

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?







- 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

Winning Partner Collaboration



- 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















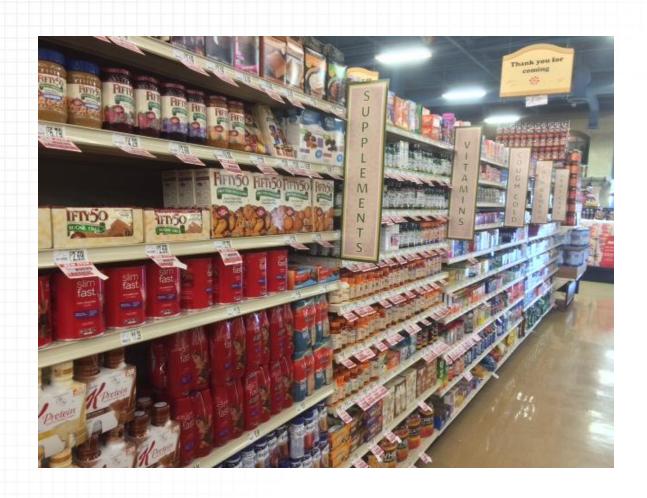






Center Store















Shop'n Kart









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