May 2026

Trade Rate Policy

Weis Markets and our vendor partners collaborate to execute joint business plans through our Trade Rate program. Together, we focus on delivering value for our customers through competitive retail pricing, strong in-stock performance, and product innovation with the flexibility to respond quickly to market changes. Through the development of Joint Business Plans (JBP), we align on growth objectives, strategies and tactics, expected challenges, and the trade investment needed to successfully execute our business plans.

Each JBP should be designed to meet the specific needs of a given category and partnership. Funds are generally used to maintain competitive every-day pricing and support a regular promotional cadence, eliminating the need for ad fees or scan-based, per-event funding. That said, the Trade Rate program does not encompass In-Store Execution Fees, slotting fees, or other funding for incremental promotional activities (e.g., endcap placement, display support, hot buys, special programs) unless explicitly agreed to in writing as part of the JBP.

Thank you for your continued partnership and support as we work together to drive sustainable sales growth through effective pricing and promotion. If you have questions or would like to discuss your Joint Business Plan, please contact your Weis Category Manager or Director.

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