



# HOW TO FLY IN FORMATION with OwnBrands

## Can't miss highlights from the 2024 Expo

1. Give your customers one more reason to avoid club stores and big box outlets by providing larger sizes like 25 lb. sugar, 72 count coffee pods and more.
2. Keep Associates comfortable and foster team spirit by ordering Our Family Apparel on Graphics Central. Don't forget to order your free\* OwnBrands signage while you're on the site!
3. Order ESG focused products like Finest Reserve Rainforest Alliance Certified Coffee and Our Family Finfish that's sourced from suppliers utilizing responsible practices.
4. Bring your shoppers authentic flavor from Italy with the 8 NEW Finest Reserve pesto and pasta sauces. Savor flavors like Tomato & Ricotta, Spicy Arrabbiata and Classic Alfredo.
5. Sell more product by utilizing the Open Asset Bank and get access to ad slicks, drop in ads, email ad rails and more.
6. Show your community you're invested in them through the *Our Family Cares* program. Dive into this free opportunity by ordering your POS on Graphics Central today.

\*retailers pay shipping costs

## Congratulations to the lucky OwnBrands Expo prize winners!!

- Melissa Stockwell Appearance - #92731, Nilssen's Zumbrota
- \$500 Our Family Cares Donation - #35 Apple Valley Market
- Finest Reserve Coffee Prize - #1545 Cornell's Foods
- Finest Reserve Pizza Prize - #184 Neiman's Family Market
- Finest Reserve Gift Baskets - #299029 Gary's Super Foods
- Our Family T-shirts for 30 Associates - #112120 Nilssen's

## GLAD TO BE HERE

We are so thankful for everyone who joined us at the 2024 SpartanNash Food Solutions Expo, and we hope you enjoyed your time in Grand Rapids! The show was full of endless new items including many offerings from OwnBrands. We hope you enjoyed tasting new, seasonal and unforgettable flavors! As always, if you have any questions or requests for OwnBrands please contact your OwnBrands Sales Specialist or email [marketingsupport@spartannash.com](mailto:marketingsupport@spartannash.com)

## ASSOCIATE SPOTLIGHT

Meet OwnBrands Food Labeling Specialist, Kimberly Haines. She ensures our shoppers receive accurate nutrition and allergen information on every OwnBrands product when shopping at our stores. Kim enjoys representing OwnBrands on the SpartanNash ESG team to help provide more sustainable and environmentally friendly products for our shoppers. Her favorite product is the new Finest Reserve Coffee Pods, which are rainforest alliance certified. She's also enjoyed building a comprehensive resource for our retailers to access up to date and multi-sided OwnBrands product images. Kim loves to see a product come to life at shelf after reviewing the label early on in the creation process.



## WHAT PEOPLE ARE SAYING

“ Best blueberry pancake mix I have ever had!!!  
Will buy again & again!! Thanks for such a great product.”  
- Janice B.





## DISCOVER THE BENEFITS OF BUY OUR FAMILY PRODUCT IN BULK

Tired of buying multiple packs of product more frequently than you intend to? Save that extra shopping trip and consider buying your favorite products in bulk. Buying in bulk allows for a convenient and consistent reordering process, while saving money and the environment. Our Family has many bulk products including but not limited to:

Available Items	Available Items
Our Family Purified 32 pack Water	Our Family All-Purpose Flour 25 lb.
Our Family Party Size Chips 18 oz.	Our Family Clear Assorted Cutlery 192 Ct.
Our Family Ketchup 64 oz.	Our Family Sandwich Bags Variety Pack 355 Ct.
Our Family Creamy Peanut Butter 64 oz.	Our Family Tall Kitchen Bags 192 Ct
Our Family Granulated Sugar 25 lb.	Our Family Ultra Soft Mega Roll Bath Tissue 24 Ct.

### KEY BENEFITS:

- **Saves money:** consumers save an average of 25% by buying products in bulk versus non-bulk counterparts\*
- **Convenience:** eliminates extra time used for constant reordering of products
- **Environmentally friendly:** minimizes packaging waste by using less material than what would've been used for non-bulk items
- **Consistent:** has a consistent and available amount of products for shoppers

\*Source: <https://www.magnifymoney.com/news/bulk-buying-study/>

**Capture more sales and grab shoppers attention with bulk sized Our Family products today!**

**Questions? Contact [marketingsupport@spartannash.com](mailto:marketingsupport@spartannash.com)**



Independent Retailer

# ASSOCIATE APPAREL



**Encourage sales, promote your store and save associates money**

**Keep Associates Comfortable**<sup>1</sup> – our soft and stretchy material makes for a work uniform associates will want to wear even on their days off

**Foster Team Spirit** – branded associate apparel can promote a sense of team spirit and belonging which can improve associate productivity<sup>2</sup>

**Create an Attractive Business Image** – branded associate apparel can pose a positive image for your store to help attract and retain customers<sup>2</sup>

## Pricing

Short Sleeve Tshirt: \$13-19

Long Sleeve Tshirt: \$18-23

Hooded Sweatshirt: \$34-39

\*price increases by size

**Add your store logo**\* to the sleeve for \$5 per item

\*store logos will be one color

**Why?** Gain automatic advertising and brand recognition when your associate wears the apparel outside of work<sup>1</sup>



**PLACE YOUR  
ORDER TODAY!**

Visit Graphics Central to place your order!

