

crav'n



PURE HARMONY



simply done

+TopCare.



Abuela's
AUTHENTICO

BARREL & BRANCH

BEEHIVE
Specialty Baking Co.



CHARKING



FRESH FARM'S



Paws
Happy Life



PIP POP



tippy toes

WIDE AWAKE
COFFEE CO

Associated Food Stores
Exclusive Brands Employee Education

Why Exclusive Brands Matter

Exclusive Brands are a critical component of the grocery industry and our AFS membership.

Here are the top five reasons we encourage each team member to be engaged and know the value of our Exclusive Brands:

- 1. Differentiation:** Exclusive Brands can only be found at Associated Food Stores retail locations. This means that competition cannot carry brands like Food Club, Simply Done, or Red Button Vintage Creamery.
- 2. Loyalty:** Many of our Exclusive Brands have generated guest loyalty, where a customer will drive out of their way to ensure that they have their favorite ice cream, pie, or general ingredient.
- 3. Costs Less for Guests:** Exclusive Brands typically cost less than the national brands—they help our guests save when they shop with us.
- 4. Profitable for Your Store:** Exclusive Brands also make your store more profitable— Our membership receive higher profits on our “Own Brand” products vs the national brands.
- 5. JUST like the national brands:** Many of our Exclusive Brands are similar to the national brands. (In fact, many of them are made in the same location as the national brands, they simply have a different label!) In taste tests, it’s usually difficult to determine which is the national brand vs our Exclusive Brands.

Q&A

How many Exclusive Brands do we carry, and will that number change?

We carry **24** of brands that make up our Exclusive Brand family.

We may choose to expand, or consolidate based off our stores’ needs, or consumer demands including localized trends.

Essentially, our Exclusive Brand family is always changing, but you can rest assured that we are always working to have a national brand equivalent.

How Can I help My Store with Exclusive Brands?

1. Learn about the brands and why they are different.

2. Sample the products and make recommendations to your guests.

An example might be “**Yes, the national brand Pop Tarts are located on aisle X, I would suggest the Food Club version which tastes exactly the same, it just costs less!**” This is not only great guest service, but also helping your store with profitability.

EXCLUSIVE BRAND

Also known as an Own Brand or a Store Brand. Exclusive Brands are brands of store products that are **exclusive**, or can only be found at your (or an AFS owned) store.

NATIONAL BRAND EQUIVALENT

A national brand equivalent is an Exclusive Brand that is comparable, or a brand that is created, **produced**, and distributed nationally and is usually sold under a name that’s recognizable.

Table of contents

Food Club	1
Full Circle	2
Crav'n Flavor	3
Wide Awake	4
Culinary Tours	5
Simply Done	6
CharKing	7
That's Smart	8
Over the Top	9
TopCare	10
Tippy Toes	11
Pure Harmony	12
Paws Happy Life	13
Bloom'n Co.	14
Sweet P's Bake Shop	15
Beehive Bread and Pastry Company	16
Red Button Vintage Creamery	17
Pip Pop	18
Abuela's Autentico	19
Fresh Farms	20
A Pinch or a Pound	21
40 Knots	22
Barrel & Branch	23
Farm Bread	24

Brand name: **Food Club**
Tagline: **Add Flavor to Life**



Description:

The quality of these products will be equal to, or better than, the national brand. The items are designed to replicate the quality, performance, taste, nutritional profile, and packaging of the leading national brand.

Talking points:

- Tastes like the national brands
- As good, or better, quality than the national brands
- No artificial colors, flavors, or preservatives
- Follows national brands' new flavors and forms of food and beverage products
- Associated Food Stores' leading Exclusive Brand
- Double your money back guarantee



The Shopper: **Leslie**

- Age ranges from 25-44
- Works part-time
- Lives in a 2+ person household, has one or more kids at home
- Very social, but also time-strapped
- Looking for flavor and selection varieties to meet her individual needs
- Appreciates the convenience of one-stop shopping at her local grocery store
- Convenience-oriented, visually-influenced, and price conscious

www.foodclubbrand.com



SKU's: **1688+**



Brand name: **Full Circle Market**
Tagline: **In season year round**



Description:

Products in this category are unique in nature or have quality attributes that are higher than those typically found in national brand. Many products are organic or natural and have a “better for you” profile, with a double your money back guarantee!

