



COBORN'S

2016 Omni-Channel Customer Marketing Program

VENDOR OPPORTUNITY GUIDE



MAGAZINE

TABLET & MOBILE FRIENDLY E-MAGAZINE WITH HOTLINKS TO VENDOR WEBSITES, SPECIAL OFFERS, VIDEO AND MORE!



ONLINE DIGITAL MAGAZINE MICROSITE



> Present Your Brand to Over 68,000 Customers!*

A Selling Event Offering Extended In-Home Life for Your Brand
Reach a Targeted Audience • Space Is Limited • Sign Up Now • Participation Details on Back

*45,000 distributed hard copy magazines, e-magazine promoted to 23,000 + Facebook Fans, not including microsite impressions!



Coborn's is pleased to announce the launch of our exciting new food magazine, "Celebrate MORE." We want you to be a part of it.

Today's food consumers are aspirational. They want quality. They love the creativity of meal planning and assembly. And they are connected... through print, digital and social. *Celebrate MORE* is all of that... and "more!"

This new quarterly publication will be distributed in stores as a printed magazine, and via social, website and email on a completely digital platform. Featuring beautiful photography, recipes, how-to videos and more, it will contain high quality content that drives engagement of your brands.

Be a part of our inaugural year of *Celebrate MORE*. You'll find all the details about this exciting new opportunity within this guide, as well as pricing details and the participation agreement on the back cover.

We look forward to sharing and celebrating more with you in 2016.

Warmest regards,



Dennis Host
Vice President/Marketing



Holly Lee
Consumer Content Manager

Berry in Love

Balsamic-Honey Pork Loin with Fresh Berries

Berry Tiramisu

Celebrate Citrus

Lemon-Crumbed Tilapia

Citrus Editorial (Health Attributes, Seasonality, Applications)

BONUS Infused Water video tip

Lent Friendly Meals

Salmon 3 Ways!

Quinoa-Crusted Salmon over Kale Pesto Linguine

Skillet Salmon over Arrabbiata Pasta

Sesame-Ginger Steamed Salmon (with recipe video)

St. Patrick's Day Corned Beef Breakfast

Corned Beef Egg Cups

Easter Made Easy

Jalapeño-Mustard Glazed Ham

Ham, Asparagus & Gruyère Strata

Ham Leftover Ideas Editorial

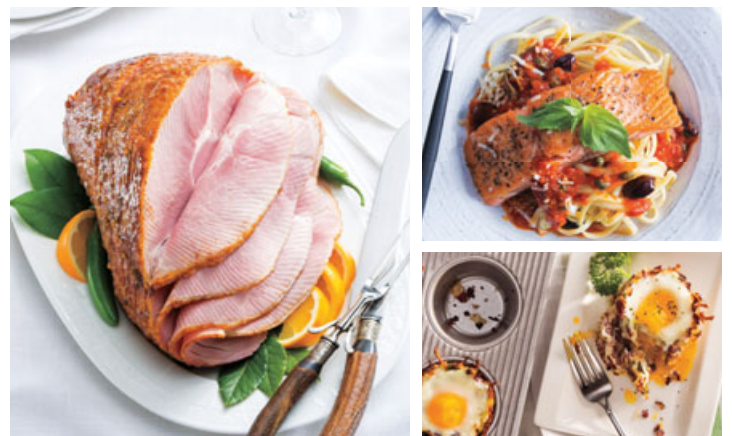
10 Ways to Use your Rotisserie Chicken Editorial Feature

Easy Southwest Chicken Spring Rolls

Buffalo Chicken Dip

Chicken Enchilada Soup (with recipe video)

... and More!



Magazine Ads Give Your Brand Extended

Sponsorship ads include four-color exclusive product photo and up to five lines of feature copy...

celebrate mom

If you're celebrating Mother's Day at home this year, why not cook up a brunch filled with satisfying, comfort food favorites? Polenta, which is an Italian porridge made with cornmeal, is the base of our hearty breakfast casserole that also features bacon and eggs. For Mom's sweet tooth, nothing will hit the spot quite like our made-from-scratch cinnamon rolls – complete with warm and sweet icing. And for the finishing touch, toast Mom with a refreshing white sangria. Our recipe calls for apples, oranges and strawberries, but try substituting the fruit with Mom's favorites for a truly thoughtful beverage.



