

Current Retail Pricing Offering

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1. Born from House Zones
2. Margin Based
3. Limited SIL Host (for most Regions)
4. Prices managed by system with some manual input
5. Follows C&S assigned retail attributes (descriptions, UOM, retail pricing, etc.)
6. Weekly file updates
7. Limited Promotional capabilities
8. DSD Support (limited for many groups)
9. Current infrastructure leaves numerous opportunities to enhance efficiencies



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For nearly 100 years, C&S Wholesale Grocers has been providing the Products, Value, Knowledge and Services to help Independent, family owned businesses succeed and grow. We continue that legacy with the development and rollout of our new Retail Pricing System.



Future Retail Pricing Offering

**NEW and
IMPROVED!**

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1. Follows Pricing Strategies
2. Rules Based Pricing Strategy, Margin based or competitive based options
 - Rules have "guardrails" to protect pricing thresholds
3. Fully enhanced SIL Host support is available
4. Prices managed by the system and a Retail Pricing resource (by exception)
5. Option for retailer to control/update their attributes via My Store access
6. Affect emergency and off-schedule updates for label and POS file creation
7. Systems support Enhanced Promotions dependent on POS capabilities
 - Buy this / Get that
 - Buy X amount / Get Y amount
 - Buy X and Y / Get Z
 - Supports any Ad start dates
 - Supports one day ads, three day ads, whatever
 - Enhanced TPR options
8. Managed DSD available for all
 - Enhanced DSD retail pricing support via a requested strategy
 - Enhanced Perishable retail pricing support via a requested strategy
 - Future ability to print DSD labels on demand via Zebra wireless printers
9. Highly efficient, streamlined product eliminates manual workarounds, improving data accuracy



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