



# Doing Business with Dot Foods

*Your resource guide to our program and services.*



# Dot Makes It Easy.

Thousands of products. Skilled customer service. Streamlined processes. Dot makes it easy for you to get the products you need, when you need them. Find out how to maximize the value of our services with this handy resource guide.

## SALES & CUSTOMER SERVICE

### CDR *Customer Development Representative*

Dot CDRs provide personal service and sales assistance over the phone. They are experienced sales professionals, highly skilled in helping you grow your sales and profits. CDRs combine the services of a DSM and CSR.

### DSM *Dot District Sales Manager*

DSMs call on customers in person and act as the primary liaison between distributor, brokers and manufacturer direct reps in a particular market.

### CSR *Customer Service Representative*

A CSR handles day-to-day customer service from the office while the DSM travels. Your CSR will process your orders, provide product information, verify dates and prices, and much more.

### RSM *Regional Sales Manager*

Dot's six RSMs each supervise four to six DSMs and regularly travel with them on sales calls. The RSM is an experienced sales professional responsible for growing business and for developing other sales staff.

### *Non-Foods Specialist*

Each of our six regions is also staffed with a Dot Non-Foods Specialist. These specialists call on distributors who are interested in expanding into the non-foods category, or who already have established non-foods as an important business segment.

**Your DSM or CDR will provide information on Dot services, help coordinate transportation, credit and promotions.**

## PLACING ORDERS

We accept orders via:

### Electronic Data Interchange (EDI)

to get set up, please contact Sean Ketcham (ext. 12428) or Jenn Thaxton (ext. 12420) at 800-366-6482

### Exchanges Amphere and ITN

### XML or flat files

contact Sean Ketcham (ext. 12428) at 800-366-6482

### Dot Expressway® website

(log on/register at [www.dotfoods.com](http://www.dotfoods.com))

Fax 217-773-4461 or 217-773-3302

Phone 800-366-3687

## LEAD TIMES

**As the nation's largest and only nationwide food redistributor, Dot Foods makes weekly deliveries to all 50 states – with very short lead-times.** Our lead-time at Dot is defined as the number of business days from order cut-off time to delivery at the customer's dock.

Stock Items	2-4 days for continental U.S. 2-4 days for Alaska and Hawaii (ship date, not delivery)
Special Orders	14-21 days
New Items	14-21 days
New Customers	14-21 days for first order
Holidays	We will notify you in advance of holidays where lead-times may be extended and delivery days may change.



## MINIMUMS

**Dot customers are not required to meet minimums on individual product lines, just one overall Dot minimum:**

*All temperatures combined 5,000 lbs.  
(minimum 1,000 lbs. per temperature)*

## TERMS

**We match the manufacturer's cash discount.**

Terms are:

- 2% 10, Net 11
- 1% 10, Net 11
- Net 10

## PRICING

**Dot's pricing structure is typically based on date of delivery.** Dot's prices are aligned with the manufacturer's price brackets in some manner.

Here's a typical example:

Dot Brackets	Manufacturer
5,000 lb.	Minimum Bracket or 1st Bracket
10,000 lb.	Average
20,000 lb.	Average
40,000 lb.	2nd Bracket

*Dot typically does not offer the manufacturer's Truckload or Half-Truckload Bracket.*

In addition, Dot can usually get involved in any type of special pricing (off invoice or billback), bid pricing, or manufacturer promotions (national, regional or local).

## DOT CONFIRMATIONS

When you place an order with Dot, you will automatically receive a **New Order Confirmation** of the order the next day, via fax or email.

**The item sequence of your order confirmation will be in the same order as you placed it.** Please always note the delivery date listed. Your confirmation will show a 2-day delivery window (such as Monday/Tuesday or Thursday/Friday). Once Dot Transportation routes the loads, they will schedule your delivery for one of those days. Dot will then contact you for an appointment, if one is required by your receiving department.

**Please check that the P.O. number is correct, and also check the items against your purchase order.** Please contact your Dot CSR/CDR immediately for any adjustments to your order.

**The items will show a unit price.** If there are any off-invoice promotions, they will appear in the Unit Promo column. The Net price reflects the unit price, less the promo, multiplied by the quantity.

**Keep in mind that this is an initial confirmation. Your pricing will not change** (unless you add on and move to a better bracket). However, it is possible that quantities may change after the initial New Order Confirmation. Dot Purchasing reviews the inventory several times a day and makes every effort to notify you in advance of any shortages. It is possible that you will receive your New Order Confirmation with no quantity adjustments made. Sometimes, in our normal allocation process, we do need to adjust quantities. In that case, you will automatically receive a separate **Final Shortage Confirmation**, letting you know which items have been adjusted.

