

**See Update Below**  
**MANUFACTURER INDUSTRY NOTIFICATION**  
**For Paper and Paperless**  
**Coupon Redemption**

February 19, 2024

Hot Line # 1-800-833-7096

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For inquiries, please see below:

**CLEARINGHOUSE PERSONNEL**

Email inquiries to [clearinghouseinquiries@nchmarketing.com](mailto:clearinghouseinquiries@nchmarketing.com)

**RETAILERS**

**By Phone:** 800-833-7096

**By Mail:** NCH Marketing Services, Inc.  
155 N. Pfingsten Road, Suite 200  
Deerfield, Illinois 60015  
Attn: Trade Management

<https://www.vericast.com/solutions/marketing-services/coupon-redemption/retailer-inquiries/>

Please include contact name and phone number so we may effectively handle your inquiry

## GLOSSARY

### **Brands / Products**

Brands / products on which the manufacturer has previously couponed and advised Vericast/NCH of; may not be all-inclusive

### **Family Codes**

Family codes as provided by the manufacturer; may not be all-inclusive of the manufacturer's complete family code structure

### **Manufacturer Merger**

A manufacturer merging into an existing Vericast/NCH client

### **Manufacturer Name Change**

A Vericast/NCH client changing their corporate name

### **Manufacturer Published Coupon Redemption Policy Updates**

Newly published or updated Vericast/NCH client Manufacturer Redemption Policies which may be found online at the NCH Retailer Support Center  
[www.nchmarketing.com/QuestionsAboutYourCouponSubmission.aspx](http://www.nchmarketing.com/QuestionsAboutYourCouponSubmission.aspx)

### **Manufacturer Redemption Address Change**

A Vericast/NCH client moving to another agent or beginning to process in-house

### **Manufacturer Redemption Clarification**

Further details pertaining to Vericast/NCH client company prefixes, brands, family codes, etc.

### **Manufacturer Split**

A Vericast/NCH client who has sold products to another manufacturer

### **New NCH Manufacturer**

A manufacturer new to Vericast/NCH who may or may not have coupons in the marketplace

***Invoice and store tags need to reflect full NCH Manufacturer name and number as shown in example below.***

***Example: ABC Company #9999***

*The information provided herein is accurate to the best of Vericast's knowledge.*

## Manufacturer Split

**The information below pertains to both paper and paperless submissions. Paperless offers must be re-registered for all agents by Effective Date below. Please email [NRSpaperless@nchmarketing.com](mailto:NRSpaperless@nchmarketing.com) to obtain correct NCH Retailer Services billing ID for Paperless Offer Registration Files.**

Effective Date: 03/04/2024 – <b>updated with new Inmar Dept #</b>			
Previous Manufacturer Name & Address	Client Number	New Manufacturer Name & Address	Client Number
The Kraft Heinz Company 1539 PO Box 880001 El Paso, TX 88588-0001	1539	<b>Lactalis Heritage Dairy</b> <b>Inmar Dept #77100</b> - Mfr Rcv Office 801 Union Pacific Blvd Ste 5 Laredo, TX 78045	N/A
GS1 Company Prefix	Family Codes	Brands/Products	
0021000	260, 261, 263, 264, 265	Light/Free/Natural Cheese	
0021000	710, 711, 713	Breakstone	
0021000	250, 251, 252, 253, 260	Cracker Barrel	
0021000	264, 266, 418	Cracker Barrel	
0021000	160,161	Kraft Grated Cheese	
0021000	266	Kraft Snacking Cheese	
0021000	544	Velveeta (Shreds Only)	
0049900	300, 305, 306, 307	Knudsen	

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**Example: ABC Company #9999**

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