

**HOSTESS BRANDS
REBATE PROGRAM**

HOSTESS BRANDS

“Service is more than just a word with us!”



Hostess Brands

2023 Independent Store Rebate Program

2023 Distributor Requirements Independent C-store Retailer Program

- Distributor must stock a minimum 28 Single Serve, 4 Bagged Donettes, 4 Bread & Buns, 3 Voortman Mega Wafers.
- Distributors agrees to provide store level data to MSA at no additional charge to Hostess.
- On a quarterly basis, Hostess will define the compliance level and rebate earned by store and issue a credit memo directly to distributor.
- Distributor agrees to pay stores any earned rebate within 60 days of each quarter end.
- Distributor will apply re-order tags to all items in stores.



Hostess has the right assortment!

ALL DAY SNACKING

BREAKFAST

SNACK CAKES & PIES



DONETTES



DANISHES



BREAKFAST PASTRIES / COFFEE CAKE / MUFFINS



Classic

BREAKTHROUGH INNOVATION



CAFFEINATED



MEGA MUFFINS



BREAD & BUNS



BAG DONETTES



Premium



2023 MVP SKUs - National



- Grow profits with best selling items
- 13 SS MVP SKUs required at all levels

HPP Level	Total SS SKUs required	Total BD SKUs required
Platinum	28	4
Gold	26	4
Silver	20	3

MVP Single Serve (SS)



- Frosted Donettes
- Powdered Donettes
- Twinkies
- Chocolate Cupcakes
- Crunch Donettes
- Db! Choc Donettes
- Coffee Cakes
- Glazed Honey Bun
- Iced Honey Bun
- Ding Dongs
- Glazed Donettes
- Vanilla Zingers
- Devil's Food Zingers

MVP Bag Donettes (BD)



- Frosted Donettes Bag
- Powdered Donettes Bag
- Crunch Donettes Bag

2023 Voortman Mega Wafers Rank Order Recommendation (National)



VOORTMAN'S MEGA-WAFERS	
Rank	Item Description
1	Vanilla Mega Wafer
2	Strawberry Mega Wafer
3	Chocolate Mega Wafer

2023 Plan-o-gram Ranking

National MVP

2021/2022 New Item

2022/2023 New Item

CORE Single Serve	
Rank	Item Description
1	Donettes SS - Frosted
2	Donettes SS - Powdered
3	Donettes SS - Crunch
4	Twinkies SS - Original
5	Cupcake SS - Chocolate
6	Donettes SS - Dbl Choc
7	Honey Bun SS - Glazed
8	Honey Bun SS - Iced
9	Coffee Cake SS
10	Donettes SS - Glazed
11	Ding Dongs SS - Original
12	Zingers SS - Vanilla
13	Zingers SS - Devils Food
14	Sno Balls SS
15	Jumbo Donette SS - Blueberry
16	Zingers SS - Raspberry
17	Ho Ho's SS - Original
18	Baby Bundt SS - Strawberry Cheesecake
19	Baby Bundt SS - Iced Lemon
20	Honeybun SS - Devil's Food
21	Cupcake SS - Birthday Cake
22	Jumbo Donette SS - Glazed
23	Cupcake SS - Orange

CORE Single Serve	
Rank	Item Description
24	Pies SS - Apple
25	Jumbo Donette SS - Strawberry
26	Pies SS - Cherry
27	Muff'n Stix - Choc Chip
28	Cinnamon Roll SS
29	Muff'n Stix - Blueberry
30	Cupcake SS - Iced Lemon
31	Danish SS - Berry & Chs
32	Danish SS - Apple Cinn
33	Danish SS - Cheese
34	Mega Muffin SS - Banana
35	Mega Muffin SS - Blueberry
36	Mega Muffin SS - Dbl Choc

Bagged Donettes	
Rank	Item Description
1	Donettes Bag - Powdered
2	Donettes Bag - Frosted
3	Donettes Bag - Crunch
4	Donettes Bag - Double Choc
5	Donettes Bag - Old Fashioned
6	Donettes Bag - Glazed

Voortman's Wafers	
Rank	Item Description
1	Voortman Mega - Strawberry
2	Voortman Mega - Vanilla
3	Voortman Mega - Chocolate

