



Product Innovation Continues in 2025!

Our Family Granola recently landed in DC's with 3 new delicious flavors. While the classics won't go away, we knew it was time to bring shoppers unique options to use as a parfait complement, crunchy snack, or even on an ice cream sundae. Place your orders for Strawberry Vanilla, Chocolate Hazelnut, and Toasted Coconut granola today.

Fresh & Finest Brioche Bread will be shopper's new favorite bakery item! Our French inspired recipe delivers a touch of indulgence in every bite. Find brioche for every occasion with a classic braided & sliced loaf, hot dog buns and burger buns. This classic French bread will be available in your DC within the next couple of weeks.

Sweet things are on the horizon for **Finest Reserve**! Our new collection of preserves is sure to be a hit with shoppers looking for a twist on classic flavors. Launching in July, you'll find exquisite flavors including:

- Blueberry Merlot
- Blackberry Shiraz
- Cherry Habanero
- Habanero Pepper
- Strawberry Basil
- Cherry Bourbon

Whether you're topping off breakfast items like waffles or toast, adding unforgettable flavors to a bowl full of ice cream or building the perfect charcuterie board, **Finest Reserve Preserves** are sure to satisfy your taste buds!

No need to keep shoppers waiting for something sweet until April, launching in March you'll be able to offer shoppers **Finest Reserve Dessert Sauces**. With two sweet and smooth flavors, shoppers will enjoy topping off their favorite desserts with a bit of extra flavor and indulgence. Keep an eye out for your chance to order **Finest Reserve Bourbon Caramel** and **Salted Caramel Dessert Sauces** soon! Contact your OwnBrands Sales Specialist to order these new OwnBrands products and more!



ASSOCIATE SPOTLIGHT

Meet Matt Suttrop! As a recent addition to the OwnBrands team, Matt is supporting our Meat and Seafood offerings. He strives to stay up to date on the latest industry trends to help your stores serve customers as best as possible! Fresh & Finest Founders Beer Brats are Matt's favorite OwnBrands products. We know he might be a little biased, but he claims they're the best and looks forward to launching additional flavors in 2025. He's also excited to source, develop and implement additional new OwnBrands offerings to help ensure SpartanNash supplied stores are the shopping destination of choice!



EVERY FLAVOR TELLS A STORY



JELLIES & PRESERVES

At *Finest Reserve by Our Family* we are 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 6 premium jellies and preserves that are made in Michigan. These are a perfect solution for shoppers that are seeking unique flavor combinations to enhance their breakfast or add a little vibrance to their next charcuterie board.

PRODUCT DESCRIPTION	UPC	SIZE
Blueberry Merlot Preserves	7025301635	9 oz
Blackberry Shiraz Preserves	7025301634	9 oz
Strawberry Basil Preserves	7025301639	9 oz
Cherry Bourbon Preserves	7025301638	9 oz
Habanero Pepper Preserves	7025301637	9 oz
Cherry Habanero Pepper Jelly	7025301636	9 oz

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

WHY?

- *Finest Reserve by Our Family* ensures your shoppers have access to premium OwnBrands product along with fresh and mainstream solutions.
- The demand for jellies and preserves featuring innovative flavors and exotic combinations is on the rise and this line delivers on that trend.

Source: Cabezas, G. (2024, August 7). Global jam market growing due to strong global trends. Tridge. <https://www.tridge.com/stories/global-jam-market-growing-due-to-strong-global-trends>

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? CONTACT MARKETINGSUPPORT@SPARTANNASH.COM

EVERY FLAVOR TELLS A STORY



**FINEST
RESERVE**
by OUR FAMILY™

CARAMEL
— DESSERT SAUCE —

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PRODUCT DESCRIPTION	UPC	SIZE
Salted Caramel Dessert Sauce	7025301558	9 oz
Bourbon Caramel Dessert Sauce	7025301559	9 oz

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

WHY?

- **Finest Reserve by Our Family** ensures your shoppers have access to premium OwnBrands product along with fresh and mainstream solutions.
- The caramel market has seen steady growth in recent years, a trend expected to continue, driven by innovative flavors that attract a broader audience – exactly what these 2 flavors achieve.

Source: Caramel market size, growth, analysis & forecast 2032. Credence Research. (2024, June 28).
<https://www.credenceresearch.com/report/caramel-market>

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