack and the quantity shipped are 4 packs, then report 20 in the Items per Selling Unit field and report 4.0 in the Measure Value 1 field for quantity shipped.

Example 4:
If the selling unit is a 10-can sleeve and the quantity shipped are 5 sleeves, then report 10 in the Items per Selling Unit field and report 5.0 in the Measure Value 1 field for quantity shipped.

Example 5:
If the selling unit is a 45-can display and the quantity shipped are 4 displays, then report 45 in the Items per Selling Unit field and report 4.0 in the Measure Value 1 field for quantity shipped.

Example 6:
If the selling unit is a 10-can sleeve and the quantity shipped are 2 cans, then report 10 in the Items per Selling Unit field and report 0.2 in the Measure Value 1 for quantity shipped.

The same methodology applies for returns.

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Dollar reporting

The PUR Record contains the Measure Value 2 field, which is optionally populated with the total Dollars Sold of the unique SKU to a customer.   The following are two examples of how to report Dollars Sold:

Example 1:
If you sell 10 sleeves to a customer for $30 each, then report 300 in the Measure Value 2 for total dollars sold.

Example 2:
If you sell 5 sleeves to a customer for $30 each, then report 150 in the Measure Value 2 for total dollars sold.

Reporting Returns

Returned SKUs should be reported on a separate purchase record.

Example 1:
If the SKU has 10 cartons shipped and 4 cartons returned, then
1 PUR record should be reported with a value of 10.0 in the Measure Value 1 field and
1 PUR record should be reported with a value of –4.0 in the Measure Value 1 field.

Example 2:
If the SKU has 15 sleeves shipped and 8 sleeves returned, then
1 PUR record should be reported with a value of 15.0 in the Measure Value 1 field and
1 PUR record should be reported with a value of –8.0 in the Measure Value 1 field.

The same methodology applies for returns of packs/cans.

Example 1:
If the SKU has 10 cartons shipped and 5 packs returned, then
1 PUR record should be reported with a value of 10.0 in the Measure Value 1 field and
1 PUR record should be reported with a value of -.5 in the Measure Value 1 field.

Example 1:
If the SKU has 23 sleeves shipped and 7 cans returned, then
1 PUR record should be reported with a value of 23.0 in the Measure Value 1 field and
1 PUR record should be reported with a value of -.7 in the Measure Value 1 field.

Returns must be reported as a negative value. The negative sign must precede the quantity reported.

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Reporting Non-Saleable (Returns)

If you are unable to report the return of non-saleable products at the SKU level, you must create an opposing return SKU for that product.

Use the following instructions to report non-saleable products with an opposing return SKU record:
- The keyword "returns" should be included in the SKU's Product Description field (BID record).
- Negative value must be reported in the Measure Value 1 field (PUR record).

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ITGB PRODUCT DESCRIPTIONS

The following Standardized Product Descriptions are recommended for all ITGB Products in <u>Brand Identification Record (BID)</u> Section - Columns 32-81:

Wholesalers <u>currently</u> using different product descriptions may continue to do so

<u>**Cigarettes**</u>

<u>Fortuna</u>

Fortuna Blue Box 100
Fortuna Blue Box King
Fortuna Menthol DK Green Box 100
Fortuna Menthol DK Green Box King
Fortuna Menthol Green Box 100
Fortuna Menthol Green Box King
Fortuna NF Soft King
Fortuna Pale Blue Box 100
Fortuna Pale Blue Box King
Fortuna Red Box 100
Fortuna Red Box King

<u>Kool</u>

Kool Menthol Box
Kool Menthol Box 100
Kool Menthol Blue Box
Kool Menthol Blue Box 100
Kool Menthol XL Wide Blue Box
Kool Menthol XL Wide Green Box

<u>Malibu</u>

Malibu Menthol Blue Slim Box 100
Malibu Menthol Blue Slim Box 120
Malibu Menthol Green Slim Box 100
Malibu Menthol Green Slim Box 120
Malibu Pink Slim Box 100
Malibu Pink Slim Box 120

<u>Maverick</u>

Maverick Box
Maverick Box 100
Maverick Gold Box
Maverick Gold Box 100
Maverick Menthol Box
Maverick Menthol Box 100
Maverick Menthol Gold Box 100
Maverick Silver Box 100
Maverick Silver Menthol Box 100

<u>Montclair</u>

Montclair Black Box 100
Montclair Menthol Blue Box 100
Montclair Gold Box 100
Montclair Silver Box 100

<u>Rave</u>

Rave Menthol DK Green Box 100
Rave Menthol DK Green Box King
Rave Gold Box 100
Rave Gold Box King
Rave Red Box 100
Rave Red Box King

