

Subject: Notice to the Trade 05-07, 2005 Case Lot Promotions
Instructions for Case Lot Presentation Item Form 40-15

Attached please find case lot form 40-15. Please do not fill in a highlighted area as these fields contain formulas to ensure that we do not have mathematical errors. Also do not adjust the final case price to include the coupon. This is the column the stores will use to enter the price into POS-M. The coupon is handled differently and therefore cannot be entered into this field. Also please use the COST price for unit price. The form will add the 1%.