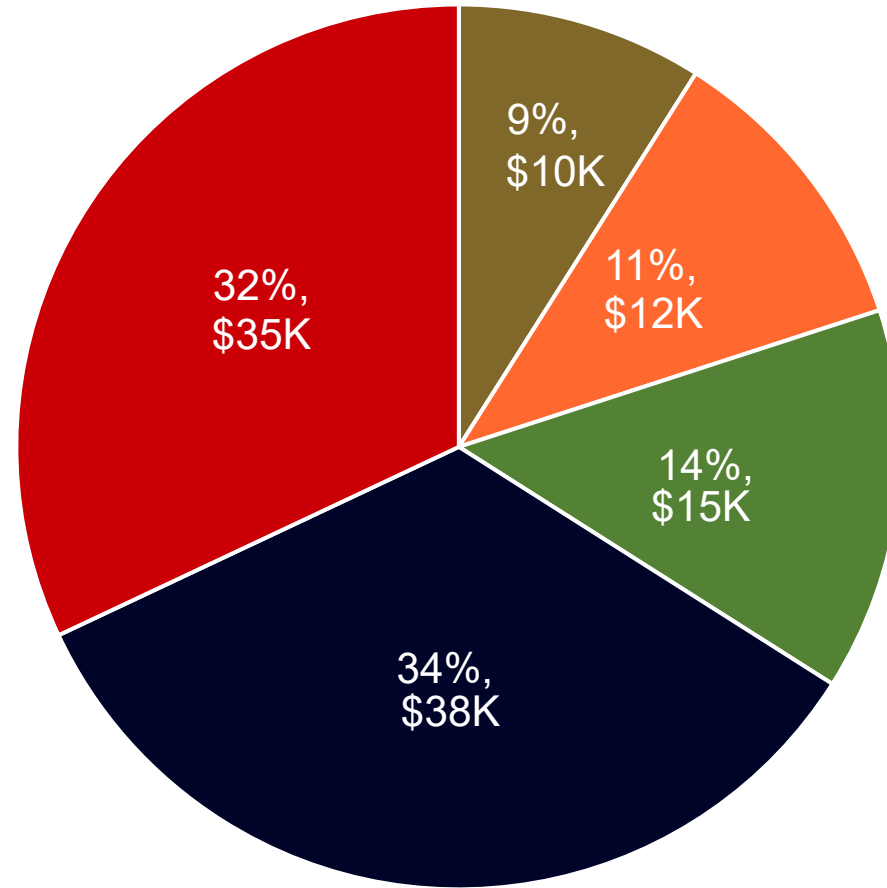




2023 Budget Breakdown (\$110,000)



■ Trade Programming

■ POS Printing & Dist.

■ Merchandising Support*

■ Creative & Project Management

■ Media Plan & Mgmt.*

*Kroger or other retailer programming; will use some funds for Food Bank from here

*Media Plan & Mgmt. has been reallocated across additional months