Polenta Breakfast Casserole

Active Time: 40 minutes

Total Time: 1 hour 15 minutes • Serves: 8

- 8 slices Schnucks hardwood smoked bacon (about ½ pound), cut into ½-inch pieces
- 2 cans (14.5 ounces each) less-sodium chicken broth (3½ cups)
- 1 cup Schnucks vitamin D whole milk
- 2 tablespoons Schnucks unsalted butter
- 1 tablespoon chopped fresh thyme leaves
- ½ teaspoon salt
- ½ teaspoon ground black pepper
- 1¾ cups yellow cornmeal
- 1 package (8 ounces) Schnucks shredded reduced-fat sharp Cheddar cheese (2 cups)

- 1 jar (12 ounces) roasted red peppers, drained and chopped (about 1 cup)
- 5 green onions, thinly sliced (about ½ cup)
- 8 Schnucks large eggs

1. Preheat oven to 325°F. Spray 13 x 9-inch glass or ceramic baking dish with cooking spray. In 4- to 5-quart saucepan, cook bacon over medium heat 5 to 6 minutes or until bacon is crisp, stirring frequently; discard bacon drippings.
2. To same saucepan with bacon, add broth, milk, butter, thyme, salt and black pepper; heat to boiling over medium-high heat. With whisk, gradually stir in cornmeal until incorporated; reduce heat to medium-low and cook 4 to 5 minutes or until thick, stirring frequently. Remove from heat; stir in cheese, roasted red peppers and onions.

3. Evenly spread polenta mixture in prepared dish. With back of large spoon, make 8 evenly spaced wells in polenta mixture. Bake 15 minutes. Remove dish from oven and press polenta again with back of spoon to make wells large enough to hold eggs.

4. Carefully crack eggs, 1 at a time, into small cup. Slowly slide 1 egg into each well; cover with aluminum foil. Bake 15 to 18 minutes longer or to desired doneness; let stand 5 minutes. Cut into 8 squares to serve.

Each serving: about 381 calories, 21 g total fat (11 g saturated), 233 mg cholesterol, 892 mg sodium, 25 g carbohydrate, 3 g fiber, 4 g sugars, 21 g protein

all about eggs

Ever wonder which came first, the chicken or the egg? Regardless of the point of origin, records show that in India, wild birds were domesticated as early as 3200 B.C. By 1400 B.C., chickens were being raised in Egypt and China. Domesticated hens made their appearance in Europe by 600 B.C. Though there are about 200 breeds of chickens, the most popular laying hen in the U.S. is the single-comb white leghorn. Early ancestors of these hens may have arrived here in 1492, after crossing the open seas with Christopher Columbus! Today, hens in the U.S. produce some 75 billion eggs a year, which accounts for about 10 percent of the world's supply.

Eggsperits (sorry!) tout the high nutrient density of this most versatile – and economical – gift from chickens. One large egg contains approximately 70 calories and offers 13 essential nutrients, including protein, lutein, zeaxanthin, choline, vitamin B12 and riboflavin.

The high quality protein found in eggs is similar to that found in milk, and is equal to one ounce of meat or fish. Lutein and zeaxanthin, both carotenoids, help reduce the risks of macular degeneration



and cataracts. Choline improves brain development and memory. Vitamin B12 aids metabolism, and riboflavin contributes to red blood cell production.

A dose of good health in a shell, an egg contains 5 grams of fat (1.6 grams of saturated fat), iron and a host of other minerals and vitamins. Stored in the yolk are vitamins A, D and E, all of which help keep the body healthy. In the past, there was concern about the high cholesterol content of an egg (213 mg), but in 2000 the American Heart Association spoke out in favor of eggs, urging us to enjoy the nutritional bounty they offer.

Baked, boiled, coddled, fried, poached, scrambled or shirred, the mighty egg delivers satisfying flavor-packed protein and plenty of nutrition, no matter how you cook it. With a little applied heat, eggs transform into frittatas, omelets or quiches. Add some additional ingredients and you can craft cookies, cakes and custards. You may devild an egg – or whip up a heavenly meringue. Basically, eggs stand ready to serve (or, more accurately, be served) any time of day.

Sample Spread



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plus your product will be a featured recipe ingredient! • Six sponsorship ads available.

There's a Party in Every Bag

Give your nachos a fresh twist with this delicious Tostitos® recipe!



