



## Candy & Snacks MVE, Cost Share Calculator Example, May 17, 2016

\*All data entry areas are in boxes and the text is in blue fonts (all data presently entered in these boxes is random and is for example purposes only)

|  |         |
|--|---------|
| Is this a New Rack? -  | Yes     |
| New Rack Cost -  | \$ 1.00 |
| Retail Placement Allowance -   | \$ 1.00 |
| Other -  | \$ 1.00 |
| Sales Spiff -  | \$ 1.00 |
| Total Annual Cost in Year One, which includes the New MVE Rack       | \$ 4.00 |
| Total Linear Inches of Merchandising Space based on "Your" Planogram | 576     |

### Planogram Share of Space and Manufacturer Cost Share Allocation

| Manufacturer  | Facings    | Linear Inches of Merchandising Space | Manufacturer Share of Linear Inches of Space | Manufacturer Cost Share |
|---------------|------------|--------------------------------------|--|-------------------------|
| A             | 30         | 107                                  | 18.58%                                       | \$0.74                  |
| B             | 26         | 92                                   | 15.97%                                       | \$0.64                  |
| C             | 18         | 84                                   | 14.58%                                       | \$0.58                  |
| D             | 16         | 78                                   | 13.54%                                       | \$0.54                  |
| E             | 10         | 67                                   | 11.63%                                       | \$0.47                  |
| F             | 8          | 58                                   | 10.07%                                       | \$0.40                  |
| G             | 6          | 34                                   | 5.90%  | \$0.24                  |
| H             | 4          | 27                                   | 4.69%  | \$0.19                  |
| I             | 3          | 19                                   | 3.30%  | \$0.13                  |
| J             | 2          | 10                                   | 1.74%  | \$0.07                  |
| K             | 0          |                                      | 0.00%  | \$0.00                  |
| L             | 0          |                                      | 0.00%  | \$0.00                  |
| M             | 0          |                                      | 0.00%  | \$0.00                  |
| N             | 0          |                                      | 0.00%  | \$0.00                  |
| O             | 0          |                                      | 0.00%  | \$0.00                  |
| <b>TOTALS</b> | <b>123</b> | <b>576</b>                           | <b>100.00%</b>                               | <b>\$4.00</b>           |