



## NOVEMBER IS **DOUBLE** DIRECT YOUR LABELS™ MONTH

In celebration of Our Family Cares 2nd anniversary, we're doubling Direct Your Labels submissions in November! Submissions that are postmarked from November 1-31 will receive 10¢ for each UPC. More information can be found at [ourfamilyfoods.com/our-family-cares](http://ourfamilyfoods.com/our-family-cares).



## CELEBRATING KEGAN, FOREST HILLS FOODS ASSOCIATE



The Our Family Wheat Flakes cereal box features multiple members of Our Family. One of them is Kegan Dewey, a Dairy/Frozen Associate from Forest Hills Foods. Kegan has worked at SpartanNash for over 16 years. In his free time, he participates in Mary Free Bed's adaptive sports programs - including their basketball team! His team is featured on the back of the wheat flakes variety, so his FHF team threw him a surprise unveiling party where he signed boxes, took photos, and celebrated this feature with his co-workers and friends.

## REINTRODUCING TRAIL MIX & NUTS FROM OUR FAMILY

POs are due in upstream DCs this week and next week for bagged trail mix and nuts from Our Family! Some of these items are brand new to our portfolio, and some were well-loved snack items that have recently been brought back to the brand. Contact your OwnBrands Sales Specialist for product ordering information.



## EMPLOYEE SPOTLIGHT

Welcome Mike Albert to the OwnBrands team, as our new OwnBrands Sales Manager! Mike is bringing years of retail and merchandising experience to this position, where he will live the Core Behavior **We Serve**. He will do this through providing wholesale customers with OwnBrands strategies and selling opportunities. His favorite OwnBrands product is Our Family's frozen tortellini - for its quality, value, and the fact that it is a home run at his house for family dinner!



## WHAT PEOPLE ARE SAYING

“ Our family really, really likes Our Family® products. ”

- Adrian K.





## OUR FAMILY TRAIL MIX AND BAGGED NUTS PROGRAM

Our Family is bringing back trail mixes and bagged nuts, now with 13 total SKUs, 4 of which are completely new! This program was designed to be eye catching and include any combination of nuts and other goodies you can imagine. These trail mixes and bagged nuts are the perfect snack for your on-the-go consumer!

Item Description	Size	UPC
MOUNTAIN TRAIL MIX	14 OZ	7025301139
PEANUT BUTTER & DARK CHOCOLATE TRAIL MIX	12 OZ	7025301143
CHOCOLATE CRANBERRY ALMOND TRAIL MIX	14 OZ	7025301144
NUT & BERRY TRAIL MIX	11 OZ	7025301145
TROPICAL TRAIL MIX	13 OZ	7025301142
NUTTY ROASTED MIX TRAIL MIX	15 OZ	7025301141
SOUTHWEST TRAIL MIX	13 OZ	7025301140

Item Description	Size	UPC
ROASTED & SALTED SUNFLOWER KERNELS	7 OZ	7025301146
WHOLE NATURAL ALMONDS	12 OZ	7025301147
ROASTED & LIGHTLY SALTED ALMONDS	12 OZ	7025301148
ROASTED & SALTED ALMONDS	12 OZ	7025301149
WHOLE CASHEWS	10 OZ	7025301150
CASHEW HALVES & PIECES	11 OZ	7025301151

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

### Why?

- Trail mixes and bagged nuts are a great way to get in extra protein, fiber, and necessary antioxidants while you are on the go, which is what consumers are after now more than ever.
- Our Family trail mixes and bagged nuts are in conveniently sized packages that are perfect for traveling.
- Two of the trail mixes contain M&M brand candies instead of a generic chocolate candy, differentiating itself from other brands.

### MARKETING SUPPORT

- **Digital Marketing Support:** Social Center will house a wide variety of photo and copy options to help you bring these products to market and continue promoting throughout the year.
- **Facebook & Web Promotion:** Periodic features on Our Family's social media accounts and website to gain widespread awareness year-round.
- **In-Ad Artwork:** Available at OwnBrandsImages.com, drop-in ads and ad slick images will be available at your disposal to promote these products in your print ad.

Questions regarding the product or marketing materials?

Contact [MarketingSupport@SpartanNash.com](mailto:MarketingSupport@SpartanNash.com)





## JOIN OUR FAMILY IN SUPPORTING LOCAL NONPROFIT ORGANIZATIONS THIS NOVEMBER!

To help celebrate the 2nd anniversary of the *Our Family Cares* program we're **DOUBLING** Direct Your Labels™ submissions from our local nonprofit partners!

Submissions of 500 labels from nonprofits postmarked from November 1-31 will receive \$50 instead of the typical \$25.

### HOW CAN NONPROFITS GET INVOLVED?

Nonprofit organizations should print out the pdf at [bit.ly/double-dyl-2023](https://bit.ly/double-dyl-2023)\* and mail it in with their label submission.

### PROMOTING TO YOUR LOCAL NONPROFITS

- Direct local nonprofits to [bit.ly/double-dyl-2023](https://bit.ly/double-dyl-2023)\*
- Email [marketingsupport@spartannash.com](mailto:marketingsupport@spartannash.com) for social media, website and ad graphics

Subject to the Direct Your Labels Terms and Conditions, which can be found at [bit.ly/DYLTterms](https://bit.ly/DYLTterms).  
This promotion is NOT limited to 500 labels per organization.

\*Content being added to this page soon.

Questions? Email [MarketingSupport@SpartanNash.com](mailto:MarketingSupport@SpartanNash.com)