



PREMIUM CHOCOLATES

Decadent chocolates from *Finest Reserve* are now available in distribution centers! Add 14 indulgent SKUs to your candy aisle just in time for the holidays, when your shoppers are looking for last-minute gift basket ideas.



MARINADES, SALAD DRESSINGS, BBQ & STEAK SAUCES

Unique and trending flavors from *Finest Reserve* are coming soon for shoppers to find in your condiment aisle! In the next few weeks, small batch BBQ and steak sauces, hand-selected dressings, and thick, flavorful marinades will be in distribution centers.



SPICES, SALTS & SEASONING BLENDS

The beginning of next month will bring the introduction of exotic and classic spices, salts and seasoning blends to our distribution centers. *Finest Reserve* will offer 27 SKUs of flavor for your shoppers to elevate very cooking occasion.



EMPLOYEE SPOTLIGHT

Teresa Weekley, our new OwnBrands Market Development Manager, lives the Core Behavior **We Serve** through researching and sharing OwnBrands solutions that are tailored to wholesale customers throughout America's Heartland. In her new role, Teresa's goal is to provide suggestions, materials, and insight to help drive OwnBrands market share. It's important for our customers and our sales teams to have the information they need to make important decisions on what to purchase and promote in regard to OwnBrands. Her favorite OwnBrands product is the *Finest Reserve* Mint Chocolate Chip Cookie Bites that she sampled at this summer's expo.



WHAT PEOPLE ARE SAYING

“ I just wanted you to know how much my family loves ♥ your products. Thank you for having a great variety of wonderful products. ”

- Dotty V.





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.
- **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

EVERY MEAL TELLS A STORY



**FINEST
RESERVE**
by OUR FAMILY®

**PREMIUM
SALAD DRESSING**

At *Finest Reserve by Our Family*, we are passionate about food, crafting innovative new flavors that take the tastes you love to a whole new level. Our curated selection of foods was 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. Gourmet salad dressings are now available from *Finest Reserve* for your shoppers to elevate their salads, use as a dipping sauce, an ingredient in recipes, and more.

DESCRIPTION	UPC	PACK	SIZE
Raspberry Vinaigrette Salad Dressing	7025301254	6	12 oz.
Vidalia Onion Peppercorn Salad Dressing	7025301255	6	12 oz.
Creamy Cucumber Dill Salad Dressing	7025301256	6	12 oz.
Extra Virgin Italian Salad Dressing	7025301257	6	12 oz.
Greek Vinaigrette Salad Dressing*	7025301267	6	12 oz.
Blush Wine Vinaigrette Salad Dressing*	7025301268	6	12 oz.
Asiago Caesar Salad Dressing*	7025301269	6	12 oz.
Poppyseed Salad Dressing*	7025301270	6	12 oz.

* Coming 2024 Contact your OwnBrands Sales Specialist or Account Manager for ordering information.

WHY?

- Finest Reserve by Our Family fills a void in the SpartanNash OwnBrands architecture.
- Our carefully curated assortment offers unique flavors and differentiated taste profiles that are currently trending.
- Consumers are prioritizing healthy eating and including vegetables and salads in their diets.

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.
- **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

EVERY MEAL TELLS A STORY



**FINEST
RESERVE**
by OUR FAMILY™

PREMIUM

**BBQ SAUCES
MARINADES &
STEAK SAUCES**

At *Finest Reserve* by Our Family, we are passionate about food, crafting innovative new flavors that take the tastes you love to a whole new level. Our curated selection of foods was 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* now offers a variety of BBQ Sauces, Steak Sauces, and Marinades that are made in small batches to deliver unique, mouthwatering flavors.

DESCRIPTION	UPC	PACK	SIZE
Molasses BBQ Sauce	7025301243	6	13.5 oz.
Honey Habanero BBQ Sauce	7025301244	6	13.5 oz.
Tangy Carolina BBQ Sauce	7025301245	6	13.5 oz.
Tangy Mustard BBQ Sauce	7025301246	6	13.5 oz.
Vidalia Steak Sauce	7025301247	6	13.5 oz.
Carolina Smokehouse Steak Sauce	7025301248	6	13.5 oz.
Asian Honey Marinade	7025301249	6	13.5 oz.
Sweet Bourbon Marinade	7025301250	6	13.5 oz.

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

WHY?

- *Finest Reserve* by Our Family fills a void in the SpartanNash OwnBrands architecture.
- This assortment was curated to offer current flavor trends in the condiment category.

MARKETING SUPPORT

- **Facebook & Web Promotion:** Periodic features on Our Family's social media accounts and website to gain widespread awareness year-round.
- **Visual Merchandising:** A shipper will be made available Spring 2024 to help create excitement and gain awareness ins tore around grilling season.
- **Point of Sale:** Elements to highlight this new brand and program at shelf will be made available to order on Graphics Central.
- **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



**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.

QUESTIONS? CONTACT 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* and mail it in with their label submission.

PROMOTING TO YOUR LOCAL NONPROFITS

- Direct local nonprofits to bit.ly/double-dyl-2023*
- Email 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/DYLTerms.
This promotion is NOT limited to 500 labels per organization.

*Content being added to this page soon.

Questions? Email MarketingSupport@SpartanNash.com