



**FROM: Carrie Sprintz, VP PEPSICO WAREHOUSE FOODS**  
**DATE: October 25, 2024**  
**SUBJECT: Quaker Chewy: End of Allocation & Promo Guidance**

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To Our Valued Customers:

Thank you for your patience as we worked through our production challenges on Quaker Chewy Bars. We are pleased to announce we are ready to come off allocation for Core Chewy items in the coming weeks. Details outlined below.

Additionally, promotional activity for all Quaker Chewy Core SKUs can resume on January 26<sup>th</sup>, 2025. Prefilled Shippers will be available to support promotions in January 2025 as well.

Please resume regular ordering for Quaker Chewy for the following items on the dates below:

Planning Material Number	Material Description	Order Date	Start Ship
10030000311841900	CHEWY LARGE 12CS PB CHC	10/29/2024	11/5/2024
10030000567262900	CHEWY 15.2OZ 12CS PB CC 18CT	10/29/2024	11/5/2024
10030000311827900	CHEWY LARGE 12CS CCP	10/29/2024	11/5/2024
10030000450175900	CHEWY BSE 15.2OZ CCP	10/29/2024	11/5/2024
10030000573409900	CHEWY CCP 25.3OZ 30CT	10/29/2024	11/5/2024
10030000451301900	CHEWY BSE 15.2OZ 12CS VARIETY	10/29/2024	11/5/2024
10030000311810900	CHEWY LARGE 12PK SMORES	10/29/2024	11/5/2024
10030000573416900	CHEWY VP 25.3OZ 30CT	10/29/2024	11/5/2024
10030000311759900	CHEWY LARGE 12CS CCP	10/29/2024	11/5/2024
10030000571689900	CHEWY 15.2OZ 12CS RS CHOC CHIP 18CT	10/29/2024	11/5/2024
10030000314071900	CHEWY LARGE 12CS CCP	10/29/2024	11/5/2024
10030000315658900	BIG CHEWY BSE LARGE 8CS CCP	10/29/2024	11/5/2024
10030000573171900	CHEWY 15.2OZ 12CS SMORES 18CT	10/29/2024	11/5/2024

As a reminder, these Chewy items are already available for open ordering and promotions:

Planning Material Number	Material Description
10030000312695900	CHEWY LARGE 12/6PK CCP
10030000450526900	CHEWY DPC 15.26OZ 12CS CCP
10030000312800000	CHEWY YOGURT 6.1OZ 12CS SB
10030000312824000	CHEWY YOGURT 6.1OZ 12CS BB
10030000575748000	CHEWY YOGURT 10CT VARIETY PACK
10030000312718900	CHEWY LARGE 12/6PK PB
10030000311339900	CHEWY LARGE 12/14PK PB
10030000576806900	DIPPS 26.2OZ CCP 24CT 6CS

The Chewy prefilled displays below will be available to support promotions in January 2025. POs can be placed with a start ship date 1/6/25 or later. Additional Chewy displays will become available throughout 2025:

Shipper Description	CHEWY 8CS SHIPPER VARIETY (8ct Core, 4 SKUs)	CHEWY/DIPPS 14CS LARGE DISPLAY VARIETY (8ct Core, 4 SKUs)	CHEWY 18CT DSPLY SHIPPER 3CS VARIETY (18ct Core, 2 SKUs)	CHEWY DSPLY SHIPPER 3CS VTY (18ct Core, 3 SKUs)	CHEWY 9.33CS DISPLAY VARIETY (18ct Core, 2 SKUs)	CHEWY 30CT VARIETY PACK SHIPPER (30ct 2 SKUs)
Total Units per Shipper	96	168	36	36	112	22
Planning Mat #	30000569542000	30000571354000	30000572542000	30000573204000	30000317914000	30000575178000

These remaining 6 Chewy items below are planned to become available in April 2025. More details to follow as start ship dates are solidified:

Planning Material Number	Material Description
00030000311806	CHEWY LARGE 12CS OAT RS
00030000311882	CHEWY BSE 6.72OZ 12CS VARIETY
00030000576519	QKR CHEWY 0.84OZ 8CT CC COOKIE DOUGH
00030000311868	CHEWY LARGE 12CS LF CHNK
00030000311769	CHEWY LARGE 12CS PB CCP
00030000450109	CHEWY RSG 15.2OZ 12CS VARIETY
00030000578510	(NEW) CHEWY 0.84OZ 8CT SNKRDDL COOKIE DOUG

Thank you for your continued support and partnership as we work together to meet your needs and our consumers' needs during this transition.

Please reach out to your Customer Integration Center contact or account manager with any questions.

Regards,

*Cassie Spivatz*