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Salem

Salem Menthol Box
Salem Menthol Box 100
Salem Menthol Gold Box
Salem Menthol Gold Box 100
Salem Menthol Silver Box
Salem Menthol Silver Box 100

Sonoma

Sonoma Menthol Blue Soft 100
Sonoma Menthol Blue Box 100
Sonoma Menthol DK Green Soft 100
Sonoma Menthol DK Green Box 100
Sonoma Menthol DK Green Box King
Sonoma Gold Soft 100
Sonoma Gold Box 100
Sonoma Gold Box King
Sonoma Menthol Green Soft 100
Sonoma Menthol Green Box 100
Sonoma NF Soft King
Sonoma Red Soft 100
Sonoma Red Box 100
Sonoma Red Box King

USA Gold

USA Gold Menthol Blue Soft 100
USA Gold Menthol Blue Box 100
USA Gold Menthol Blue Soft King
USA Gold Menthol Blue Box King
USA Gold Menthol DK Green Soft 100
USA Gold Menthol DK Green Box 100
USA Gold Menthol DK Green Glide Tec Box
USA Gold Menthol DK Green Soft King
USA Gold Menthol DK Green Box King
USA Gold Gold Soft 100
USA Gold Gold 100 Box
USA Gold Gold Glide Tec Box
USA Gold Gold Soft King
USA Gold Gold Box King
USA Gold Menthol Green Soft 100
USA Gold Menthol Green Box 100
USA Gold Menthol Green Soft King
USA Gold NF Soft King
USA Gold Red Soft 100
USA Gold Red Box 100
USA Gold Red Glide Tec Box
USA Gold Red Soft King
USA Gold Red Box King

Winston

Winston Red Box
Winston Red Box 100
Winston Gold Box
Winston Gold Box 100
Winston White Box
Winston White Box 100

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Mass Market Cigars (MMC)

Backwoods
Bckwds Orig Single 24CT UP
Bckwds Sweet Single 24CT UP
Bckwds Hny Berry Single 24CT UP
Bckwds Hny Bourbon Single 24CT UP
Bckwds Drk Stout Single 24CT UP
Bckwds Sweet 3Pack 10/3
Bckwds Hny Berry 3Pack 10/3
Bckwds Hny Bourbon 3Pack 10/3
Bckwds Drk Stout 3Pack 10/3
Bckwds Orig 5Pack 8/5
Bckwds Sweet 5Pack 8/5
Bckwds BlcknSwt 5Pack 8/5
Bckwds Hny 5Pack 8/5
Bckwds Hny Berry 5Pack 8/5
Bckwds Hny Bourbon 5Pack 8/5
Bckwds Drk Stout 5Pack 8/5

Dutch Masters
Dtch Mstr Palma 55CT
Dtch Mstr Palma Choc 55CT
Dtch Mstr Crna Dlx 55CT
Dtch Mstr Crna Grp 55CT
Dtch Mstr Sports 55CT
Dtch Mstr Palma 4Pack 5/4
Dtch Mstr Crna Dlx 4Pack 5/4
Dtch Mstr Crna Grp 4Pack 5/4
Dtch Mstr Crna Hny Sprt 4Pack 5/4
Dtch Mstr Cgrlo Van Single 30CT
Dtch Mstr Cgrlo Cgnc Single 30CT
Dtch Mstr Cgrlo Choc Single 30CT
Dtch Mstr Cgrlo Grp Single 30CT
Dtch Mstr Cgrlo Strwbry Single 30CT
Dtch Mstr Cgrlo Cgnc 3Pack 20/3
Dtch Mstr Cgrlo Sweet 3Pack 20/3
Dtch Mstr Cgrlo Wht Grp 3Pack 20/3
Dtch Mstr Cgrlo Grn 3Pack 20/3
Dtch Mstr Cgrlo Choc 3Pack 20/3
Dtch Mstr Cgrlo Wine 3Pack 20/3
Dtch Mstr Cgrlo Plma 3Pack 20/3
Dtch Mstr Cgrlo Dlx 3Pack 20/3
Dtch Mstr Cgrlo Grn Swt 3Pack 20/3
Dtch Mstr Cgrlo Grp 5pack 5/5
Dtch Mstr Cgrlo Van 5Pack 5/5
Dtch Mstr Cgrlo Choc 5Pack 5/5
Dtch Mstr Prsdnt 50CT Box
Dtch Mstr Prsdnt 5Pack 5/5

Dutch
Dutch Cgrlo Bry Fusion 2Pack 30/2
Dutch Cgrlo Hny Fusion 2Pack 30/2
Dutch Cgrlo Java Fusion 2Pack 30/2
Dutch Cgrlo Mint Fusion 2Pack 30/2
Dutch Cgrlo Rum Fusion 2Pack 30/2