



Your Savings Brand.



Brand Overview



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Brand Strategy

Target Audience	Fixed income, low to moderate income families; extreme value shoppers.
Brand Values	Trusted, safe choice provides comfort from shopping wisely at lowest possible cost.
Brand Attributes	Proven performance, value, reliable, quality.
Role within Portfolio	Builds loyalty to a proven product – your extreme fighter brand.
Strategic Role	Proven brands that fight your “value” competitors for the consumer’s dollar.
Pricing Strategy	Equal goods at lower costs improve your profitability.
Competitive Landscape	Dollar stores, extreme value retailer, regional brands.



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Reliable Quality

- **At The Plant:** Every Better Valu manufacturer has been inspected by a third party auditor annually to meet or exceed FDA, HACCP and USDA entry level price point standards.
- **In Our Labs:** Every Better Valu item is thoroughly tested in our laboratories to ensure the ingredients meet U.S. Food & Drug Administration (FDA) and/or United States Department of Agriculture (USDA) standards.
- **At the Store:** At least once per year, we visit stores that carry Better Valu and take product off the shelf, checking freshness dates, package condition and more to help ensure customer satisfaction. Then we bring the products back to the lab and once again put them through the same ingredient, performance, safety and taste tests.



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Competitive Positioning

- 395+ products in 82 strategic categories
- On retail shelves across the country for over 30 years
- Supplier Flexibility (pool of 750 suppliers).
- Bi-lingual packaging to reach growing Hispanic market.
- Keeps shoppers in-store by providing access to extreme value brands rather than losing shoppers to dollar stores and value retailers.



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