





Brand Overview

Brand Promise

Proven to meet the same quality standards as national brands

Retailer Benefit

Higher margins on proven quality items build customer loyalty

Consumer Perception

Quality goods at a lower cost creates an appealing alternative to National Brand

Unique Selling Proposition

Provides competitive advantage because shoppers remain loyal as their needs are met and understood



Brand Strategy

Target Audience	All income levels, savvy consumers who are sensitive to pricing.
Brand Values	Affordability, consistency, trust with no quality sacrifice.
Brand Attributes	Wide selection, meets/exceeds standards, cost advantage.
Role within Portfolio	To serve as the primary competitor to national brands.
Strategic Role	Build brand and store loyalty while improving your profits.
Pricing Strategy	Lower than national brand, focus on equal goods for lower cost.
Competitive Landscape	National brands, regional brands and other retailer store brands.

Variety

- On retail shelves across the country for over 60 years
- Nationwide strength in 122 categories and approximately 2,000 unique items.
- Exciting product innovation and new item development



Quality

- Meets or exceeds national brand standards
- QA Department validates compliance with state and federal regulations
- Standardize nutrition and ingredient labeling in accordance with state and federal regulations (i.e. trans fats)



Value

- Large, diversified customer base
- Sourcing expertise with leading industry manufacturers
- Volume scale advantages

