



COBORN'S

2017 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!



celebrate
more
 magazine

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 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 *Celebrate MORE*. You'll find all the details about this exciting 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.

Warmest regards,



Dennis Host
 Vice President/Marketing



Holly Lee
 Consumer Content Manager

Spring Issue

- Valentine's Day
- St. Patrick's Day
- Easter
- Mother's Day

Summer Issue

- Grilling
- Memorial Day
- Father's Day
- Fourth of July

Fall Issue

- Labor Day
- Back-to-School
- Tailgating
- Halloween

Holiday Issue

- Thanksgiving
- Christmas
- New Years Eve

... and More!



Magazine Ads Give Your Brand Extended

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

10 Best! Coborn's proteins for the grill

The start of grilling season opens up a whole new world of meal opportunities. The Coborn's Meat Department is stocked all summer long with great protein selections for your next backyard barbecue. Read on for our top ten!

1

Four Brothers Gourmet Beef Patties

In addition to delectable hams and bacon, Four Brothers is proud to offer many varieties of gourmet all-beef patties. These patties are hand pressed, which is what gives them their moist flavor and are stuffed with savory combinations from Cheddar and Jalapeño to Swiss and Mushroom to Pepper Jack among other tremendous varieties. Try a Bacon Cheddar Burger topped with mayo and O'West BBQ sauce on an English muffin or a classic Bacon Cheeseburger by pairing Four Brothers hand-pressed patties with Four Brothers juicy bacon. The options are limitless with help from Four Brothers Gourmet Beef Patties!



22 celebratemore.net



budget-friendly tips
eat healthy shop smart
 with *bestbuy*
 Did you know that trading-up from Kraft Regular Mayo to Kraft Mayo with Olive Oil takes your NuVal Score from an 8 to a 23?
 Skip the Cheddar cheese slices that score 25 and trade-up to a NuVal score of 88 with fresh avocado slices. Now that's a great trade-up!

Build Your Best Burger

The burger has never lost its appeal for millions of its admirers. An ideal feature of the beloved sandwich is that it can be served simply, or be all decked out with the items of your choosing. There's no limit to the number of combinations for a better burger.

STUFFING:

You've heard of stuffed pizza. Well, how about stuffed burgers? Stuff the center of an uncooked patty with blue cheese, sautéed mushrooms, shredded veggies or zesty salsa – or simply grab one of our Coborn's Four Brothers Gourmet Beef Patties from our Meat Department.

BE GENTLE:

Don't be tempted to smash your spatula down on the beautiful burger. You'll lose the natural juices. Instead, use a fork to poke holes in uncooked patties. Heat will work its way through and cook the meat evenly.

CHEESE, PLEASE:

Just before your burgers are done, top with your favorite gourmet cheese. Be adventurous and try a cheese you've never had before. Here are a few delicious suggestions:

- Blue Cheese** – Tangy, buttery and sharp, blue cheese melts beautifully.
- Mozzarella** – Soft and delicately flavored, perfect for melting.
- Sharp Cheddar** – Creamy with just the right balance of flavor and sharpness.
- Swiss Cheese** – Nut-like flavor, smooth, delicious and easy to slice.

ADD SOME EXTRAS:

Go with familiar sautéed onions and mushrooms, or try sautéed red onions, sundried tomatoes, pepperoni, sliced avocado, grilled jalapeño peppers or Canadian bacon.

SWITCH UP THE CONDIMENTS:

In place of tried-and-true mustard, ketchup and/or mayo, try using steak sauce, horseradish or pizza sauce. Guacamole is another alternative and provides a 'good-fat' option. Your burger can be taken up a notch by topping with a garlic herb butter. And for those who really want to try something new... attempt to make a homemade ketchup with fruit other than tomatoes, like bananas, cherries or figs.

THE BUN:

If you're extensively dressing your burger, you may want to choose a sturdier bun. Other than that, the sky's the limit with the number of choices. Try ciabatta, brioche or pretzel varieties, available at your local Coborn's Bakery.

Get it online!
 Visit CelebrateMore.net for a Bacon Cheddar Burger how-to video.

Sample Spread



In-Home Exposure! Sign Up Today!

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

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Kretschmar
MASTER'S CUT
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DISCOVER A
New Level
OF
CRAFTSMANSHIP

**KRETSCHMAR MASTER'S CUT
TURKEY AND HAM BRIOCHE**

PREP TIME: 10 MIN
TOTAL TIME: 10 min., SERVES: 1

INGREDIENTS

- 3 oz. Kretschmar Master's Cut Sun Dried Tomato Turkey Breast
- 1 oz. Kretschmar Master's Cut Sweet Smoked Ham
- 1 oz. Kretschmar Swiss cheese
- 1 oz. sandwich cut pickle slices
- 1 tsp. mustard
- 1 brioche bun

INSTRUCTIONS

Place turkey and ham on a sheet pan and heat in 350-degree oven for 6 minutes, until hot. Toast bun in oven. Spread mustard on bottom bun. Add turkey, ham and cheese. Lay pickle slices on top and lay top bun on sandwich.

GLUTEN FREE | NO MSG ADDED
NO HORMONES ADDED | NO NITRITES OR NITRATES ADDED

FINEST INGREDIENTS. LEGENDARY TASTE.

JUST BARE **Chicken**

- Natural
- No antibiotics—ever
- 3rd party humane certified
- Sustainable
- Traceable

JustBareChicken.com

American Humane
CERTIFIED
HumaneHeartland.org

Our mission is good food for more people.
To fuel your passions and a healthier future.
And it all starts with our chickens.