*See page 7 for more details on Confirmations.*



## SPECIAL ORDERS

**Dot represents more than 700 suppliers – but we are unable to stock every item from every supplier.** We'll be happy to place special orders for items we do not stock. More than half of our special orders require only a 14-day lead-time. We have recently also improved our service level on special order items from 89% to 95%.

You can check the stock status of every product Dot carries on the Dot Expressway® website ([www.dotfoods.com](http://www.dotfoods.com)), or by consulting your Dot CSR/CDR.

### To manage the special order process, we suggest you:

- Set up 2 separate vendor numbers for Dot 2-week lead-time and 3-week lead-time special order items.
- Keep special order items on a separate purchase order.
- Mark special order items in your system as a reminder of the extra lead-time required.

### Item Stock Status

You will receive an email/fax notification of stock status changes to any of the items you currently purchase. Examples: an item moves from special order to stock status, or a supplier discontinues an item.

### Special Order Report

Every Monday morning, you will receive via fax a report listing all the special order items you have on order, including the delivery date for each item.

### Stocking Criteria – Dot stocks an item if:

- We can move 1 pallet of the item each month among all of our customers nationwide.
- and/or*
- We have at least 3 customers ordering the item on a weekly basis.

## BACKORDERS

**We do not automatically backorder any items.** If we do short you on an item, for whatever reason, please contact your CSR/CDR if you want us to reorder the item for you.

### Reasons for shortages include:

**Unusual Demand** – we make every effort to gather customer usage data so we can accurately forecast demand.

**Supplier Allocation** – manufacturers may put an item on allocation due to supply or production issues and are unable to fill our purchase orders. If we receive partial orders from a supplier, we allocate it to try to provide some to all of our regular purchasing customers on that item.

**Out of Stock** – we may have had higher than anticipated movement. We attempt to replenish our inventory immediately.

**Temporary Unavailable** – when manufacturers are out of stock for an extended period of time, we will identify the item as Temporary Unavailable. This indicates that Dot currently has no inventory of that item and we will provide you dates on when we believe inventory will be back in stock. We encourage you to work with your CSR on potential different pack sizes or alternatives to help meet your needs.

## PROVIDING USAGES

**To help us accurately predict demand, we encourage our customers to communicate their average movement on items and provide advance notice of promotions.** When you add a new product line to Dot, or just have a single item that you think will have consistent volume, please communicate this to your Dot CSR/CDR. We are able to manually enter this information into our system so Dot Purchasing can react quickly and prepare our inventory.



## SHELF LIFE

**Dot tracks lot codes in our warehouse on items with specific shelf life.** We guarantee to deliver frozen or dry product with the same shelf life the manufacturer guarantees on direct purchases. If you receive product with less shelf life than we guarantee, and provide us with code numbers, we will have the product returned on the Dot truck that makes our next scheduled delivery. If the product has gone out of code due to lack of movement through your system, we cannot be responsible for that product.

## DOT DELIVERIES

**Dot Transportation will schedule a delivery appointment with your receiving department.** We are proud of our record of 97% on-time delivery (within 15 minutes of the scheduled time). Any damaged items or errors will be noted at delivery and returned on our truck. If you find a shipping error after the Dot truck has left, please contact your Dot CSR or CDR within 24 hours so we can correct the problem immediately.

## DELIVERY TIPS

**To speed up your Dot delivery and unloading process, we suggest you:**

- Order stock items in Dot layers/pallets when possible.
- Make a forklift and pallet jack available to our driver.
- Have warehouse staff ready to assist with breakdown and put-away.
- Have good pallets in the right quantity ready for exchange.
- Provide our driver access early in the day.

## YOUR DOT INVOICE

**After Dot makes your delivery, our driver calls in the load to Dot Dispatch.** Dispatch will make any changes communicated to them by the driver (overages, shortages, etc.). Once Dispatch has reconciled the load, our system will invoice you, typically within 24 hours of delivery. Your invoice will reflect only what was received, and will be in the same sequence as your confirmation.

**Payments should be sent to:**

Dot Foods, Inc.  
P.O. Box 774529  
4529 Solutions Center  
Chicago, IL 60677-4005

## DISCONTINUED ITEMS

**On occasion, operators stop using items and leave distributors with zero movement on product they have brought into stock.** Upon notification from a distributor, your Dot DSM/CDR will work with other distributors and brokers in the market to help move all in-code product out. On occasions where Dot is unable to move product out via resale, and assuming the product is still within code, we will pick up the product and charge you a 20% restock fee to cover the cost of the initial delivery, reloading, returning and restocking.

