Management Science Associates, Inc.

MULTICAT™ Format Requirements - Tobacco

April, 2019

Contents

Reporting Summary

The MULTICAT^{TM} Format is the preferred format for reporting data to MSA. The MULTICAT^{TM} 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.

Definitions and Requirements

This document contains the technical specifications for the MULTICAT^{TM} Format for all category submissions.

Field definitions and requirements may vary by program or industry. Please also ensure that you refer to each Manufacturer's program details for specific program requirements. If you have any questions, please call the Distributor Support Center at
877-544-4429, Option 1.

A field that is required for one industry may not be pertinent to another. These requirements are given in the Required Fields column within this 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 new 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 Record Types

Below are the MULTICAT^{TM} Format sections and definitions for reporting records for all Tobacco items. Please refer to the Appendix for some general notes and technical specifications for each field and details if needed for each identification record type listed below.

Header Identification Record (HID)

A HID record identifies the Distributor/Wholesaler site or any other data source providing data, along with contact information. There should only be one per file. Include identification number, name, address, week end date.

Brand Identification Record (BID)

A BID record is required for each unique SKU sold, returned or inventoried. There will be multiple per file. Each record also contains the total Distributor's closing inventory for each SKU.

Ship-To Identification Record (SID)

A 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. There will be multiple per file. Include Customer number, shipping number, name and address.

Purchase Record (PUR)

A 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. There will be multiple per file. Should include gross quantity shipped and negative transactions for returns or other quantity adjustments. Note: Net volume is delivered.

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. A data validation control record includes DID Number, Number of BID records, Number of SID records, Number of PUR records and Total Items shipped for the week one per file.

Brand Reporting

The below sections provide details on field descriptions and examples to help assure the data file is accurate and processes without unclassified products, suspend or fatal errors.

Product Description

This field provides the detailed description of the SKU being reported. It is essential for brand identification. Attributes may vary slightly from category to category.

- 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. B3G2F, DSPLY, No Returns).
- Exclude the provincial marking code or state code from this field. The two-letter state/provincial marking code indicating the province/state to which the product is being shipped should be reported in the Provincial Marking Code/State Tax Jurisdiction field.

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

Attribute Examples:

Brand / Brand Family	Marlboro, Kool, Skoal, Liggett Select, Newport, USA Gold, Copenhagen, Grizzly, Kodiak, Red Seal
Flavor	Original, Wintergreen, Straight, Clove, Cherry, Vanilla
Cut	Fine Cut, FC, Long Cut, LC
Length	e.g. 70, 80, 85, 100, 120, Kings, KS, KG
Filter vs. Non-Filter	FLT, NF
Menthol vs. Non- Menthol	M, MEN, MTHL, NM, NON-MEN
Pack Type	Soft, SP, BX, Box, Tin

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.

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.

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 MULTICATTM All Tobacco File Format. Reporting examples are provided below:

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

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

- 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.

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™ 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	Camel NM 85 BX FF	PA	00000000150
BID	124	Camel NM 85 BX FF	WV	00000000200
BID	125	Camel 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. MSA supports 2 methods for reporting multi-item shippers in the MULTICAT™ 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.

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.

Items per Selling Unit

The Items per Selling Unit in the BID record is used by MSA to calculate a total number of consumer units. This value is multiplied by the Quantity Shipped in the PUR record to obtain total number of consumer units.

MultiCat - Reporting Requirements				Examples			
MSA Category Code	MSA Category Description	Items per Selling Unit (BID record)	Selling Units Field (PUR record)	Brand description of unit sold	BID Record Items per selling Unit	PUR Record Quantity Shipped	Total MSA Calculated Eaches from BID and PUR records
3231	Cigarettes	Number of Sticks per selling unit (e.g. Selling unit = Carton)	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" Gold 100 Menthol Box	200 (Sticks)	10 (Cartons)	Total Sticks 200 * 10 = 2000
3251	Large Cigars Machine made, popular priced, mass produced	Number of Cigar Sticks per selling unit (e.g. selling unit = Boxes/Uprights/ Bundle Packs)	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" Grape Cigarillo 30/2ct Upright	60 (Sticks)	9 (Uprights)	Total Sticks 60 * 9 = **540**