Talking points:

FREE-FROM

- 104 Ingredients

FUNCTIONAL/HEALTH BENEFITS

- **Alternative ingredients**
(plant-based, non-traditional grains, etc.)
- **Free-from dietary/allergens**
(gluten-free, dairy-free, vegetarian, paleo, nut-free, etc.)

RESPONSIBLE PACKAGING

- Made from recyclable/post-consumer content
- Always BPA-free

MANY PRODUCTS ARE:



GLUTEN-FREE



NON-GMO



FAIR-TRADE



CERTIFIED-HUMANE

Full Circle Market product labeling:

ORGANIC
BEST ★★★★★

NON-GMO
GOOD ★★★★★

FREE-FROM
FAIR ★★★



The Shopper: **Grace**

- Late 30's with kids at home, works a full-time job

She is passionate about:

- Making organic and healthier food choices
- Products that perform well
- Exercising to stay fit and happy
- Seeking out information to stay educated on dietary trends
- Shops Whole Foods, Trader Joe's, and farmer's markets for “better” food and new product discoveries

www.fullcirclemarketbrand.com



SKU's: **387+**



Brand name: **Crav'n Flavor**
Tagline: **It's serious satisfaction**



Description:

The quality of these products will be equal to or better than that of the national brand. In this quality tier, the items are designed to replicate as closely as possible the quality, performance, taste, nutritional profile, and packaging of the leading national brands.

Talking points:

- Flavorful taste profile
- Ingredient quality equal to or better than national brands
- Real cheese, chocolate, etc.
- Core clean ingredients (No artificial colors, flavors, preservatives), where possible
- Innovative flavors and product formats
- Crav'n Flavor products are found in center store and in the frozen section



The Shopper: **Jack & Diane**

- Married couple - Age ranges from 25-54
- Hard-working and employed full time
- Have 2+ Children
- Avid sports fans, loves football and NASCAR
- Leisure time is spent at home, cooking and playing games
- Comfortable with serving their children convenient food and sweets
- On-the-go family

www.cravnflavor.com



SKU's: **200+**



Brand name: **Wide Awake Coffee Co.**
Tagline: **Wake your inner barista**

WIDE AWAKE COFFEE CO.

Description:

Products in this category are unique in nature or have quality attributes higher than national brands.

Talking points:

- Specialty-grade coffee, sourced from top 10% of beans in the world
- Specialty Coffee Association rating of 80 or higher (ground and single-serve pod coffee)
- Made with 100% Arabica Beans (ground, single-serve pod, espresso capsules, and cold brew coffee)
- Core flavors are free from artificial colors and flavors
- Vibrant variety of coffee flavors
- 100% compostable pods (single-serve pod coffee)
- Compatible with most pod coffee machines



The Shopper: **Morgan**

- 18-34
- 2+ Person Household, she may have a child or be living at home
- Appreciates convenience
- Willing to pay more for quality coffee
- She is passionate about:
 - Additional health or functional benefits in their coffee
 - Desire for greater understanding and experiences relating to coffee
 - Biodegradable or compostable packaging

www.wideawakecoffee.com



SKU's: **50+**



Brand name: **Culinary Tours**

Tagline: **Taste the world without the trip**



Description:

Products in this category are international/specialty foods with quality attributes that are higher than national brand equivalents.

