

2017 Omni-Channel Customer Marketing Program

VENDOR OPPORTUNITY GUIDE



> 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





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



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:

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You've heard of stuffed pizza. Well, how about stuffed burgers? Stuff the center of an uncooked patty with blue cheese, sautéed mushrooms, shredded veggles 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 burgers. 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, PLEAS

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 Chese — Tangy, buttery and sharp, blue cheese melts beautifully.

Mozzarella – Soft and delicately flavored, perfect

Mozzarella – Soft and delicately flavored, perfect for melting. Sharp Cheddar – Creamy with just the right balance

Sharp Cheddar – Creamy with just the right balanc 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 fried-and-true mustard, ketchup and/or mayo, try using steak sauce, horseradish or ptzza sauce. Guacamole is another alternative and provides a 'good-fat' option. Your burger can be taken up a notch by topping with a gailfichet butter. And for those who really want to try something new... attempt to make a homemade ketchup with fruit other than tomatoes, like bannans, cherriso 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 clabatta, brioche or pretzel varieties, available at your local Coborn's Bakery.

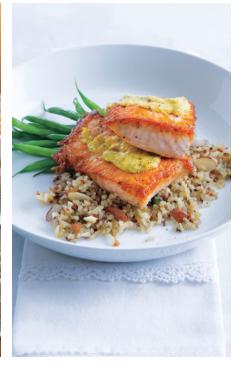


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Sample Spread

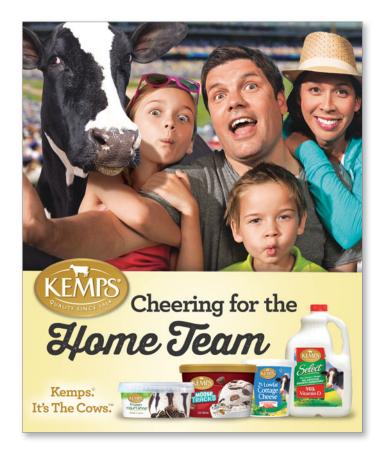






In-Home Exposure! Sign Up Today!

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







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



Half-Page Sample Ad





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.

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

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.

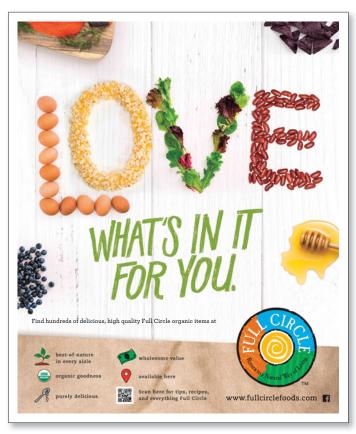
85% Look forward to the magazine "Fresh Food" editorial content.

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

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

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

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







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

CELEBRATE MORE... with



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!

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.

	Product name			Date			
		17 SPRING	17 SUMMER	17 FALL	17 HOLIDAY	COS	
Premium back-page ad						\$5,0	
Commit to all four edit	tions and receive a \$1000	discount on each edition	on, plus one s	ponsorship (video.		
Recipe sponsorship						\$3,0	
	hip includes your products tions and receive a \$500 c	-	•	ipe – plus s	mall product pho	oto.)	
Full-page ad 4 avai	lable per issue					\$4,0	
Commit to all four edit	ions and receive a \$500 c	discount on each edition	, plus one sp	onsorship vi	deo.		
1/2-page ad 3 avai	lable per issue					\$2,5	
Commit to all four edit	ions and receive a \$500 c	discount on each edition).				
1/4-page ad 4 available per issue						\$1,5	
Commit to all four edit	ions and receive a \$250 c	discount on each edition).				
Coupon Center insert, limited availability						\$1,0 w/ad \$	
Coupon cost is \$250 t	with commitment to any si	ize ad. (Coupons will no	t be allowed i	n ads.)		Wau 4	
Ad Artwork Due Date	25	12/18	4/12	7/10	9/28		
	appear in the <i>Celebratell</i> Spring (Feb/Mar/Apr), Sun	•			•	e!	
Contact name							
ddress City		ty	State		_ Zip code		
Phone	Fax		e-mail				
Name of your Coborn's Category Manager		Vendor nu	Vendor number		Date		
Signature (required)		Printed r	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/