



PREMIUM OWNBRANDS SPICES, SALTS AND SEASONING BLENDS

Twenty-seven SKUs delivering premium tastes from Finest Reserve by Our Family will be available in SpartanNash distribution centers in coming weeks. This flavor collection includes spices, salts, seasoning blends, vanilla beans, cinnamon sticks, and more. Our new spice-aisle program contains classic and exotic varieties that deliver flavorful and aromatic adventures and high-quality ingredients, with a more competitive price tag than its premium brand equivalent. You can now offer your shoppers higher quality versions of their spice shelf staples, like Ground Cinnamon and Smoked Paprika. You can also offer them innovation in their recipes and inspire creativity with new varieties like Harissa Seasoning and Chili Limon.

Marketing support will be made available to help promote this program to your consumers, like aisle blades, in-store radio, social media collateral, and more. The OwnBrands shelf extender merchandising program will also be updated to support these flavorful varieties. Email MarketingSupport@SpartanNash.com with questions.



Pictured L to R:
Black Truffle Salt,
Cinnamon Sticks,
Harissa Seasoning

OFFER RECIPES IN THE AISLE!

Around the Family Table is a recipe resource for your shoppers and a sales driver for your store. Well positioned recipes can inspire shoppers' meals and encourage ingredient sales. Merchandise recipe cards directly where shoppers make purchase decisions with shelf holders and *Around the Family Table* recipe cards from Graphics Central (P9109) for \$20+ shipping! Contact MarketingSupport@SpartanNash.com with questions.



EMPLOYEE SPOTLIGHT

Melissa Stockwell, Our Family® brand spokesperson, lives the Core Behavior **We Serve** through her dedication to family, community, and our country. Melissa is a decorated veteran, medal-winning three-time Paralympian, motivational speaker, and mother. Over the past few years, we have partnered with Melissa to bring the power of positivity to Our Family brand shoppers. We are excited to deliver Melissa's message to shoppers' breakfast tables with our limited-edition wheat flakes box!



WHAT PEOPLE ARE SAYING

“I want to thank you for providing Our Family® cereal. It is such a good product!”

- Stuart G.



INTRODUCING



Finest Reserve by Our Family is passionate about food, crafting innovative new flavors that take the tastes you love to a whole new level. Our curated selection of foods were created to engage all your senses with authentic flavors and a fresh take on the finest ingredients, turning every bite into an experience to be remembered.

The OwnBrands team is excited to kick off the introduction of our premium private label brand and its product programs.

Finest Reserve by Our Family will deliver decadent and unique products in key categories throughout center store like wine, chocolate confections, spices, pasta sauces, frozen pizzas and more. Products developed under the premium brand will deliver unique experiences, gourmet flavors, and indulgence.

Your competition has embraced premium products with a price position that can provide value as well. Consumers want their indulgence in specific categories - if you don't provide it, they will find it somewhere else.



COMING SOON TO
FINEST RESERVE
BY OUR FAMILY

SNACKS • IMPORTED DRY
PASTA • ICE CREAM

QUESTIONS? CONTACT MARKETINGSUPPORT@SPARTANNASH.COM



**FINEST
RESERVE**
by OUR FAMILY®

**SPICES, SALTS
& SEASONINGS**

Finest Reserve by Our Family is passionate about food, crafting innovative new flavors that take the tastes you love to a whole new level. Our curated selection of foods were created to engage all your senses with authentic flavors and a fresh take on the finest ingredients, turning every bite into an experience to be remembered. Finest Reserve is introducing 27 new spices, salts, and seasonings to complement and add memorable flavors to all of your shoppers' meals. These SKUs include both classics, like bay leaf and basil, and exotic flavors, like chili limón and harissa.

DESCRIPTION	UPC	SIZE
Creole Seasoning	7025301203	2.3 oz
Garam Masala Seasoning	7025301204	1.8 oz
Harissa Seasoning	7025301205	1.9 oz
Chili Limón Seasoning	7025301206	2.4 oz
Za'atar Seasoning	7025301207	1.4 oz
Truffle Salt	7025301208	4 oz
Garlic Powder	7025301209	1.9 oz
Cumin	7025301210	1.5 oz
Cinnamon	7025301211	1.5 oz
Turmeric	7025301212	1.8 oz
Ginger	7025301213	1.6 oz
Thyme	7025301214	0.6 oz
Cayenne Pepper	7025301215	1.8 oz
Smoked Paprika	7025301216	1.9 oz
Rosemary	7025301217	1 oz

DESCRIPTION	UPC	SIZE
Nutmeg	7025301218	1.8 oz
Bay Leaf	7025301219	0.15 oz
Coriander	7025301220	1.6 oz
Basil	7025301221	0.55 oz
Ground Mustard	7025301222	1.6 oz
Funnel	7025301223	1.6 oz
Chili Powder	7025301224	1.9 oz
Curry	7025301225	1.8 oz
Ground Cloves	7025301226	1.8 oz
Cardamom	7025301227	1.75 oz
Cinnamon Stick	7025301228	1 stick
Vanilla Extract	7025301229	2 oz
Vanilla Bean	7025301230	1 bean
Black Peppercorn Grinder	7025301231	1.9 oz
Himalayan Pink Salt Grinder	7025301232	4.5 oz

Contact your OwnBrands Sales Specialist or Account Manager for ordering information.

MARKETING SUPPORT

- **Facebook & Web Promotion:** Periodic features on Our Family's social media accounts and website to gain widespread awareness year-round.
- **Point of Sale:** Elements to highlight this new brand and program at shelf will be made available to order on Graphics Central.
- **Visual Merchandising:** Options to differentiate this program in store will be made available.
- **In-Store Radio:** A 30 second spot will be made available to retailers on SpartanNash's in-store radio program.
- **In-Ad Artwork:** Available at OwnBrandsImages.com, drop-in ads and ad slick images will be made available to promote products in your print ad or on eCommerce.

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