

Mel-O-Cream Donuts International, Inc.

Order Regulations

Mel-O-Cream Donuts has always placed a high value on customer service and going the extra distance to provide a flexible work policy geared toward our customers and brokers. This desire to provide a customer friendly order and a delivery program designed to ensure zero out of stocks and product freshness is still our goal. The following guidelines are needed to ensure we can meet these goals:

ORDER LEAD TIME

- On all orders delivered on Mel-O-Cream trucks the lead-time is 7 working days. Saturdays and Sundays do not count as a working day.
- Any requests for less than the minimum required lead time must have prior approval by our Customer Service Department before you transmit the purchase order to Mel-O-Cream Donuts. If the order is received EDI with a short notice it will be faxed to your Order Entry Department to contact the customer and adjust the lead-time to meet our requirements.
- We will always make the effort to deliver product on short notice in the case of an emergency or to assist your customers when movement exceeds projections. That doesn't mean we will accept short notice on a regular basis as some customers are inclined to do just because it works for them to wait until the last minute to put an order together.
- It is the broker's responsibility to assist Mel-O-Cream Donuts in making sure your customers understand the guidelines governing order placement. We will not jeopardize customers that adhere to policy to meet the needs of those customers that don't.
- An order acknowledgement will be sent on all orders after pricing and allowances have been verified. If you have not received an acknowledgement within the same day or the next business day of sending an order you must call to confirm receipt. This will eliminate any chance of missed orders.
- It is the broker's responsibility to communicate the order acknowledgement to the customer. All order acknowledgements confirming pricing, request dates and po#'s need to be sent to the customers. Please notify Dana Starks in writing if the customer has requested to not receive an order acknowledgement.

ADD-ONS

- All add-ons must be received by noon on Thursday for the following week's delivery or pick-up.
- All add-ons must have prior approval by customer service before the purchase order is faxed to Mel-O-Cream Donuts.
- If an emergency request for an add-on is submitted to you, we will make every effort to fill the request. However, Mel-O-Cream Donuts can not guarantee complete fill rates on any add-ons and will not be liable for fines or penalties as a result of stock protection programs your customers may have.

PROMOTIONS

- All promotional requests must be submitted on Mel-O-Cream's promotional forms at least 2 weeks prior to the beginning date of the first promotion window. No other method is acceptable.
- All promotional requests must be submitted to your respective Mel-O-Cream sales representative for approval. Promotion schedules must be submitted based on a Monday begin date and a Friday end date.
- Our Customer Service Department will fax you a confirmation that reflects a "Promo #" and lists each item and the delivery dates and the allowance that will be offered. **It will be the broker's responsibility to verify each promotion and contact our customer service department if there is a discrepancy.**
- The broker will also be required to contact their customers and ensure all products, delivery dates and allowances match what they have in their system.

PRICING

- Each time we have price changes or issue an updated price list, Mel-O-Cream Donuts will send the price list to the brokers so that customers can be contacted and updated paperwork can be submitted. It is our practice to give the customers at least a 30 day notice prior to the price changes taking effect. We rely on the broker to contact the customer immediately upon notice to ensure the proper notification is given to the customer. A current price list will be available at all times on our website in the Broker Resource Center.
- The broker will ensure all pricing is correct on all purchase orders prior to faxing it to our office.

- No order will be delivered until Mel-O-Cream Donuts has confirmation that a pricing error has been corrected and the customer accepts the correction.

FORMS

- A customer profile must be completed for all new customers prior to their first order.
- Customer Profile Forms can be obtained from our website.
- The broker will be required to keep our customer profile form updated if a change occurs as well as ensure Mel-O-Cream donuts has an accurate an current customer profile for all customers serviced by your company. Customer Profile Forms can be obtained from our website.