



ACCESS OWNBRANDS AD SLICKS WITH EASE

All OwnBrands ad slicks are now available at assets.spartannash.com. Find Our Family, Fresh & Finest by Our Family and Finest Reserve by Our Family product images in a wide variety of sizes for every need.

Simply select a product and see the various file sizes available. Each UPC will have every size shown above available.

Search by product name, like "cottage cheese" or by UPC. Some products have a leading zero. If you cannot locate a product please add a zero to the front of the UPC. For example, "070253651007" instead of "70253651007".

As we strive to make our products strong contenders against national brands, we are continually updating packaging. When packaging alone improves by 10%, consumers' perception of the product inside increases by 6%.¹ This asset bank is the most up to date resource for properly representing OwnBrands products across all channels and increasing shopper's positive perception.

If you have any questions, please contact MarketingSupport@spartannash.com.

Sources: 1. SpartanNash Dunnhumby Team. 2021.

\$75,000, THE 2024 OUR FAMILY SCHOLARSHIP PROGRAM

Back for year two, the Our Family Scholarship Program is growing! We supported over 20 students in 2023 and are excited to offer thirty, \$2,500 scholarships to shoppers, associates and their family members this year.

Fully funded by OwnBrands, this program is a great way to show your shoppers you're invested in them with minimal effort from the store. Simply visit Graphics Central to order hand out cards, pedestal signs and posters to display in your store and share the opportunity with shoppers! Digital graphics are now available via at assets.spartannash.com under OwnBrands Graphics.

Applications will be open from May 1st through August 31st at, ourfamilyfoods.com/scholarships/ and winners will be announced in the fall.

ASSOCIATE SPOTLIGHT

Meet OwnBrands Product Brand Manager, Stacy Culver. As the lead for Candy, Condiments, Ethnic, and Frozen Foods, Stacy sources and develops innovative offerings within each of these categories while optimizing the current product assortment to enhance sales performance, boost fill rates, and increase customer satisfaction. She's excited to continue innovating new products to fill the premium gaps with Finest Reserve by Our Family while snacking on her favorite OwnBrands product, the Finest Reserve Chocolate Peanut Butter Caramels. As a former SpartanNash Pharmacy Technician, Stacy is glad to be here and back with SpartanNash!



WHAT PEOPLE ARE SAYING

“

I was struggling to justify paying \$4 a bag for the Lay's brand and thought I would try yours for \$1.99. They are the best of the best of the best! A perfect amount of salt and potato flavor.

- Lori J.

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