Full-, Half- or Quarter-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

It's Time to REFRESH!

Unexpected flavors, exciting combinations, refreshing fruit waters.

It's the Fruit Cup® all grown up!



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Half-Page Sample Ad

Double Chocolate Chunk Cookie Ice Cream Sandwiches

Prep: 25 minutes plus cooling and freezing
Bake: 10 minutes - Makes 20 sandwiches

- 1 1/4 cups all-purpose flour
- 1/4 teaspoon baking soda
- 1 cup packed light brown sugar
- 1/4 cup butter (1/2 sticks), softened
- 1/2 cup granulated sugar
- 1/4 cup unsweetened cocoa powder
- 1/4 teaspoon salt
- 1 tablespoon water
- 1 teaspoon vanilla extract
- 2 large eggs
- 1 bag (11.5 to 12 ounces) semisweet chocolate chunks
- 5 cups Cow Belle ice cream

1. Preheat oven to 375°F. In medium bowl, combine flour and baking soda.
2. In separate medium bowl, with mixer on medium speed, beat sugars, butter, cocoa and salt 1 minute; scrape bowl with rubber spatula. Increase speed to medium-high and beat 2 to 3 minutes or until creamy, scraping bowl occasionally.
3. Reduce speed to medium. Add water and vanilla extract. Add eggs, 1 at a time, scraping bowl after each addition. Reduce speed to low. Gradually beat in flour mixture, scraping bowl occasionally with rubber spatula. Fold in chocolate chunks.
4. Using 2 small spoons, drop approximately 2 tablespoons cookie dough 2 inches apart onto ungreased baking sheets. Bake cookies 10 to 12 minutes, rotating baking sheets halfway through baking time. Cool 2 minutes on baking sheets on wire rack, then transfer cookies to rack to cool completely.
5. Place 1/2 cup ice cream between 2 cookies and press together gently. Wrap sandwiches in plastic wrap and freeze at least 1 hour or up to 3 days.

Approximate nutritional values per serving (2 sandwiches):
641 Calories, 31g Fat (18g Saturated), 109mg Cholesterol,
476mg Sodium, 84g Carbohydrates, 1g Fiber, 6g Protein



Get it online!
Visit CelebrateMore.net for a Brownie Bowl Sundae recipe and how-to video.

<p>STORE COUPON EXPIRES 8/31/2016</p> <p>Buy 1 Get 1 FREE</p> <p>On Gusto Bello Café® Gelato and Sorbet 30 oz. Tiramisu Gelato, Tahitian Vanilla Gelato, Caramel Sea Salt Gelato or Blood Orange Sorbet</p> <p><i>Gusto Bello Café</i></p>	<p>MANUFACTURER'S COUPON EXPIRES 7/30/2016</p> <p>\$1.50 Off</p> <p>On water when you buy any TWO (2) Lipton® Tea and Honey Liquids.</p> <p><i>Lipton</i></p>
<p>STORE COUPON EXPIRES 8/31/2016</p> <p>\$1.00 Off</p> <p>On ANY ONE (1) package of Land O'Frost® Simply Savory™ Sausages</p> <p><i>Simply Savory</i></p>	<p>MANUFACTURER'S COUPON EXPIRES 7/30/2016</p> <p>\$1.00 Off</p> <p>On Any TWO (2) pouches of HERSEY'S® or REESE'S® Drops, Minis or Pieces™ (7 oz. or larger)</p> <p>HERSEY'S</p>
<p>STORE COUPON EXPIRES 8/31/2016</p> <p>\$1.00 Off</p> <p>On Any TWO (2) Cantina Tostitos®</p> <p><i>Tostitos</i></p>	<p>MANUFACTURER'S COUPON EXPIRES 6/25/2016</p> <p>\$1.00 Off</p> <p>On Any TWO (2) 19 oz. packages of Johnsonville® Brats or Italian Sausage (limit 2)</p> <p>Johnsonville</p>

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".

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Full-Page Sample Ad

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Full-Page Sample Ad



CELEBRATE MORE... *with*



COBORN'S

MAGAZINE Specs & Content

40-page self-cover –
 80 lb. high-gloss enamel
 Oversized (9" x 10.875")
 Recipe sponsorships available
 Full-, Half- and Quarter-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
 (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!*



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

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



2017 Coborn's Celebrate More Program Agreement

Celebrate More magazine – 40-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 _____

	17 SPRING	17 SUMMER	17 FALL	17 HOLIDAY	COST
Premium back-page ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$5,000

Commit to all four editions and receive a \$1000 discount on each edition, plus one sponsorship video.

Recipe sponsorship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$3,000
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*(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.*

2 Full-page ad 4 available per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$4,000
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Commit to all four editions and receive a \$500 discount on each edition, plus one sponsorship video.

1/2-page ad 3 available per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$2,500
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Commit to all four editions and receive a \$500 discount on each edition.

1/4-page ad 4 available per issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$1,500
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Commit to all four editions and receive a \$250 discount on each edition.

Coupon Center insert, limited availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$1,000 w/ad \$250
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Coupon cost is \$250 with commitment to any size ad. (Coupons will not be allowed in ads.)

Ad Artwork Due Dates	12/18	4/12	7/10	9/28
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Your ad will also appear in the *CelebrateMore.net* online magazine @ coborns.com at NO additional charge!

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

Contact name _____

3 Address _____ City _____ State _____ Zip code _____

Phone _____ Fax _____ e-mail _____

4 Name of your Coborn's Category Manager	Vendor number	Date
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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: apepper@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/