TOSTITOS® Cantina Veggie Nachos

- 1 bag TOSTITOS® Cantina Traditional Tortilla Chips
- 1 container prepared pico de gallo
- 2 grilled ears of corn, corn cut off the cob
- 1 cup diced tomatoes
- 1 large avocado, diced
- Juice of ½ lime
- 1 teaspoon olive oil
- 1 cup canned black beans, drained
- 3 tablespoons cilantro, chopped
- ¼ cup queso fresco, crumbled
- 6 tablespoons Mexican Crema
- 3 tablespoons TOSTITOS® Cantina Salsa Verde Restaurant Style Salsa
- Salt and pepper to taste
- Dash of favorite hot sauce

1. In a bowl add the tomatoes and avocado. Season mixture with salt, pepper, lime juice and olive oil. Mix gently to blend, but do not over mix.
2. To build nachos, arrange chips on a platter and layer with tomato and avocado mixture, queso fresco, Mexican crema, beans, pico de gallo, corn and salsa. Finish with a garnish of cilantro and serve!



For more tasty recipe ideas visit fritolay.com.



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The Sweetest Spring



Mixed Berry Tart

Driscoll's
ONLY THE FINEST BERRIES™

Find this recipe and more at driscolls.com/recipes



Let's Get Dinner **DONE**



THE SECRET TO CREAMY CASSEROLES?

Serves: 6 Prep Time: 10 mins Cook Time: 40 mins

Ingredients

- 4 cups leftover prepared stuffing, divided
- 4 cups coarsely chopped leftover cooked turkey (about 1 lb.)
- ¾ cup Hellmann's® Real Mayonnaise, divided
- ¼ cup whole berry cranberry sauce
- 2 cups leftover mashed potatoes
- 1½ cups shredded mozzarella cheese

Directions

1. Preheat oven to 375°. Spray 8-inch baking dish with nonstick cooking spray. Spoon in 2 cups stuffing; top with turkey.
2. Combine ¼ cup Mayonnaise with cranberry sauce; evenly spread over turkey.
3. Combine remaining ½ cup Mayonnaise, potatoes and cheese in large bowl. Evenly spread on turkey; top with remaining 2 cups stuffing.
4. Bake 40 minutes or until heated through. Let stand 10 minutes before serving.



FIND GREAT RECIPES, TIPS AND OFFERS AT LETSGETDINNERDONE.COM

Full- or Half-Page Ads Drive Your Brand In-Home!

9" x 10.875" heavy paper stock, high-quality publication

To have your ad customized, please call Angela Pepper at 1-800-940-4944, ext. 207

MANUFACTURER'S COUPON | EXPIRES 12/27/2014

SAVE \$1.00

off any Sour Cream (8 oz.) when you buy any TWO (2) Hidden Valley® Dips Mix products



CONSUMER: LIMIT ONE COUPON PER PURCHASE of products and quantities stated. LIMIT OF 4 LIKE COUPONS in same shopping trip. Coupons not authorized if purchasing products for resale. Only original coupons accepted. Copying, selling, reposting or auctioning of coupons is prohibited and constitutes fraud. Overage will not be provided in exchange for any coupons (i.e., NO CASH BACK). You pay sales tax. Valid in USA, APO's & FPO's only. Void where taxed, restricted or prohibited. **RETAILER:** You are authorized to act as our agent to redeem this coupon in accordance with The Clorox Sales Company coupon redemption policy (available upon request). We will reimburse you for face value plus \$.08 handling. Send coupons to P.O. Box 880409, El Paso, TX 88588-0409.

0071100-026800



Make your feast flavorful.



Our flavors, Your special touch



half-page sample ad

stuffed burgers

One of the best things about burgers is their versatility. Everybody loves a classic cheeseburger but there are so many other options – like adding a stuffing! Try our Blue Cheese & Caramelized Onion Filling or Horseradish Cheddar & Bacon Filling for a tasty flavor booster that will take your burgers to the next level. Then, add a custom topping to make them even better (if that's even possible).



