



A Unified Grocers Company



Winning Partner Collaboration
Wellness Centers

March 6, 2014



More ways to make it your market®



Sales of Natural and Organic Products Continue to Rise

- Sales of natural and organic products are growing faster than other segments of the industry
- Sales of organic food and beverages have grown from \$1 billion in 1990 to more than \$30 billion today
- Conventional HBC sales have been trending down
- Consumers want healthier food and personal care choices
- How can independent communicate to customers they offer natural & organic products & take advantage of these trends?

Wellness Center



- Allows retailers to build business in challenging categories
- Provides growth in total GM/HBW sales, profits and overall basket size
- Creates points of difference with their competition
- Creates profitable “incremental” sales
- Provide ways to create retailer “Signature” and “Personality”

Winning Partner Collaboration

- **Retailer**
 - Invests capital
 - Real estate
 - Labor

- **UG Market Centre business development & sales teams**
 - Identify appropriate candidates for Wellness Centers
 - Develop wellness center concept with retailer
 - Implementation of schematics at store level

- **UG Market Centre merchandising support & schematics teams**
 - Store planning & design
 - Access to store fixtures/hardware
 - Schematic creation and implementation
 - Timeline planning and reset scheduling

- In house SPINS department
 - Ensures the best item mix for the specific retailers customer base
- Manufacturers / Brokers
 - Market/product insight
 - New items/line extensions
 - Education support
 - Implementation of schematics at store level
- Procurement team
 - Sourcing new items
 - Ensuring appropriate in stock position for service level
- Retail marketing services
 - Shelf tags
 - Marketing and advertising strategies

Wellness Center



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Center Store



Bales
MARKET PLACE

Red Apple
MARKETS

Roth's
fresh markets

A Thriftway Store
Cutsforth
MARKETPLACE
Since 1928

Shop'n Kart

FOOD4LESS.

ISLAND  **MARKET**
EASTSOUND, WA
ORCAS ISLAND

South Whidbey Island's Finest Store
PAYLESS FOOD STORE

Harvest Market

metropolitanmarket



TOWN & COUNTRY
MARKETS INC