Talking points:

- Products are authentically sourced from specific countries and regions (domestic and imported)
- Leverages original ingredients authentic to a specific domestic or foreign regions
- Based on authentic recipes / cuisine styles / methods of cooking
- Includes quality ingredients (i.e. no artificial colors, flavors, or ingredients)
- Double your money back guarantee



www.culinarytoursfoods.com



The Shopper: **Ava**

- She loves to prepare authentic and international foods from other cultures and is always looking for more adventurous recipes
- Loves trying different foods and desires culinary influences from across the globe
- You can run into the culinary adventure at your local grocery store as well as at Trader Joe's, Farmer's markets, Costco or specialized gourmet grocers

SKU's: **71+**



Brand name: **Simply Done**
Tagline: **Ready for life**



Description:

Home care products that make life easier, for a better price. The quality of Simply Done products will be equal to or better than the national brands. The items are designed to replicate the quality, performance, and packaging of the leading national brands.

Talking points:

- Home care product solutions that deliver national brand equivalent with leading-edge performance quality
- Supplier endorsed “compare-to” quality claims naming specific well-known national brand equivalents
- Innovative selection of pack sizes or formats, product scent varieties, and seasonal solutions



The Shopper: **Jessica**

- Age ranges from 25-44
- Works part-time
- Lives in a 2+ person household with one or more kids at home
- Very social, but also time-strapped, looking for products that make it easy for her show she cares to her family and friends
- Looking for selection varieties to meet individual needs
- Appreciates the convenience of one-stop shopping at her local grocery store
- Convenience-oriented and visually-influenced

www.besimplydone.com



SKU's: **553+**



Brand name: **CharKing**



Description:

Whether it's in the fireplace or on the patio, CharKing gives customers the charcoal and lighter fluid needed to command the perfect flame.

Talking points:

- **High quality**
- CharKing products are equal to or better than the national brands
- The items are engineered to replicate the quality, performance, and packaging of the leading national brands



The Shopper: **Justin**

- Age ranges from 25-44
- Works part-time
- Lives in a 2+ person household with one or more kids at home
- Very social, but also time-strapped
- Appreciates the convenience of one-stop shopping at his local grocery store
- Hobbies include mountain biking and hiking

www.charkingbrand.com



SKU's: **12+**



Tagline: **Save some green**

THAT'S
SMART!®

Description:

The items in this category are intended to be basic quality, provided as lower price options to consumers than the national brand equivalent.

Talking points:

- **Essential product categories with a limited assortment of core flavors and/or pack size solutions**
- **No frills, basic-level quality or better**
- **Product and packaging delivered at an efficient, low-cost structure that allows items to be priced at an entry-level price point**



www.thatssmartbrand.com



The Shopper: **Emma**

- Age range from 22-55
- Employed full-time
- Household of 1-3 adults and 2+ kids
- Lowest price is most important
- Selects where to shop based on price
- Price-oriented, deal-seeking, value-centric shopper

SKU's: **37+**

Brand name: **Over the Top**

Over
theTOP™
.....

Description:

The quality of these products will be equal to or better than the national brands. Over the Top items are designed to replicate the quality, performance, taste, nutritional profile, and packaging of the leading national brands.

Talking points:

- Items used in decorating baked goods
- No artificial colors
- No artificial flavors
- No artificial preservatives



The Shopper: **Amanda**

- Age ranges from 25-44
- Works part time
- Lives in a 2+ person household
- Very social, but also time-strapped
- Looking for flavor and selection varieties to meet individual needs
- Appreciates the convenience of one-stop shopping at her local grocery store
- Convenience-orientated and visually-influenced

www.overthetoppartysolutions.com



SKU's: **56+**



Brand name: **TopCare**

TopCare®

Description:

TopCare offers quality health and wellness products for a fraction of the price. The quality of TopCare products will be equal to or better than the national brands. In this quality tier, the items are designed to replicate the quality, performance, nutritional profile, and packaging of the leading national brands.

Talking points:

- High-quality health and wellness products
- Similar benefit claims to competitor own brands
- Aims to carry the same items as national brands



The Shopper: **Belinda**

- Age ranges from 25-44
- Works part-time
- Lives in a 2+ person household with one or more kids at home
- Very social, but also time strapped
- Looking for selection varieties to meet individual needs
- Appreciates the convenience of one-stop shopping at her local grocery store
- Convenience-oriented and visually-influenced

www.topcarebrand.com



SKU's: **865+**



Tagline: **From tip to toe, every step of the way**

The logo for 'tippy toes' is located in the top left corner. It features the words 'tippy' and 'toes' in a playful, rounded, lowercase font. The 't' in 'toes' is stylized with a swirl. The logo is primarily purple with a white outline and is set against a light blue background.