Horseradish Cheddar & Bacon

Stuffed Burgers

Prep: 20 minutes
Grill: 15 minutes • Serves: 4

Blue Cheese & Caramelized Onion Filling

- 1 small onion, chopped (about 1/4 cup)
- 1 tablespoon Essential Everyday® unsalted butter
- 1/4 teaspoon chopped fresh thyme leaves
- 1/4 teaspoon crushed red pepper flakes
- 1/4 cup crumbled blue cheese

Horseradish Cheddar & Bacon Filling

- 4 slices smoked bacon
- 1/4 cup shredded horseradish Cheddar cheese

Burgers

- 1 1/2 pounds ground round
- 2 tablespoons plain breadcrumbs
- 1 McCormick® Classic Burger Grill Mates Seasoning Packet
- 4 buns or rolls of choice

Toppings

- Baby spinach, arugula, lettuce leaves, tomato slices, avocado slices, red onion slices, sun-dried tomatoes in oil



Blue Cheese & Caramelized Onion



1. If using, prepare Blue Cheese & Caramelized Onion Filling: In large skillet, cook onion in butter over medium heat 10 to 12 minutes or until onion is tender; stirring occasionally. Stir in thyme and red pepper flakes; let cool. Transfer onion mixture to bowl; stir in blue cheese.
2. If using, prepare Horseradish Cheddar & Bacon Filling: In large skillet, cook bacon over medium heat 10 to 12 minutes or until crisp, turning occasionally; let cool and coarsely chop. Transfer bacon to bowl; stir in cheese.
3. Meanwhile, prepare Burgers: Prepare outdoor grill for direct grilling over medium heat. In large bowl, combine beef and breadcrumbs. Form beef mixture into eight 1/4-inch-thick patties; sprinkle with salt and pepper. Evenly divide filling of choice onto center of 4 patties, spreading filling to within 1/2 inch of edges. Top each with remaining 4 patties. Finch edges together to seal.
4. Place burgers on hot grill rack. Cover and cook 15 minutes or until internal temperature reaches 155° for medium doneness, turning once. Serve burgers on buns with toppings, if desired.

Approximate nutritional values per serving (Blue Cheese & Caramelized Onion): 397 Calories, 23g Fat (11g Saturated), 12mg Cholesterol, 890mg Sodium, 5g Carbohydrates, 1g Fiber, 36g Protein

Approximate nutritional values per serving (Horseradish Cheddar & Bacon): 398 Calories, 22g Fat (10g Saturated), 12mg Cholesterol, 890mg Sodium, 5g Carbohydrates, 0g Fiber, 37g Protein

Try these additional topping suggestions:

- Blue Cheese & Caramelized Onion Burgers**
- Worcestershire Mayo
- 1/2 cup Hellmann's® mayonnaise, 4 teaspoons Worcestershire sauce, 1/2 teaspoon salt, 1/2 teaspoon ground black pepper
- Red Hot-Blue Mayo**
- 1/2 cup Hellmann's® mayonnaise, 2 tablespoons crumbled blue cheese, 2 tablespoons Frank's® hot sauce, 1/2 teaspoon ground black pepper
- Horseradish Cheddar & Bacon Burgers**
- Apple-Horseradish
- 1/2 cup grated Granny Smith apple, 2 tablespoons rice vinegar, 1 tablespoon Hellmann's® mayonnaise, 1 tablespoon refrigerated horseradish, 1 teaspoon Essential Everyday® honey, 1/2 teaspoon salt, 1 pinch white pepper
- Shallot-Black Pepper Mayo
- 1/4 cup Hellmann's® mayonnaise, 2 tablespoons champagne vinegar, 1 tablespoon finely chopped shallot, 1 teaspoon ground black pepper, 1/2 teaspoon salt

MANUFACTURER'S COUPON | EXPIRES 08/31/2015

SAVE 50¢
Off any TWO (2) McCormick® Grill Mates® Steakhouse Burger products.

0071100-026800

1. COUPON: Coupon may not be transferred, sold, assigned, altered or repaid. Limit one coupon per purchase. Limit of 4 like coupons. If purchased for resale, this coupon is void. RESTRICTIONS: Valid in the United States only. Void where taxed, restricted or prohibited. Void in APO's & FPO's. Coupon not valid for purchase of products for resale. Only original coupons accepted. Copying, selling, reposting or auctioning of coupons is prohibited and constitutes fraud. Overage will not be provided in exchange for any coupons (i.e., NO CASH BACK). You pay sales tax. Valid in USA, APO's & FPO's only. Void where taxed, restricted or prohibited. **RETAILER:** You are authorized to act as our agent to redeem this coupon in accordance with The Clorox Sales Company coupon redemption policy (available upon request). We will reimburse you for face value plus \$.08 handling. Send coupons to P.O. Box 880409, El Paso, TX 88588-0409.

recipe sponsorship and coupon sample

Research Proves the Power of Custom Publishing

Methodology: A survey went out to over 7,600 customers of a large mid-western food retailer. In total, 4,617 customers responded.

