



SENSORY EVALUATIONS

The SpartanNash Quality Assurance team hosts a sensory panel team of 71 Associates who participate in product studies testing the sensory aspects of OwnBrands products. This Associate panel lends the voice of the consumer to the assessments of the quality of our products and identifies how OwnBrands products stack up against their National Brand Equivalents, as well as opportunities for adjustment with our product and supplier partners.

During the last few months, the sensory panel team donated their time and tastebuds to multiple product studies to produce feedback. Notably, over half of Associates preferred Our Family Mustard Potato Salad over Walmart and Meijer Mustard Potato Salads for its well-rounded flavor and texture. Fresh & Finest by Our Family Off the Bone and Brown Sugar Ham were preferred over Frederick's, Kretschmar, and Boar's Head. 75%+ of Associates preferred Our Family Ice Cream Sandwiches vs. Meijer's for its appearance, texture, flavor, and aroma.

The OwnBrands and Quality Assurance teams are hard at work ensuring that consumers experience quality throughout their entire experience with OwnBrands products.



Indulgent Moments & Sweet Memories from *Finest Reserve*

Fourteen SKUs of decadence from *Finest Reserve* by Our Family will be available in SpartanNash distribution centers in coming weeks. Our premium chocolate confections were thoughtfully created to delight your shoppers and help them turn everyday moments into memorable ones. This program contains unique and classic must-have chocolate treats that deliver luxurious flavors and high-quality ingredients, with a more competitive price tag than its premium brand equivalents.



EMPLOYEE SPOTLIGHT

Kyle Schiefer, OwnBrands Manager, lives the Core Behavior **We Serve** through his oversight of all aspects of product development and strategy for OwnBrands GFD and GMHBC. Kyle manages the OwnBrands Center Store team and the dairy category. Kyle is anxiously awaiting the introduction of Finest Reserve by Our Family Margherita & Basil Pizza, and already knows it will dethrone his current favorite OwnBrands product (Our Family Peanut Butter.)



WHAT PEOPLE ARE SAYING

“Our Family® makes the best ice cream I've had since I was a little kid, and I'm 67 years old! It is very good, and I love it. Thank you for only making it with four ingredients.”

- Joanne R.





CHOCOLATE CONFECTIONS

***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. With our new premium chocolate confection program, your store guests can create indulgent memories with must-have chocolate treats from *Finest Reserve*. Each decadent variety is made with high quality ingredients and creamy chocolates, perfect for delighting loved ones, celebrating special moments, or turning an everyday moment into an extraordinary one.

UPC	Description	Size
7025301169	Chocolate Raspberry Cremes	14 oz.
7025301170	Dark Chocolate Raisins	14 oz.
7025301171	Milk Chocolate Sea Sat Caramels	12 oz.
7025301172	Dark Chocolate Espresso Beans	9 oz.
7025301173	Chocolate Mint Cookies	12 oz.
7025301174	Dark Chocolate Almonds	12 oz.
7025301175	Dark Chocolate Peanut Clusters	10 oz.

UPC	Description	Size
7025301176	White Cashew Clusters	9 oz.
7025301177	Milk Choc. Sea Salt Caramel Cashews	10 oz.
7025301178	Milk Chocolate Almonds	9 oz.
7025301179	Peanut Butter Chocolate Caramels	11 oz.
7025301180	Himalayan Sea Salt Cashews	9 oz.
7025301181	Milk Chocolate Coconut Almonds	12 oz.
7025301182	Milk Choc. Pecan Caramel Clusters	10 oz.

WHY?

- Finest Reserve by Our Family fills a void in the SpartanNash OwnBrands architecture.
- The chocolate confection program is a unique offering for your store to provide shoppers with luxury quality and indulgence priced under competitive national brands.
- The demands for premium ranges remain in high demand during the festive seasons such as Valentine's Day, Christmas, Easter, and Halloween. This is because premium products remain among the most gifted products during such occasions.

Source: Premium Chocolate Market Size, Share & Trends Analysis By Product (Dark, Milk, White), By Distribution Channel (Hypermarkets/Supermarkets, Specialty Stores, Online), By Region, And Segment Forecasts, 2022 - 2030

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:** Off-shelf displays to build brand presence and drive program awareness will be made available to order through your OwnBrands Sales Specialist or Account Manager.
- **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.

QUESTIONS? CONTACT MARKETINGSUPPORT@SPARTANNASH.COM





PRICE HOLD

A POWERFUL COMBINATION!

OWNBRANDS SHINES IN NEW PRICE HOLD PROGRAM!

Your customers are about to enjoy 12 weeks of extended value on hundreds of seasonally relevant items – many of which include your exclusive brand, Our Family!

Nearly 100 total OwnBrands SKUs across 22 segments support this Price Hold cycle with price points that are positioned for maximum value perception. **There's real value to be found in this event!** Don't miss out on the opportunity to enhance price perception, delight customers, and promote your brand through this new program.

FEATURED ITEMS	FEATURED ITEMS
Our Family Shredded Cheese 16 Oz.	Our Family Pasta Sauces 24 Oz.
Our Family Tonic Water 1 Lt.	Our Family Pressed Plates 24 - 32 Ct.
Our Family Chunk Cheese 16 Oz.	Our Family Frozen Sliced Strawberries 24 Oz.
Our Family Juice from Concentrate 12 Oz.	Wide Awake Coffee Creamer 32 Oz.
Our Family Waffles 24 Ct.	TopCare Ibuprofen 50 ct.
Our Family Salsa 15.5- 16 Oz.	... plus many more!!!
Our Family Ready to Serve Soup 18.5 - 19 Oz.	

OWNBRANDS AND PRICE HOLD MARKETING SUPPORT

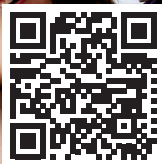
Maximize awareness of the Our Family offers within Price Hold by utilizing our menu of marketing support:

- Shelf Signs
- Bib Tags
- Shepherd Hook Signs
- Ceiling banners
- Static cling signs

PLUS a new menu of digital support including email marketing content, social media posts, a Price Hold video, and a digital flyer.

Questions regarding the product or marketing materials?

Contact MarketingSupport@SpartanNash.com



JOIN US IN SUPPORTING OUR COMMUNITY

by nominating your organization
for sponsorship consideration today at

ourfamilyfoods.com