3252	**Little/Filtered Cigars** Small cigarette-style cigars that mostly are 20 per pack, as well as other cigars that are taxed as "small/little" cigars	Number of Cigar Sticks per selling unit (e.g. Selling unit = Carton)	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" Little Cigar Cherry 100 Box	200 (Sticks)	6 (Cartons)	Total Sticks 200 * 6 = **1200**
3227	**Premium Cigars** Majority handmade	Number of Cigar Sticks per selling unit (e.g. Selling unit = Box/Tin)	Number of Selling units shipped for a particular SKU to a customer.	Premium "Brand X" 25ct Box	25 (Sticks)	4 (Boxes)	Total Sticks 25 * 4 = **100**
3211	**Moist Snuff**	Number of Cans per selling unit (e.g. Selling unit = Rolls/Sleeves)	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" LC Wintergreen 5ct	5 (Cans)	10 (Rolls)	Total Cans 5 * 10 = **50**
3217	**SNUS**	Number of Cans per selling unit (e.g. Selling unit = Rolls/Sleeves)	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" Snus 10ct	10 (Cans)	6 (Sleeves)	Total Cans 10 * 6 = **60**
3218	**Compressed Tobacco** Sticks/Strips/ Pellets/Orbs	Number of Consumer Packs per selling unit. (e.g. Selling unit = Box)	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" Stick 10ct	10 (Packs)	8 (Boxes)	Total Packs 10 * 8 = **80**
3213	**Dry Snuff**	Number of Cans/Tumbler per selling unit. (e.g. Selling unit = Box)	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" 4.65oz Tumbler 12ct	12 (Tumblers)	7 (Boxes)	Total Cans/Tumblers 12 * 7 = **84**
				"Brand X" 4.65oz Tumbler	1 (Tumbler)	3 (Tumblers)	Total Cans/Tumblers 1 * 3 = 3
3212	**Loose Leaf Chewing Tobacco**	Number of Pouches per selling unit. (e.g. Selling unit = Box)	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" Chew Mint 3oz 12ct	12 (Pouches)	4 (Boxes)	Total Pouches 12 * 4 = **48**
				"Brand X" Chew Mint 3oz	1 (Pouch)	5 (Pouches)	Total Pouches 1 * 5 = **5**
3214	**Plug/Twist/Rope**	Number of Consumer Packages per selling unit. (e.g. Selling unit = Box)	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" Twist Large 12ct	12 (Packages)	12 (Boxes)	Total Packages 12 * 12 = **144**
3221	**RYO/MYO Tobacco**	Number of Bags/Canisters per selling unit. (e.g. Selling unit = Box)	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" Gold Menthol 3oz 12ct	12 (Pouches)	2 (Boxes)	Total Bags/Canisters 12 * 2 = **24**
				"Brand X" Gold Menthol 6oz	1 (Bag)	3 (Bags)	Total Bags/Canisters 1 * 3 = **3**

