

Instructions for completing the Direct Store Delivery New Item Form

Vendor's Name - Enter the name and vendor number of the vendor that delivers and bills the product delivered to the retail stores. The vendor number is the 5 digit number that is assigned by Wakefern upon initial set up into the Wakefern Food Corporation Corporate Database.

Effective Date – The date that the product will be available to start shipping to ShopRite Stores. Wakefern requires 90 day notification on new items prior to ship date.

Department – Wakefern Food Corporation Division or department that the product is being presented to. Complete different forms for different Divisions.

Item UPC – The entire universal product code number on the retail item excluding the check digit (The last number in a [UPC](#) that is used to verify the accuracy of the UPC code. Normally a smaller number found to the far right of the bar code)

Item Description – The item description as it is shown on the actual consumer package including Brand name, product and flavor.

Item Size – Enter the size and unit of measure as it appears on the consumer package. No metric, must specify fluid or net weight. For example, 1 Pint or 16 fl oz.

Case or unit cost (as per case pack) – Enter the everyday cost of the receiving unit before any off invoice allowance or promotion.

Case Pack – Number of consumer units in a master case. This case pack should also be consistent with case pack used on the vendor's delivery ticket and all other items delivered and billed by the vendor.

Cash Allowance – The dollar amount of the allowance being offered on the new item as it relates to the case or unit cost and case pack. For example;

A \$1 item that is packed and delivered as cases of 12 it should have a list case cost of \$12.00. If the item is delivered in 'eaches' (consumer units) the item would be packed 1 with a case cost of \$1.00.

Case Allowances

.05 per unit in a case pack of 12 would be entered as List = \$12.00, Allowance = .60, Net = \$11.40

Unit Allowance



.05 per unit for deliveries 'eaches' would be entered as List = \$1.00, Allowance = .05 per unit, Net = \$0.95

Net Cost – Net cost is calculated by the form if using the Excel file. If not, the formula is case/unit cost minus allowance.

Item Retail – Suggested retail. If the item is pre-priced please indicate 'PP' after the retail.

Gross Profit % - Calculated by excel file or. (Retail – Cost) divided by Retail

Item Type/Commodity – One word to describe what the product is. Example; candy, drink, cake, detergent, etc.

Product Segmentation (Provided by Category Manager)

Shelf Label – If the item is not pre-priced with a valid unit of measure a shelf label is required by State law.

Stores Serviced - – List only the actual store numbers that are to be authorized for this item. If the vendor is already servicing stores through Wakefern you can write "all stores" indicating all stores currently on Wakefern's files to be serviced by vendor.

Presented by – The signature of the agent representing the manufacturer or vendor for this product and pricing and the date presented or last revised. This must be an actual signature. Any new item forms presented electronically via email must have a fully typed name in this field. Additionally, the email sender must be recognizable to the Category Manager and the new item form must be attached as a file name indicating the new item proposal and a sentence including the vendor or manufacturer's billing name in the body of the email text.

Buyer Approval – The signature of Wakefern's Product Category Manager and date approved.

*Large quantities of new items should be submitted in an ASCII file layout.
See DSD/POS Supervisor for record layout details.