Orders are produced on a bi-monthly basis (Jan, Mar, May, Jul, Sep, Nov)\*

\*subject to change, depending on the quantity of orders received

1) [business.landsend.com/articles/benefits-of-employee-uniforms/](http://business.landsend.com/articles/benefits-of-employee-uniforms/)

2) [unifirst.com/press-release/top-10-benefits-of-employee-uniforms/](http://unifirst.com/press-release/top-10-benefits-of-employee-uniforms/)

# Own Brands

## Environmental Social Governance

**Environmental, Social, and Governance factors have become crucial in today's businesses,** which is why SpartanNash is constantly looking to improve our sustainability initiatives. Integrating **ESG** principles into our Own Brands products allows us to address environmental challenges while fostering sustainable growth. See the key facts below to learn about the initiatives we implement through our products to provide a more sustainable future for all.



Our Family 45 ct. Tall Kitchen Bags  
**Made from 65% recycled plastic and 100% recycled paperboard**



Our Family Cage Free Eggs  
**Cartons made from 100% recycled/reclaimed paper, excess cartons are recycled**



Our Family Butter Sticks and Tubs  
**Made at a facility with a 70% water recycle system**



Our Family Shrimp  
**Committed to the best aquaculture practices, driving sustainability, traceability and food safety**



Finest Reserve Dry Pasta  
**Reforestation initiative: planting of new trees offsets the pasta factory's current paper consumption**



Our Family Ice  
**Bags made with 51% recycled content**



Our Family Foam Plates  
**Free from chlorofluorocarbons (CFCs) which damage the ozone layer**



Our Family Canned Olives  
**Produced in a wastewater facility that removes contaminants from the water used in production to allow clean water back into natural bodies of water**



# Own Brands

## Environmental Social Governance



Our Family Baking Nuts  
**Made at a facility with 100% use of recycled boxes**



Our Family Maple Syrup  
**Cartons manufactured with 80% to 90% post-consumer material**



Our Family Breadcrumbs  
**Sustainable Forestry Initiative Certified**



Our Family plastic cutlery, straws, plates, cups  
**Made from 100% renewable and reclaimed sources**



Our Family Canned Beans  
**100% recyclable steel cans with Non-BPA can liners**



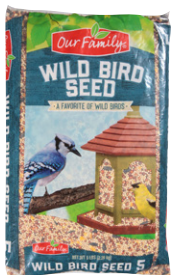
Our Family Cranberry Sauce & Frozen Concentrated Juices  
**Shipped in corrugated packaging, that's Sustainable Forestry Initiative Certified**



Our Family Packaged Dried Fruit  
**Made in a zero waste facility**



Our Family Coating Mixes for Meat  
**Recently removed the plastic shaker bag and updated packaging to encourage shoppers to use their own covered container**



Our Family Bird Seed  
**Grown on dry land without irrigation and sourced from Smart Freight Centre, a nonprofit focused on reducing greenhouse gas emission**



Finest Reserve  
 Bagged Coffee & Coffee Pods  
**Rain Forest Alliance Certified**



EVERY MEAL TELLS A STORY



**R**<sup>TM</sup>  
**FINEST  
RESERVE**  
by OUR FAMILY®

**PASTA  
SAUCE**

**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 8 new pasta sauces, imported directly from Italy. These SKUs include both classics, like marinara and alfredo, and innovative flavors, like Arrabbiata.