3241	**Pipe Tobacco**	Number of Bags/Canisters per selling unit. (e.g. Selling unit = Box)	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" Cherry 3oz 12ct	12 (Bags)	2 (Boxes)	Total Bags/Canisters 12 * 2 = **24**
				"Brand X" Cherry 16oz	1 (Bag)	2 (Bags)	Total Bags/Canisters 1 * 2 = **2**
3261	**Papers**	Number of Booklets/Rolls per selling unit. (Note: **this is not a sheet count**) (e.g. Selling unit = Box)	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" Blue 1.5 24ct	24 (Booklets)	9 (Boxes)	Total Booklets 24 * 9 = **216**
3261	**Tubes**	Number of Tubes per selling unit (e.g. Selling unit = Carton)	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" KSF 200ct	200 (Tubes)	3 (Cartons/ Boxes)	Total Tubes 200 * 3 = **600**
3261	**Wraps**	Number of Consumer packs per selling unit. (Note: **this is not a wrap count**) (e.g. Selling unit = Box)	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" Cherry 25/2ct upright	25 (Packs)	4 (Boxes)	Total Packs 25 * 4 = **100**
3292	**E-Cigarettes/ E-Cigars - Disposable**	Number of Consumer packs per selling unit. (Note: **this is not a stick count**) (e.g. Selling unit = Box)	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" Menthol E-Cig Disposable 12mg	5 (Packs)	3 (Boxes)	Total Packs 5 * 3 = **15**
3292	**E-Cigarettes/ E-Cigars - Refills**	Number of Consumer packs per selling unit. (Note: **this is not a cartridge count**) for a particular SKU to a customer.	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" Menthol E-Cig Cartridge 6mg 3ct refill	10 (Packs)	2 (Boxes)	Total Packs 10 * 2 = **20**
3292	**E-Cigarettes/ E-Cigars - Starter Kits**	Number of kits per selling unit. (e.g. Selling unit = Box)	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" E-Cig Kit 24mg	10 (Kits)	8 (Boxes)	Total Kits 10 * 8 = **80**
3292	**E-Cigarettes/ E-Cigars - Liquids**	Number of bottles per selling units	Number of Selling units shipped for a particular SKU to a customer.	"Brand X" E-Cig Liquid 10ml	1	3	Total Bottles 1 * 5 = **3**

| 3293 | **Tobacco Derived** Non-Pharmaceutical Nicotine Gum, Lozenges, Pouches | Number of Cans per selling unit (e.g. Selling unit = Box) | Number of Selling units shipped for a particular SKU to a customer. | "Brand X" LC Wintergreen 5ct | 5 (Cans) | 10 (Rolls) | Total Cans 5 * 10 = **50** |

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 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.

MSA Category Code

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 must be supplied for all tobacco products reported to MSA on the combined cigarette and MST data file. This information is supplied during the enrollment process. The MSA Category Codes for Tobacco products are listed below.

MSA Category	Code
Moist Snuff/Spit-Free Tobacco/Hard Snuff	003211
Loose Leaf Chewing Tobacco	003212
Dry Snuff (Nasal)	003213
Twist/Rope	003214
SNUS	003217
RYO/MYO Tobacco	003221
Premium Cigars	003227
Cigarettes	003231
Pipe Tobacco	003241
Large Cigars	003251
Little/Filtered Cigars	003252
Papers/Tubes/Wraps	003261
E-Cigarettes (Disposable/Refills/Starter Kits)	003292
Tobacco Derived Products (TDP)	003293

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

Customer/Store Reporting

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".
- 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.

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 2.0 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.*

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 3: If the SKU has 10 cartons shipped and 5 packs returned, then:
- BID record should be reported with a unit of 200 (sticks per carton)
- 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 4: If the SKU has 23 sleeves shipped and 7 cans returned, then:
- BID record should be reported with a Unit of 10 (to indicate 10 cans per sleeve)
- 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.

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)

Appendix

The below table contains technical programming details for the MULTICAT^{TM} file format. For any questions or assistance with submission of files, please contact the MSA Distributor Support Center at 877-544-4429, Option 1.

MULTICAT^{TM} Tobacco File Programming Specifications

MULTICAT^{TM} Format - Header Identification Record (HID) The HID record identifies the Distributor/Wholesaler site or any other data source providing data, along with contact information.					
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

MULTICAT™ Tobacco File Programming Specifications

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. 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

MULTICAT^{TM} Tobacco File Programming Specifications

MULTICAT^{TM} Format - Brand Identification Record

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.

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

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

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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. *See Appendix for 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
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

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Size	Columns	Required Field	Master Description	Technical Specifications	Justification
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

			MULTICAT^{TM} Format 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.		
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

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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
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 Manufacturer's 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

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24	283-306	N/A	**Bill To Customer Group Number** Reserved field.	Alphanumeric	LJ/BF
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 Manufacturer's 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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MULTICAT™ Tobacco File Programming Specifications

	MULTICAT™ Format - 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.

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

Size	Columns	Required Field	Master Description	Technical Specification	Justification
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

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

| 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 |

MULTICAT^{TM} Format - 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.					
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

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

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

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