

Partner Bulletin

Wholesaler PINs

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Note: this Issue 12 adds Petrey Wholesale of Montgomery.

Good support and cooperation from wholesalers is essential to effective negotiations and short sell-cycles when marketing to independent grocers.

For this reason, StoreNext negotiates sell-through agreements with some wholesalers on behalf of our Dealers and it is critical to track our performance against these wholesaler agreements to demonstrate their value. There have been cases, for example, where wholesalers have dramatically revised their estimation of StoreNext, StoreNext Dealers and our products (and correspondingly increased the resources dedicated to us all) when brought data on the true number of StoreNext ISS45 and ScanMaster systems that populate their member stores.

Wholesaler penetration information is difficult to accumulate, however, and so we need help from the Dealers when systems and products are ordered. The appropriate zero-priced PIN below *must* be included for a sales order to be accepted at StoreNext. Since most Dealers work with a small number of different wholesalers, this should not add undue burden to the order process.

Please note that this requirement is now applicable to non-US Dealers and for stores being installed outside the United States – use WHS0057.

For spares orders or demo units used to be used internally by a Dealership, use WHS0058.

Occasionally, Dealers need to “opt-out” of wholesaler programs for specific reasons or circumstances. Since store names do not appear on sales orders, the data cannot be used to link stores to a wholesaler plan. Again, this requirement adds no financial or other obligations for the Dealer, but it is necessary to ensure that the wholesaler gives the Dealers and StoreNext appropriate recognition.

To Your Success,



Tony van Sevente

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PIN	Wholesaler	Price
WHS058	Dealer Internal (Demo, Spare, etc.)	\$ 0
WHS057	Non-U.S. Installations	0
WHS013	Affiliated Abilene	\$ 0
WHS009	Affiliated Amarillo	0
WHS014	Affiliated Norfolk	0
WHS016	Affiliated SW Little Rock	0
WHS012	Affiliated Tulsa	0
WHS010	AG Baton Rouge	0
WHS029	AG of Florida	0
WHS028	AG Seattle	0
WHS030	AG South	0
WHS026	Associated Food SLC	0
WHS025	Associated Foods Jamaica NY	0
WHS024	Associated Foods Maine	0
WHS019	Associated New England	0
WHS021	AWG Corporate KC	0
WHS003	AWG Kansas City	0
WHS023	AWG Oklahoma City	0
WHS063	AWG Memphis	0
WHS022	AWG Springfield	0
WHS031	AWI Robesonia	0
WHS007	AWI York	0
WHS068	Bashas'	0
WHS056	Blooming Prairie	0
WHS033	Bozzuto's	0
WHS005	C & S WG Brattleboro	0
WHS035	CB Ragland	0
WHS008	Central Grocers Coop	0
WHS037	Certified Midwest	0
WHS038	Dearborn Chicago	0
WHS070	Eldridge Wholesale	0
WHS040	General Trading NJ	0
WHS041	Giant Eagle	0
WHS069	Great Lakes Warehouse	0
WHS071	Great North (Alpena MI)	0
WHS042	Grocers Supply Houston	0
WHS043	Grocers Supply Indianapolis	0
WHS044	GSC Sulphur Springs	0
WHS045	H. T. Hackney	0
WHS046	Hale-Halsell	0
WHS047	J. T. Davenport	0
WHS048	Key Food Coop NY	0
WHS049	Krasdale	0
WHS050	Laurel Grocers	0
WHS051	McLane Co.	0
WHS018	MDI Corporate Stores	0
WHS017	MDI Wholesale	0
WHS052	Minter-Weisman	0
WHS053	Mitchell Grocery AL	0
WHS059	Mountain People	0
WHS004	Nash Finch	0
WHS061	Nature's Best	0
WHS062	Olean Wholesale	0
WHS067	Penn Traffic	0
WHS072	Petrey Wholesale of Montgomery	0
WHS039	Piggly Wiggly Alabama	0
WHS020	Pine State ME	0
WHS054	Roundy's	0
WHS055	Save A Lot Stores	0
WHS034	Schultz Sav-O Stores	0
WHS066	Spartan Stores	0
WHS032	Super Store CA	0
WHS001	SuperValu	0
WHS036	Tripifoods	0
WHS011	URM Stores	0
WHS015	UWG CA	0
WHS006	UWG Portland	0
WHS060	Virginia ABC	0
WHS027	Wakefern	0
WHS064	White Rose	0