PRODUCT DESCRIPTION	UPC	SIZE
Basil Tomato Pasta Sauce	7025301394	24 oz
Marinara Sauce	7025301395	24 oz
Arrabbiata Pasta Sauce	7025301396	24 oz
Ricotta and Tomato Pasta Sauce	7025301397	24 oz
Alfredo Classic Pasta Sauce	7025301399	17.6 oz
Alfredo Basil Pasta Sauce	7025301400	17.6 oz
Green Pesto Pasta Sauce	7025301401	6.7 oz
Red Pesto Pasta Sauce	7025301402	6.7 oz

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

## WHY?

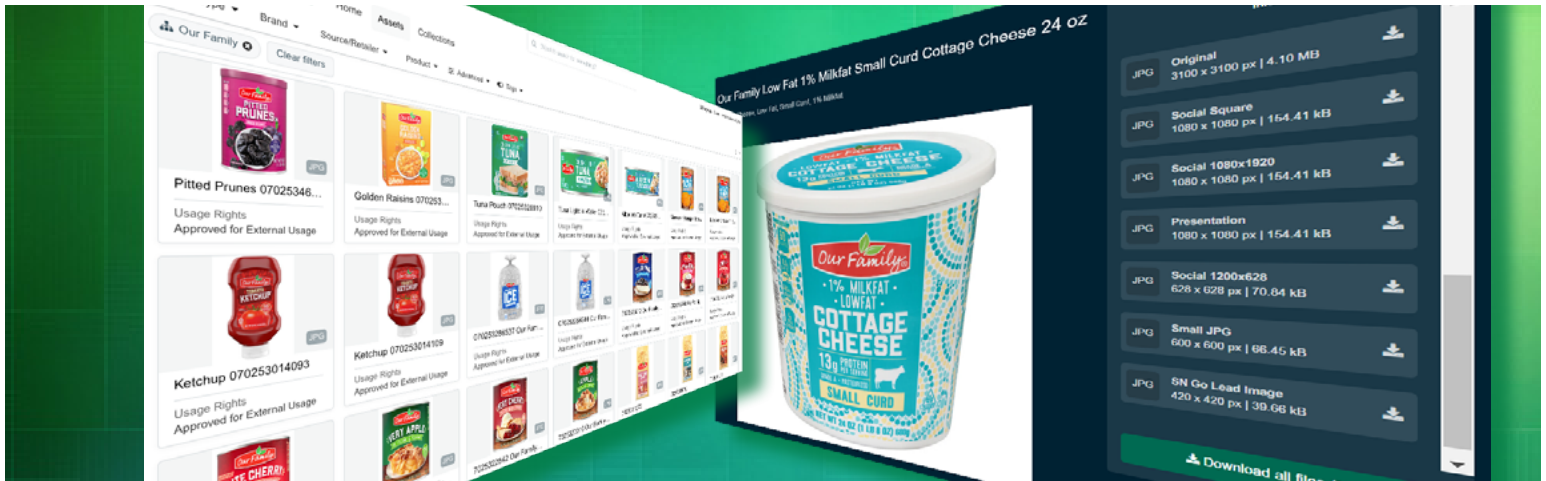
- Finest Reserve by Our Family fills a void in the SpartanNash OwnBrands architecture.
- Imported directly from Italy, these new pasta sauces and pestos bring customers authentically sourced products made with high-quality ingredients and unforgettable flavors.

## 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:** An aisle blade to merchandise this program on shelf and 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 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](mailto:MARKETINGSUPPORT@SPARTANNASH.COM)

## Open Asset Bank



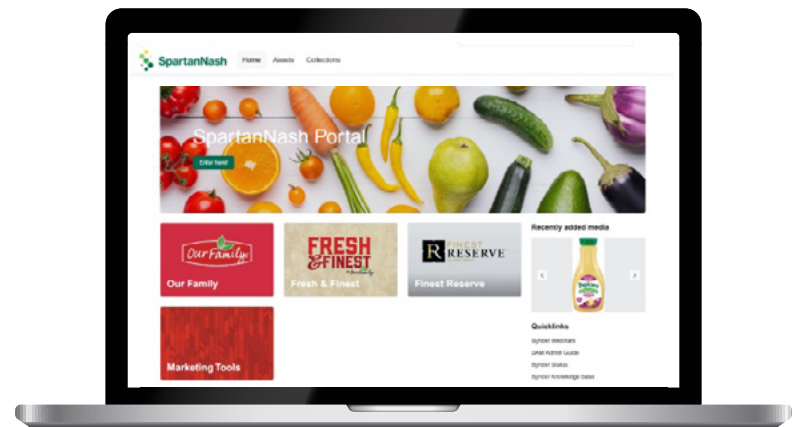
### HOW IT WORKS

Find the most up to date OwnBrands ad slicks at [assets.spartannash.com](https://assets.spartannash.com). Explore 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, as 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”.

Access product focused drop in ads, ad blocks, email rails, digital coupon graphics and more under “Marketing Tools”. Take advantage of these high-quality graphics in your ads, websites and social media pages to grab shoppers attention and drive sales!

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%.<sup>1</sup> This asset bank is the most up to date resource for properly representing OwnBrands products across all channels and increasing shopper’s positive perception.



Sources: 1. SpartanNash Dunnhumby Team. 2021.