



3/28/2022

2022 DSD Supplier Partner Expectations

This letter provides Circle K South East Business Units service expectations for all DSD partners for 2022. Please make sure that you forward and communicate these expectations within your organization to all parties involved.

2022 Service Expectations all Stores:

Minimum 1 Service Per Week. Service should remain consistent and provided on the same day each week.

\$200 to \$499 Minimum 2 Services Per Week. Service should remain consistent and provided on the same days each week.

\$500 to \$799 Minimum 3 Services Per Week. Service should remain consistent and provided on the same days each week.

\$800 and above Minimum 4 Services Per Week. Service should remain consistent and provided on the same days each week.

Stores with Volume above \$1,200 per week must be reviewed with Category Manager to determine space provided vs volume to potentially add Service or increased product locations as needed.

Vacation Destination Stores will follow above service expectations and have additional service and or product locations added during peak season as needed.

If Store service dates change due to weather, or other unforeseen issues, DSD Service personnel must notify the Store Manager or Assistant Manager of the change.

All DSD Sales Reps must greet and communicate with Store Manager or Assistant during service. DSD Sales Reps must provide contact information to the Store Manager for future communication needs. Store Managers must be notified in a timely manner of any and all changes in service personnel, scheduling etc.

2022 Quality Expectations all Stores:

- Under no circumstances is out of date product to be left in store. If product will be out of date prior to next service, it must be removed during current service.
- Promotions must be delivered and set prior to start date of promotion. Displays must be signed with promotional pricing.
- All locations, including under the registers, Queue Lanes, endcaps and gondola sections must be kept clean, stripped, and signed.
- Items that are not pre-priced must be priced and or have POP signage reflecting the retail price.
- All locations must be straightened, front and faced and product rotated prior to exiting the store.

We fully expect our DSD partners to maintain all dedicated space on a weekly basis. This includes, but not limited to, fully stocked locations, fully faced and rotated, stripped, POP as noted above and kept clean.

Thank you and I look forward to our continued partnership and growth,

Randy Blackley

Randy Blackley

Category Manager SEBU