



**Date:** 2/7/2013

**SLMC #:** 11

**Brand:** Lance Popcorn

**Distribution:** All Regions

**Contact:** Patrick Kelly (x 25744), Anna Sebastian (x 25304) and Bryan Dobson (x 25420)

**Attachment:** No

**Notes: Introducing 6 oz Lance White Cheddar and Movie Theater Butter Popcorn (12ct) for Lance 100<sup>th</sup> Anniversary celebration.**

## 6 oz Lance White Cheddar and Movie Theater Butter Popcorn

We are pleased to introduce 6 oz Lance White Cheddar and Movie Theater Butter Popcorn (12ct) as part of the Lance 100<sup>th</sup> Anniversary celebration. These new items will be available exclusively to Walmart for a first in-store date of March 4<sup>th</sup>. Both items will be available to all Customers for an on-shelf date of April 1<sup>st</sup>. **The Grocery channel should convert the 3.5 oz. product to the new 6 oz. product as soon as possible after April 1st.** However, please continue to distribute 3.5 oz Lance White Cheddar and Movie Theater Popcorn (18ct) through C-stores.

The 6 oz. Lance Popcorn will have a \$2.99 bell mark and expected retail price of \$1.98 at Walmart. The everyday SDV of \$1.44 provides a 28% retailer margin at \$2.00 SRP. EDLC customers should be priced at \$2.00 per unit. Hi Lo customers should develop promotional calendars to provide a retailer an average margin on 28%. **There should not be any additional trade spending on this promoted group.**

Please order sales samples of 6 oz Lance Popcorn as needed beginning February 14<sup>th</sup>.

	6 oz Lance White Cheddar Popcorn (12ct)	6 oz Lance Movie Theater Butter Popcorn (12ct)
Item # (Oracle & JDE/Ross)	103630	103631
UPC	0-76410-90112-1	0-76410-90113-8
Case GTIN	100-76410-90112-8	100-76410-90113-5
6 oz bag D x W x H	3.5 x 6.25 x 11.75	
Case L x W x H	23.063 x 15.313 x 12.625	
Case Cube	2.58	
Case Grs Wt.	6.5 lbs	
Pallet Ti x Hi	5 x 5	
Promoted Group	#397 RTL LAN Popcorn 6 oz.	
Bell mark	\$2.99	
SRP	\$2.00	
SDV	\$1.44	
Distributor Case Price	\$12.10	