If a manufacturer discontinues an item, Dot will identify and communicate that to you and provide you the replacement item number, so you can update your system to help ensure accuracy on your future orders.

## INVENTORY ADJUSTMENTS

**Dot discourages distributors from returning product to us because of inventory adjustments due to overstocking, upcoming inventories, year-end tax evaluations, etc.**

*Note: Dot does not accept returns on special orders or short shelf life items.*



## DOT EXPRESSWAY®

**Our Dot Expressway® website ([www.dotfoods.com](http://www.dotfoods.com)) is the high-tech way for you to track your purchase history, search Dot's online product catalog, even place orders online**—all from the convenience of a computer, 24 hours a day, 7 days a week.

### **Use the Dot Expressway® to:**

- Track your purchase history – review past purchases by dollars, cases and pounds, for specific start and end dates.
- Search our online catalog of over 100,000 items – search by supplier, by keyword, by category/class, by manufacturer # and by Dot #. Search results include stock status, layer, pallet, weight and more.
- Download product and pricing information into a spreadsheet to print and pass on to your customers.
- Place your Dot orders online.
- Review your Dot Price Order Guide online.
- Receive weekly Email Exclusives promotions.
- Get detailed product information, including serving suggestions, child nutritional information, ingredients, UPC numbers, preparation and cooking instructions, and product benefits, and even photos.

### **It's easy to become a Dot Expressway® user:**

- Go to [www.dotfoods.com](http://www.dotfoods.com). On the orange Expressway bar in the center of the page, click on *New User?*
- Complete the New User Registration form, and click the *Accept Registration* button at the bottom of the page.
- We will email your Expressway user name and password within 48 hours.
- Return to [www.dotfoods.com](http://www.dotfoods.com). On the orange Expressway bar, enter your user name and password, then click *Go*.

## PRODUCT LINE REVIEWS

**An annual Product Line Review is the most effective way to ensure you're getting the full advantages of the Dot program.** Our goal is to identify every supplier you buy and determine which lines make sense to source through us. By analyzing lines with your Dot sales rep, you'll uncover opportunities to increase inventory turns, lower costs and consolidate vendors on your deliveries.

### **We analyze lines in 2 ways:**

- **Distributor Vendor List** – sharing your vendor list with your Dot DSM helps us prepare in advance. It will also significantly shorten the time we need to do a thorough review with you. Allow 60-90 minutes for this type of Product Line Review.
- **Dot Foods Supplier Lineup** – if you prefer, your DSM can review all possible lines available to you from Dot. This is a good way to learn about new suppliers and lines to source through us. Allow 3-4 hours for a full Dot Lineup Review.

# Customize Your Dot Reports & Confirmations

Dot Foods can provide you with important information and customized reports for your business...please see the complete list below. Discuss this list with your Dot CDR/CSR to make sure you receive all the information you want, delivered in the format you prefer.

## Confirmations

*Sent by fax, email or electronic data interchange (EDI)*

- New Order Confirmation**—*provided automatically*
  - Lists items placed on a particular day
  - Includes pricing only, no cuts
  - Does not reconfirm anything that was previously confirmed
  - Helps a buyer who places part of their order each day
- Daily Confirmation**—*provided only at your request*
  - Lists any changes made that day
  - Does not recap changes made previously
  - Includes cuts and pricing
- Final Shortage Confirmation**—*provided automatically*
  - Lists only cuts that were not confirmed previously
  - Triggered when the order is moved to *Loaded* status
  - Focuses on warehouse cuts and works well for a buyer who does not request a Daily Confirmation
- Final Full Confirmation**—*provided only at your request*
  - Recaps your entire order
  - Lists all items ordered on a given P.O., including items ordered, items cut and pricing
  - Is triggered when entire order (dry, frozen and refrigerated) is moved to *Loaded* status

## Invoices

- Sent by fax, mail, email or electronic data interchange (EDI)**—*you may select any combination of delivery methods*
  - Created with any change of order number, P.O. number, invoice due date (terms)
  - Can be sorted by order sequence or by product line

