



SPECIAL EDITION

BIG NEWS!!

OWNBRANDS DIGITAL COUPONS

Launching on March 24, 2024 OwnBrands digital coupons will be available on SpartanNash partner loyalty platforms including AppCard and RSA.

Retailers participating in these programs will have immediate access to several OwnBrands product coupons. These offers will be refreshed monthly and include products from Our Family, Fresh & Finest, and Finest Reserve. Each offer is fully funded by SpartanNash OwnBrands and stores will be credited following the offer window via AppCard or RSA, respectively.

These monthly offers will be set up by the OwnBrands team and require no additional effort from the stores other than validating that all SKUs are offered in your stores.

During the first round of the program, March 24 through April 20, 2024, each retail location will receive a bib tag for every product included in the offers. If your store does not carry the associated product, please connect with your SpartanNash OwnBrands sales representative to introduce a new item. In subsequent offer rounds participating retailers will receive a link to order the relevant bib tags for their stores.

“84 percent of shoppers using a coupon for a recent in-store purchase and 92 percent of shoppers using a coupon for an online purchase reported that the coupon changed their purchase decision, leading them to either purchase more, purchase sooner or purchase a product for the first time.”¹ Through this new program your store has the opportunity to tap into this potential. Engage your shoppers beyond the bib tag with ad circular artwork. Artwork that features this cycle’s featured products can be found in the [attached folder](#).

The OwnBrands team is excited to launch this initiative and bring you the best offers to increase your sales!



¹ New Inmar Intelligence Data Show Strong Growth in Digital Coupons, Which Significantly Influence Shoppers' Decision to Try New Brands." *Inmar Intelligence*, www.inmar.com/blog/press/new-inmar-intelligence-data-show-strong-growth-digital-coupons-which-significantly

WHAT PEOPLE ARE SAYING

“ I’m just calling to tell you how much I enjoy your Half and Half. I’m 94 years old and it’s the best I’ve ever used. My son does my shopping and I had never heard of this brand and wasn’t sure. He told me to try it, and it is better than any other brands.

- Esterlein A.



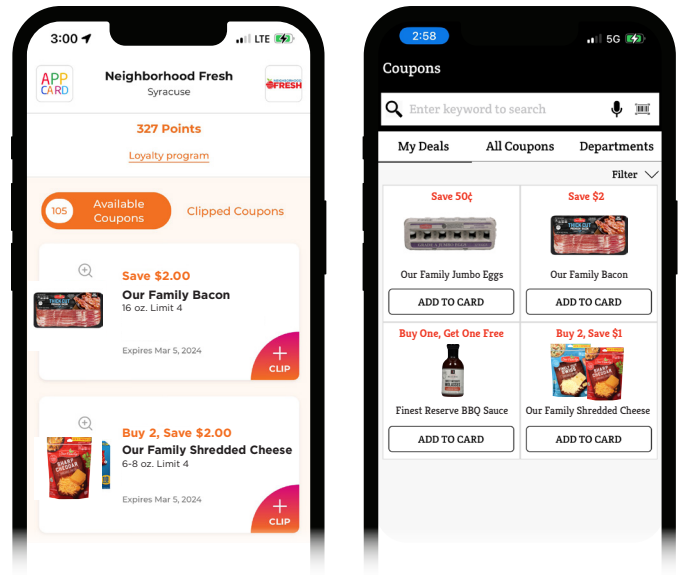
Digital Coupons

FULLY FUNDED OWNBRANDS DIGITAL COUPONS ARE HERE! for SpartanNash customers participating in AppCard or RSA.

Beginning on March 24, 2024 retailers will have access to 6-7 coupons each month which regularly rotate through Our Family, Fresh & Finest, and Finest Reserve products, provided the store carries the associated items.

Benefits

- Improved Price Perception
- Encourages shopper participation in your RSA or Appcard loyalty program by delivering more value.
 - Loyalty members spend 76% more per visit than non-loyalty members and visit the store twice as often.
- Fosters loyalty for your OwnBrands products - an exclusive brand that chain competition can't offer and another reason to shop your stores.



Easy as 1-2-3

Retailers participating in AppCard or RSA will automatically have access to these new offers to drive sales in their stores. The setup process and funding is fully supported by the SpartanNash team to make the process as easy and beneficial to your stores as possible!

Program Promotion

- Bib Tags
- Social Graphics
- Ad Artwork

**various promotional assets, including the above will be available soon*