Description:

Baby care products that offer a value price. Tippy Toes products are equal to or better than the national brands. In this quality tier, the items are designed to replicate the quality, performance, taste, nutritional profile, and packaging of the leading national brands.

Talking points:

- High-quality baby care products
- Quality mirrors other own-brand competition products
- Expected, everyday baby care essentials



The Shopper: **Jen**

- Second-time mom
- Age range from 25-40
- Hard-working and employed full-time
- Looking for value on a budget due to a growing family
- Appreciates the convenience of one-stop shopping
- Connected through social media

www.tippytoesbrand.com

SKU's: **98+**

Brand name: **Pure Harmony**

Tagline: **Carefully blended whole nutrition**

PURE HARMONY CAREFULLY BLENDED WHOLE NUTRITION®

Description:

Pure Harmony offers high-quality pet products unique in nature or have quality attributes that are higher than those typically found in national brands.

Talking points:

- Real meat as the first ingredient
- 100% Complete and balanced nutrition
- Made in the USA (or ingredients sourced from the USA)
- No animal by-product meal
- No corn, wheat, or soy
- No artificial colors, flavors, or preservatives



www.pureharmony.com



The Shopper: **Amy**

- Female, late 30's with kids at home, works a full-time job
- Owns two dogs that she cares about deeply
- Enters her dogs into costume contests and donates to her local animal shelter
- Shops Whole Foods, Trader Joe's, and farmer's markets for "better" food and new product discoveries

Amy is passionate about:

- Products that perform well
- Exercising to stay fit & happy

SKU's: **47+**



Tagline: **Come on, get happy**

Paws
Happy Life.

Description:

Paws Happy Life products are equal to or better quality than the quality of national brands. The items are designed to replicate the quality, performance, taste, nutritional profile, and packaging of the leading national brands.

Talking points:

- Pet food, accessories, and care products that deliver the same nutrition and quality as national brands
- Broad range of pack sizes, formats and seasonal solutions



The Shopper: **Barbara**

- Age ranges from 25-44
- Works part time
- Lives in a 2+ person household
- Looking for quality products for her pets
- Looking for flavor and selection varieties to meet her individual needs
- Appreciates the convenience of one-stop shopping at her local grocery store
- Convenience-oriented and visually-influenced
- Owns one cat and a beta fish

www.pawshappy.com

SKU's: **178+**

Brand name: **Bloom'n Co.**
Tagline: **Keep life in full bloom**



Bloom'n Co.™

Description:

Quality fresh-cut flowers, blooming plants, foliage, and other floral and gift items perfect for any occasion.

Talking points:

- Floral category specific brand:
 - Fresh-cut flowers
 - Foliage, blooming (indoor and outdoor)
 - Hard goods (including gift items and vases)
 - Chop-and-drop bouquets
 - Many potted-plants and bouquets are locally-sourced



The Shopper: **Bailey**

- Age ranges from 25-44
- Works part-time.
- Lives in a 2+ person household
- Very social, but also time-strapped
- Appreciates the convenience of one-stop shopping at her local grocery store
- Sentimental and visually-influenced

www.bloomncobrand.com



SKU's: **12+**



Brand name: **Sweet P's Bake Shop**



Description:

Sweet P's is equal to or better than that of the national brands. The items are designed to replicate the quality, performance, taste, nutritional profile, and packaging of the leading national brands.

