



OwnBrands Promotional Summary



## S'Mores for Less

Get ready for summer with the new Our Family Milk Chocolate Bars! Shoppers will be clearing your shelves when they fall in love with the creamy flavor and the unbeatable price. With a cost savings of 30% compared the leading national brand chocolate bars, you can be sure shoppers and their wallets will be happy! Not only are the Chocolate Bars great for s'mores and snacking, but they also make a great baking ingredient. Enjoy them year-round with our tasty recipe for S'more Cookies and bring a summer favorite to shoppers every day!

### ELEVATED BREAKFAST SOLUTIONS

Be a destination for the consumer demand for crepes and egg bites by turning to Finest Reserve by Our Family. Each item is expertly crafted with real eggs and is made to deliver convenient indulgence in every bite. Our velvety soft crepes are wrapped around eggs whipped with creamy cheese and a variety of meats. The egg bites are a perfect combination of real eggs, heavy cream, Swiss or cheddar cheeses and either ham or smoky bacon. Discover 3 delicious crepe varieties and 2 flavors of egg bites in the frozen aisle today!

#### Crepes

- Turkey Sausage & Cheese
- Uncured Ham & Swiss
- Spinach, Uncured Bacon & Swiss Cheese

#### Omelet Bites

- Uncured Ham & Swiss
- Uncured Bacon & Cheddar



### ASSOCIATE SPOTLIGHT

Congratulations and a special thank you to Kimberly Haines, OwnBrands Labeling Specialist, for her upcoming retirement! Kim has been an integral part of the OwnBrands marketing team and we wish her the very best as she begins this new chapter of her life.

Kim was recently highlighted in the Food Label Insiders newsletter. As a founding member of the Food Label Insider's group, Kim regularly engages with professionals in the food labeling industry to share knowledge and learn from her peers. With over 30 years supporting SpartanNash in a variety of roles, Kim found her passion with OwnBrands labeling. She's played a critical role in ensuring all OwnBrands products meet FDA regulatory and compliance standards. Kudos to Kim for her dedication to OwnBrands labeling!



### I Scream, You Scream We all Scream for Ice Cream

Summer is just around the corner and Our Family ice cream will keep your freezers filled and your customers screaming for more ice cream! With delicious LTO flavors like Brownie Moose Tracks (available now), Cherry Moose Tracks and Birthday Cake (coming soon) shoppers will be delighted with every scoop. Don't forget, our classic flavors are always available, and party pails make the perfect addition to every celebration! Be sure to place your orders for pails as we head into graduation season and shoppers visit your store for wallet friendly solutions. Our latest formulation ensures quality competitive with national brands to help shoppers plan the best celebrations at a value they can trust!





Our Family Chocolate bars are the perfect versatile treat for your customers to use in baking, for smore's or just to snack on. Whatever the use, you can't go wrong with our irresistibly smooth and tasty chocolate bars!

Item	UPC	Size
OF Chocolate Bar 6/pack	7025301521	1.5 oz

### *Why?*

- Growing at 3.8% annually, the chocolate candy bar market will continue to increase for the foreseeable future.\*
- Delivers a rich, indulgent taste and quality to your customers at an affordable price.

\*Source: Chocolate candy bars market size, share, growth, and industry analysis, by type (gluten free and other), by application (online sales and offline sales), and Regional Insight and forecast to 2032. Chocolate Candy Bars Market[2024-2032] | Research Report. (n.d.).

### MARKETING SUPPORT:

- **Facebook & Web Promotion:** Periodic features on Our Family's social media accounts and website to gain widespread awareness year-round.
- **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 regarding the product or marketing materials?

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