Objective: The primary objectives of this study were to gain an understanding of how shoppers use and view the custom magazine.

Results Overview: The magazine received high marks in almost all categories. Over a third of those surveyed consider themselves expert or advanced cooks. These shoppers showed the strongest, or most positive, marks in nearly every section of the survey. The intermediate and beginner cooks, however, showed strong percentages planning to save their magazines for future use. Four out of 10 survey responders currently have a copy of the magazine in their home. More than eight out of 10 believe the magazine is a great value.

41% Have at least one past copy of the magazine at home now.

65% Rate the magazine as "Outstanding" or "Above Average".

95% Rate the taste of the prepared recipes "Wonderful" or "Good".

91% Rate the magazine as "Educational" or "Informative".

82% Look forward to the magazine coupons.

85% Look forward to the magazine recipes.

85% Look forward to the magazine "Fresh Food" editorial content.

93% Look forward to the magazine for "New Product" content.

76% Look forward to the magazine for "Health" content.

87% Rate the variety of recipes in the magazine as "Great" or "Good".

85% "Agree" or "Strongly Agree" the magazine is a "Great Value".



full-page sample ad



full-page sample ad



CELEBRATE MORE... with



COBORN'S

**Spring 2016 MAGAZINE
Specs & Content**

24-page self-cover –
80 lb. high-gloss enamel

Oversized (9" x 10.875")

Recipe sponsorships available

Full-page, half-page and premium
back-page ads available

A "foodie" magazine from
cover to cover

DISTRIBUTION / PUBLICATION DATE

45,000 magazines, PLUS digital
impressions

Distributed in all Coborn's stores
February through May 2016
(while supplies last)

> Be part of this exciting marketing
initiative with your ad! Fill out the
advertiser agreement on the back
page and get it to your Category
Manager to lock in your ad today!

DID YOU KNOW?

83% of the population eat evening meals
at home three times a week

68% of consumers prepare at least one
home-cooked meal daily

71% of shoppers believe the food they
eat at home is healthy

48% of consumers would like their
supermarket to offer meal planning advice

> Your Brand featured in PRINT,
ONLINE, MOBILE, SOCIAL MEDIA
and MORE! Call for Details!





2016 Coborn's Celebrate More Program Agreement

Celebrate More magazine – 24-page, full-color, printed on quality stock – perfect for seasonal new product launches! Issue content will feature original food photography and kitchen-tested recipes. All content available online and promoted via Coborn's social media channels.

1 Vendor name _____ Product name _____ Date _____

	16 SUMMER	16 FALL	16 HOLIDAY	17 SPRING	COST
Premium back-page ad <i>2017 availability only. Commit to all four editions and receive a \$1000 discount on each edition.</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$5,000
Recipe sponsorship <i>(Each recipe sponsorship includes your products exclusively featured in magazine recipe – plus small product photo.) Commit to all four editions and receive a \$500 discount on each edition.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$3,000
2 Full-page ad 4 available per issue <i>Commit to all four editions and receive a \$750 discount on each edition.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$4,000
1/2-page ad 3 available per issue <i>Commit to all four editions and receive a \$500 discount on each edition.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$2,500
1/4-page ad or coupon 4 available per issue <i>Commit to all four editions and receive a \$250 discount on each edition.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$1,500
Ad Artwork Due Dates	4/11	7/11	9/23	1/9	

Your ad will also appear in the *CelebrateMore.net* online magazine @ coborns.com at **NO** additional charge!

Issue Dates: **Summer** (May/June/July), **Fall** (Aug/Sept/Oct), **Holiday** (Nov/Dec/Jan), **Spring** (Feb/Mar/Apr)

Contact name _____

Address _____

3 City _____ State _____ Zip code _____

Phone _____ Fax _____ e-mail _____

4 _____ Approval Vendor number Date

Signature (required) Printed name Date

Multiple edition discounts available. Contact Holly Lee, Consumer Content Manager at 320-534-2873 for details, or visit with your Category Manager. Please complete all of the above information and deliver this agreement to:

Holly Lee at holly.lee@cobornsinc.com – phone: 320-534-2873.

If you have additional questions please contact Angela Pepper at: phone: (248) 352-4416 x 207 or e-mail: aepicker@vimaxmedia.com

Note: You will be contacted regarding artwork requirements. For a digital version of this kit, visit: www.cobornsinc.com/celebrate-more-vendor-opportunity-guide/