Talking points:

- Tasty bakery treats at a value price
- Quality equal to or better than national brands
- Some products includes clean ingredients (no artificial colors, flavors, preservatives, or gluten-free)
- On-trend products



The Shopper: **Courtney**

- Age ranges from 25-44
- Works part-time
- Lives in a 2+ person household
- Very social, but also time-strapped, looking for products that make it easy for her show she cares to her family and friends
- Looking for flavor and selection varieties to meet individual needs
- Appreciates the convenience of one-stop shopping at her local grocery store
- Convenience-oriented and visually-influenced

www.sweetpbakeshop.com



SKU's: **7+**



Brand name: **Beehive Bread and Pastry Company**
Tagline: **Life is better with Beehive baked goodness**



Description:

Nothing beats the smell of fresh baked bread, or the taste sensation of savory sweets made with wholesome ingredients by the hands of skilled bakers.

Beehive Bread & Pastry Co. brings baking back to life with its wide assortment of delectable delights and oven-baked goodness. From artisan breads to pleasing pies, Beehive sets the perfect table and will help complete any meal. And don't forget the signature Beehive rolls!

Made with 100% pure, sweet cream butter and served with a melt-in-your-mouth flavor that will keep everyone coming back for more! So bring on the butter-melting bliss and remember... Life is better with Beehive baked goodness!

Talking Points:

- Locally-made products
- Made with high-quality ingredients
- Assortment of cookies, rolls, artisan breads and more
- Found in your bakery or in your frozen section
- Associated Food Stores' Exclusive Brand



The Shopper: **Brittany**

- Age range 35-60
- Works part-time
- Lives with four children and her husband
- Looking for made-from-home bakery quality taste, but something that is quick and convenient

www.beehivebreadandpastry.com



SKU's: **87+**



Brand name: **Red Button Vintage Creamery**

Tagline: **Happiness you can hold**



Description:

Lazy afternoons, playing until the sun goes down and the sound of the ice cream truck circling the neighborhood dot many childhood memories. Red Button Vintage Creamery is bringing back the classic taste of childhood.

Talking Points:

Assortment of candy, pies, toppings, ice cream, and gelato

Associated Food Stores' Exclusive Brand

PIES

- Locally made with real butter, fresh fruit
- 2 lb pie and larger, making it a better value than the leading national brands

CANDIES

- Equal to or better than national brands

ICE CREAM

- Locally made with whole milk and real sugar
- Plenty of inclusions (the delicious bits and bites mixed into your ice cream)
- Cartons are larger than the national average

ICE CREAM

TOPPINGS:

- Add flavor and fun to any ice cream sundae or specialty treat
- Many toppings available



The Shopper: **Rachel**

- Age: 30-55
- Married, 4 children
- Loves high quality products at an affordable price
- Attends large family gatherings
- Likes to indulge in ice cream and sweet treats
- Enjoys using coupons and saving money

www.redbuttoncreamery.com

[redbuttoncreamery](https://www.instagram.com/redbuttoncreamery)



SKU's: **200+**



Brand name: **Pip Pop**

PIP POP

Description:

Pip Pop shows that the best popcorn is handcrafted in small batches. Their tasty non-GMO and gluten-free snack is locally made from kernels grown in the US. Heated to just the right temperatures, Pip Pop is a quality-tier product popped to perfection.

Talking Points:

- Locally popped with kernels grown in the USA
- Made in small batches to ensure all kernels are popped
- Non-GMO and gluten free
- Associated Food Stores' Exclusive Brand



The Shopper: **Morty**

- Age: 37
- Works part-time
- Enjoys relaxing and watching movies
- Shops on a budget
- Likes hiking, fishing, and biking
- Snacking is an important part of Morty's day

www.pippop-popcorn.com



SKU's: **3+**



Brand name: **Abuela's Autentico**



Description:

Abuela's is committed to flavor and flair. Every chip is delicately seasoned and fried to perfection to be the best crunchy complement to your favorite salsa. This tried-and-true recipe and the tradition behind it makes Abuela's great.

Talking Points:

- Time-tested traditional recipe
- Pairs well with any salsa
- Great for nachos
- Associated Food Stores' Exclusive Brand



The Shopper: **Lauren**

- Age: 28-35
- Works full-time
- Looks for items that have the best quality for an affordable price
- Likes shopping local, when possible
- Salsa, guac, and other salty snacks are a staple in her household

www.abuelasautentico.com



SKU's: 1+



Brand name: **Fresh Farms**



Description:

Traveling every continent on a quest for the finest fruits, chocolates and nuts, we found select dried fruit in the South African sun, plump California almonds roasted to perfection, and dark chocolate from Peru crafted by artisans. Power Up with the best the world has to offer.

