



# FINEST RESERVE

## PAVING A PATH TO SUCCESS

As Finest Reserve products continue to roll into stores and hit shelves, the OwnBrands team continues to drive promotion with digital coupons, new product launches, sales, local and national news coverage, signage, digital marketing tactics and more.

There's been nothing but smiles on shoppers' faces as they bite into the luxurious Finest Reserve chocolates. Additionally, trial and penetration continue to increase week after week.

Over the next few months, you'll see additional new products from Finest Reserve including coffee pods, bagged coffee, dry pasta, pasta sauces and more. This increased store presence will be paired with discounts and promotions to drive sales.

"We're doubling down on our investment in our popular OwnBrands offerings to help shoppers maximize their budgets while still enjoying their favorite indulgences," said SpartanNash Vice President, OwnBrands Jason Cunningham.

Retailers have access to great promotions over the next few months. Now is the time to take advantage of this opportunity to encourage shoppers to try the brand and discover unforgettable flavors that will keep them coming back for more.

### DON'T THINK YOUR CUSTOMER SEEKS PREMIUM PRODUCT OPTIONS?

You might be surprised. Even Walmart has now announced the introduction of a premium line of products based on the demands of their customers, and it's their largest private label launch in 20 years!

**Larger Allowances Just Announced!**

<b>May</b>	5/19 - Chocolates, Salad Dressings, BBQ Sauces, Marinades, Steak Sauce
<b>June</b>	6/9 - Chocolates, Salad Dressings, BBQ Sauces, Marinades, Steak Sauce, Spices 6/16 - All Available Items 6/30 - Salad Dressings, Marinades, Steak Sauce, Pizza
<b>July</b>	7/28 - All Available Items

Connect with your OwnBrands sales representative to take advantage of these promotions and introduce new products to your store today.

### WHAT PEOPLE ARE SAYING

“ I just wanted to say.... This is one of the BEST pizza's I've ever had! AND I SO appreciate the veggie/no meat options you have. I am a HUGE fan of pizza and it's hard to find vegetarian friendly pizza. This is amazing. And I'm so glad I found it! Thank you! (I also REALLY appreciate that the tomatoes are so big so that my child can pick them off with zero complaints!) ”





# HERE WE GO!

THE PROMO PHASE FOR FINEST RESERVE BEGINS NOW!

It takes a bit of time to get new items in distribution and on shelves. The story has been no different for Finest Reserve.

**However, we now enter a new phase – PROMOTIONS!**

Look what we have in store over the next few months – you'll be positioned for sales while introducing your shoppers to this exciting new brand!



## FINEST RESERVE UPCOMING PROMOTIONS



### APRIL

4/21 - 5/18 Pasta TPR



### MAY

5/12 Pizza

5/12 - 6/15 WOV Includes Salad Dressing, BBQ, Marinades, Steak Sauce

5/19 Candy, Dressing, BBQ, Marinades, Steak Sauce



### JUNE

6/9 Candy, Dressing, BBQ, Marinades, Steak Sauce, Spices

6/16 **Finest Reserve Event – All currently available items on promo**

6/30 Marinades, Dressing, Steak Sauce, Pizza



### JULY

7/28

**Finest Reserve Launch Ad –**

**All currently available items on promo**



**FINEST RESERVE**  
by OUR FAMILY®





# NEW OWNBRANDS MARKETING ASSETS



Finest Reserve Ad Block



<https://assets.spartannash.com/113378e00bd572c/>



Our Family Scholarship Ad Rail



<https://assets.spartannash.com/12e88485149db816/>



Fresh & Finest Beer Bratwurst Social Graphic



<https://assets.spartannash.com/130bb6454aacad291/>



Our Family Scholarship Drop-In Ad



<https://assets.spartannash.com/153766e672e6cca55/>

Visit [assets.spartannash.com](https://assets.spartannash.com) for additional graphics, ad slicks and more!