

Dear Distributor Principle:

We are planning to implement a new sales data collection process using the Supplier Reporting System (SRS) developed by Vermont Information Processing (VIP). This system, will allow us to work more effectively with you to increase sales of **Poppi** products. Our sales teams will be able to run their own reports and reduce the burden on your staff to provide sales information. Because the VIP system is automated, there will be no manual keying of information on your part which will eliminate manual errors and guarantee that we are working off of the same information that you use on your route accounting system (RAS).

The largest commitment on your part will be to acquire the SRS interface from your RAS provider and update the customer and item information on your RAS. Although the VIP system collects various retail outlet attributes, **Poppi** is particularly interested in the following:

- DBA
- Street address, City and State
- Salesman #
- Class of Trade
- Chain code

To begin the process, send the attached commitment form directly to VIP as soon as possible. Upon receiving this form, a VIP representative will reach out to begin implementation. Thank you in advance for your cooperation and good selling.

Sincerely,

Jacqueline Harrill
VP DSD Sales OPS
920-680-5940
Jacqueline.Harrill@drinkpoppi.com

Poppi Sales Data Collection

Commitment Form

(Please Print)

Distributor Name: _____

Distributor Number: _____

Address: _____

Primary Contact:

Name: _____

Phone: _____

Fax: _____

Email Address: _____

Alternate Contact:

Name: _____

Phone: _____

Fax: _____

E-mail Address: _____

Signature: _____

By signing this document you are committing to implement Sales Data Collection for
Poppi

Fill out this form and email to dom.ditlefsen@vtinfo.com or fax to VIP at (802) 655-1313 attn: Dom Ditlefsen