Breakthrough Innovation	
Rank	Item Description
1	Triple Chocolate Kazbar
2	Chocolate Caramel Kazbar
3	Bouncers - Ding Dong
4	Bouncers - Donette
5	Smores Kazbar
6	Boost Caramel Macchiato
7	Boost Chocolate Mocha

2023 Plan-o-gram Ranking

National MVP

2021/2022 New Item

2022/2023 New Item

Single Serve	
Rank	Item Description
1	Donettes SS - Frosted
2	Donettes SS - Powdered
3	Donettes SS - Crunch
4	Twinkies SS - Original
5	Cupcake SS - Chocolate
6	Donettes SS - Dbl Choc
7	Honey Bun SS - Glazed
8	Honey Bun SS - Iced
9	Coffee Cake SS
10	Donettes SS - Glazed
11	Ding Dongs SS - Original
12	Zingers SS - Vanilla
13	Zingers SS - Devils Food
14	Triple Chocolate Kazbar
15	Chocolate Caramel Kazbar
16	Bouncers - Ding Dong
17	Bouncers - Donette
18	Smores Kazbar
19	Sno Balls SS
20	Jumbo Donette SS - Blueberry
21	Zingers SS - Raspberry

Single Serve	
Rank	Item Description
22	Ho Ho's SS - Original
23	Baby Bundt SS - Strawberry Cheesecake
24	Baby Bundt SS - Iced Lemon
25	Honeybun SS - Devil's Food
26	Cupcake SS - Birthday Cake
27	Jumbo Donette SS - Glazed
28	Cupcake SS - Orange
29	Pies SS - Apple
30	Jumbo Donette SS - Strawberry
31	Pies SS - Cherry
32	Muff'n Stix - Choc Chip
33	Cinnamon Roll SS
34	Boost Chocolate Mocha
35	Muff'n Stix - Blueberry
36	Boost Caramel Macchiato
37	Cupcake SS - Iced Lemon
38	Danish SS - Berry & Chs
39	Danish SS - Apple Cinn
40	Danish SS - Cheese
41	Mega Muffin SS - Banana
42	Mega Muffin SS - Blueberry
43	Mega Muffin SS - Dbl Choc

Bagged Donettes	
Rank	Item Description
1	Donettes Bag - Powdered
2	Donettes Bag - Frosted
3	Donettes Bag - Crunch
4	Donettes Bag - Double Choc
5	Donettes Bag - Old Fashioned
6	Donettes Bag - Glazed

Voortman's Wafers	
Rank	Item Description
1	Voortman Mega - Strawberry
2	Voortman Mega - Vanilla
3	Voortman Mega - Chocolate

2023 Independent C-store Rebate Qualification Requirements



- Requires **22** Single Serve Skus (**13** MVP SS + 9 Flex SS)
- Requires **3** Bag Donettes

Optional

- *Voortman Mega Wafers*
- *Bread & Buns*
- Paid at **\$0.06 / unit** if in compliance during a given quarter

2023 Independent C-store Rebate Program Agreement



Date: _____

Store #: _____

Retailer Name: _____

Address: _____

Print Name: _____ Title: _____

Customer Signature: _____

Acosta Sales Rep: _____
(print name)

Hostess Rep: _____
(print name)

Distributor: _____

- Requires **22** Single Serve Skus (**13** MVP SS + 9 Flex SS)
 - Requires **3** Bag Donettes
- Optional*
- *Voortman Mega Wafers*
 - *Bread & Buns*
- Paid at **\$0.06 / unit** if in compliance during a given quarter

Quarterly Payment

Hostess will use third party data compliance with MSA, Infobate or other data sources as means to determine compliance level payment qualification. By design, this program will measure and validate the Rebate earned, based on the compliance level achieved at individual store during each calendar quarter. Qualifying rebates will be paid within 60 days after close of each quarter. Payment will be made by distributor supplying Hostess.

This Agreement is made between Hostess Brands, Inc. (HB) and the undersigned customer ("Customer"). HB is a manufacturer of snack products. Customer owns convenience store retail outlet(s) that offer HB items for sale to the public. HB and Customer wish to establish a program for the sale of HB products on the terms and conditions contained below.