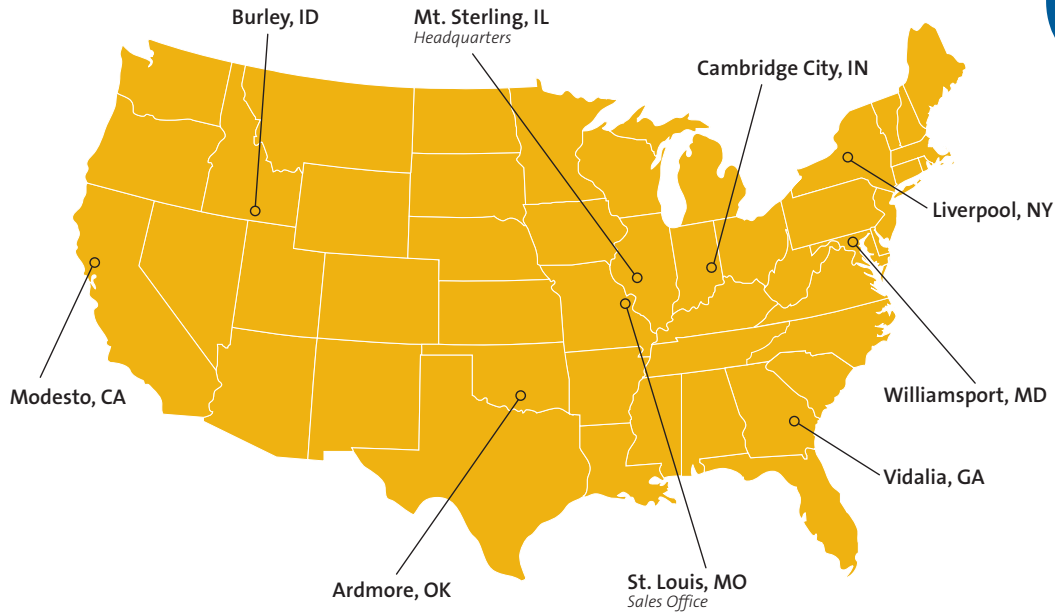
## Status Change Notifications

- Item Stock Status Change Notification**—*provided only at your request. Sent daily via email, fax or EDI any time stock status changes on an item, including:*
  - Stock > Special Order
  - Special Order > Stock
  - Stock > Discontinued
  - Stock > Temporarily Unavailable
- Special Order Status Report**—*provided automatically*
  - Confirms which special order items you currently have on order
  - Sent weekly via fax

## Pricing Information

- Price Change Summary**—*provided automatically*
  - Lists items you have ordered where pricing has changed or will change in the future
  - Includes items on promotion
  - Sent weekly via email, fax or hard copy, or daily via EDI
- Price Order Guide**—*provided only at your request*
  - Lists items you've bought within the last year, including item numbers and pricing
  - Sent via email or hard copy (and upon request via EDI as needed)
  - Can be sent weekly, monthly or quarterly
  - Note: you can also view your Price Order Guide on the Dot Expressway®

# Locations



## DOT FOODS, INC.

### Corporate Headquarters

1 Dot Way  
P.O. Box 192  
Mt. Sterling, IL 62353  
800-366-3687 or 217-773-4411  
*fax:* 217-773-3321

### Corporate Sales Office

17050 Baxter Road  
Suite 250  
Chesterfield, MO 63005  
800-366-5666 or 636-537-4002  
*fax:* 636-537-5519

## DISTRIBUTION CENTERS

### California

2200 Nickerson Drive  
Modesto, CA 95358  
800-366-6569 or 209-581-9090  
*fax:* 209-581-9082

### Illinois - Mt. Sterling

1 Dot Way / P.O. Box 192  
Mt. Sterling, IL 62353  
800-366-3687 or 217-773-4411  
*fax:* 217-773-3321

### New York

200 Monarch Road  
Liverpool, NY 13088-4593  
800-962-3668 or 315-457-4911  
*fax:* 315-457-9187

### Georgia

1120 West North Street  
Vidalia, GA 30474  
800-379-6591 or 912-538-8885  
*fax:* 912-538-8069

### Indiana

14600 Gateway Road  
Cambridge City, IN 47327  
888-735-0411 or 765-312-0100  
*fax:* 765-478-5165

### Oklahoma

3411 Cypert Way  
Ardmore, OK 73401  
800-218-1448 or 580-226-2884  
*fax:* 580-226-2984

### Idaho

1541 West 27th Street  
Burley, ID 83318  
208-678-6063 or 877-812-7192

### Maryland

16301 Elliott Parkway  
Williamsport, MD 21795  
800-366-5670 or 240-313-3800  
*fax:* 301-416-3207