

			Kraft Heinz Foods Company
	Evaluation Criteria	Possible Points	Points
1	Taste Test (Section 10.1)	60	60
2	Vendor Questionnaire (Section 17.0)	10	10
3	References (Section 18.0)	15	15
4	Marketing Strategies (Section 10.4)	5	2.5
Non-Cost Subtotal		90	87.50
Cost Total		75	75.00
Grand Total Score		165	162.50

Cost Evaluation Formula: (Lowest Price/R - where "R" represents the cost of proposal currently being ranked)
 x Points:Score

The non-cost portion of proposals (total of items 1-4) can receive a maximum of 90 points (55%) out of 165 points possible. Only non-cost proposals that receive 63 points (70% of total non-cost score) or more will have the accompany cost evaluated.

Awarded Vendor is bolded.