

Morning Fresh Farms Brand Positioning Statement



Positioning Statement: Why pay national brand prices for items that are just as good or better at a fraction of the cost? Consumers trust **Morning Fresh** for all their Dairy and Frozen needs.

Tag Line: Your Neighborhood Brand

Brand Essence: Premium quality, affordable, trusted

Brand Essence:

Meets the same or better quality standards as national brands

Retailer Benefit:

Higher margins on quality items, more rounded portfolio for price shoppers

Growth drivers:

Galaxy becomes consumers' preferred choice

Consumer Perception:

The same contents, taste/function as a national brand for less money

Unique Selling Proposition

Reduced cost for the same product quality, guaranteed

Target Audience	All income levels, savvy consumers who are sensitive to pricing
Brand Values	Quality, consistency, trust, affordability with no 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 profit
Pricing Strategy	Lower than national brand, focus on equal goods for lower cost
Competitive Landscape	National brands, other retailers' store brands