



**SO MUCH** (TWO PAGES!)  
TO SHARE FROM OWNBRANDS

## 2024 FOOD SOLUTIONS EXPO

SpartanNash has big plans in store for the 2024 Food Solutions Expo, July 23 through 25. OwnBrands is right alongside those plans with great deals and a top-notch interactive booth experience. You won't want to miss this one!

Exclusive OwnBrands deals will be available for all live attendees in Grand Rapids. Be sure to save room for a taste of countless Our Family, Fresh & Finest and Finest Reserve samples, including new and limited-edition products!

You'll be hard pressed to miss the OwnBrands booth upon entering the exhibit hall, where you can meet with our sales team, learn about new products, take advantage of our free marketing programs, and more!

But first, stop by the OwnBrands check-in table at the front of the booth to grab your Our Family 120th Anniversary tote bag\* and sticker sheet for entering to win prizes throughout the booth. Here's a sneak peek, we're giving away associate apparel, case fills and a priceless community engagement event with Our Family brand spokesperson, Melissa Stockwell, at your store!

[Be sure to stop by booth #399 and fly in formation with the best of OwnBrands for your shoppers!](#)

\*while supplies last

## FINEST RESERVE COFFEE

Introducing exclusive access to Finest Reserve by Our Family Coffee, now in all SpartanNash distribution centers! Using only the highest quality, single-origin beans from Central and South America we've created a gourmet coffee that is rich in history and full of robust flavor. Order the eco-friendly compostable pods and bagged varieties now! Each UPC is Rainforest Alliance certified, which honors a commitment to protecting and improving the climate, forests and human rights.



## ASSOCIATE SPOTLIGHT

Meet OwnBrands Merchandising Coordinator, Shannon Caldwell! As a coordinator, she supports the OwnBrands team by preparing the great promotional deals offered to our retailers. Shannon's been busy preparing the countless OwnBrands offers for Expo and can't wait to share them with you all! Her favorite OwnBrands product is the Finest Reserve Dark Chocolate Peanut Clusters but she's most excited to try the seasonal Finest Reserve Toffees.







## ORDER 2024 USA POS

Our Family brand spokesperson, Melissa Stockwell is headed to Paris as a four-time Paralympian and decorated veteran! Take advantage of this promotional opportunity by ordering your OwnBrands funded signage\* today at [bit.ly/MelissaPOS](https://bit.ly/MelissaPOS) Grab a wobler to place near the limited edition Our Family & Melissa Stockwell Wheat Flakes Cereal or a pedestal to highlight Our Family member's accomplishments! Don't forget to highlight it in your ad with our new Melissa Stockwell ad rail, available [here](#).



\*retailers pay shipping cost

## INTERNATIONAL LABEL DESIGN AWARD



### VERTEX BRONZE AWARD

Finest Reserve by Our Family recently won the coveted 2024 Vertex Bronze award for packaging design in support of the brand. This international recognition is significant given that products from 63 countries were a part of the competitive field.

## OUR FAMILY APPAREL

NEW to Graphics Central, retailers can order Our Family apparel! Whether you're looking for a cozy sweatshirt to congratulate a team member on their accomplishment or provide new t-shirts for your team to rock the Our Family brand, you'll find these and more options available now! Visit Insite > Marketing > Graphics Central to check out the latest Our Family apparel today.



## WHAT PEOPLE ARE SAYING

“ I just wanted to let you know that I really like this ice cream, and I've been buying it at least two and sometimes three a week. Thank you very much. Keep up the good work. ”  
- Doris R.





**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 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 is introducing 10 premium coffees including, 5 unique varieties available in grounds and pods. Each variety is single origin and Rainforest Alliance Certified. The authentic and sophisticated flavors originate from several countries including Brazil and Guatemala. Every sip tells a story.

DESCRIPTION	UPC	ITEM SIZE
Bagged Signature Roast	7025301326	12 oz
Bagged Artisan Roast	7025301325	12 oz
Bagged Guatemala Roast	7025301324	12 oz
Bagged Colombia Roast	7025301323	12 oz
Bagged Brazil Roast	7025301322	12 oz

DESCRIPTION	UPC	ITEM SIZE
Signature Roast Pods	7025301321	12 ct
Artisan Roast Pods	7025301320	12 ct
Guatemala Roast Pods	7025301319	12 ct
Colombia Roast Pods	7025301318	12 ct
Brazil Roast Pods	7025301317	12 ct

## WHY?

- *Finest Reserve* by Our Family fills a void in the SpartanNash OwnBrands architecture.
- People have become more conscious of where their groceries are sourced. *Finest Reserve* by Our Family coffee is Rainforest Alliance Certified, making it a guilt free choice when customers are searching for something new.

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:** Aisle blades to merchandise this program in-aisle will be made available to order.
- **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 [assets.spartannash.com](https://assets.spartannash.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](mailto:MARKETINGSUPPORT@SPARTANNASH.COM)**