Talking Points:

- Highest-quality, world-class nuts and dried fruits
- Unique assortment and mixes
- Flavor profiles unmatched
- 100% Natural
- Company based out of Salt Lake City, Utah
- Associated Food Stores' Exclusive Brand



The Shopper: **Alice**

- Age: 28-35
- Single, works full time. Eats natural and organic items
- Loves yoga and walking in the park
- Price-conscious but still cares about quality
- Healthy diet and snacking throughout the day is important

SKU's: **8+**



Brand name: **A Pinch or a Pound**



Description:

A Pinch or a Pound is Associated Food Stores' snack, candy, and fresh-pack tub program. Pinch or a Pound offers the finest snacking solutions, from sweet to salty. You'll always get the best tasting snacks, as each pack is sealed to preserve freshness.

Talking Points:

- 100's of different snacks and candies that are fresh-packed and sealed for freshness
- Sourcing the most popular sweet and salty snacks
- Associated Food Stores' Exclusive Brand



The Shopper: **Thomas**

- Age: 20-37
- Cares about the environment and wants to eliminate waste
- Loves variety and seasonal options
- Price-conscious
- Prefers smaller portion sizes
- Enjoys outdoor concerts

www.pinchorapound.com



SKU's: **102+**



Brand name: **40 Knots**

Brand name: **Seafood at full speed**



Description:

Fresh, flash-frozen seafood is what gives 40 Knots its high-quality reputation. By taking best fishing practices into account to responsibly catch everything we have on offer, the brand also guarantees customers can feel good about every choice they're making.

Talking Points:

- Flash frozen to capture flavor
- 100% sustainably caught
- MSC certified
- Frozen fresh
- Associated Food Stores' Exclusive Brand



The Shopper: **Emily**

- Age: 45
- 1 child
- Enjoys seafood but is looking for a quality price.
- Eats a healthy, low-fat diet
- Cares about sustainability, has watched documentaries on fish farming that made her reconsider seafood options
- Eats fish on a weekly basis

www.40knotsseafood.com



SKU's: **18+**



Brand name: **Barrel and Branch**



Description:

Old-World Full-Flavored Fine Goods - Barrel and Branch has a wide assortment of the finest high quality spices -- carefully sourcing and crafting the finest ingredients to ensure your recipes are nothing but exceptional. You'll love our perfect blends and our bulk spices, making Barrel and Branch the perfect secret ingredient or topping for meals that make memories.

Talking Points:

- High-quality spices
- Larger in size than most national brands for a better price
- Unique spices, rubs and grinders
- Exceptional extracts and gravy mixes
- Associated Food Stores' Exclusive Brand



The Shopper: **Lacy**

- Age: 28-45
- Mother of 5 - loves to cook
- Makes her own gravy and sloppy joes
- Enjoys baking, does so on a regular basis
- Price-conscious but still cares about quality

www.barrelandbranchfoods.com



SKU's: **122+**



Brand name: **Farm Bread**



Description:

Quality goes beyond the baking at Farm Bread. Starting from the foundation, only the finest grains are used to create the rich flavors that put Farm Bread in the quality tier. Baked fresh, our new recipes also provide more and better flavors and textures, so every bite is the best one.

Talking Points:

- New recipes for better flavor and texture.
- Quality ingredients for quality recipes
- Baked fresh before delivery for best quality and taste before stocked on shelves
- Locally made
- Associated Food Stores' Exclusive Brand



The Shopper: **Rick**

- Age: 55
- Looking for a quality product at an affordable price
- Enjoys making sandwiches for lunch
- Eats leftovers on a regular basis
- Spends free-time backpacking
- Stocks up on grocery items once a week
- Convenience-oriented and visually-influenced
- Saving is important to Rick

www.farm-bread.com



SKU's: **8+**



