

INFRA

2019 Vendor Opportunities



Strengthening our members through collaboration to forge a sustainable future

2019 INFRA Promotional Programs

INFRA Deals

INFRA Deals offers you one point of contact for promoting your brand nationwide to a network of independent natural food retailers. Promotions run for one calendar month and feature distribution as well as direct manufacturers.

○ Independent Choice™ Flyer

INFRA's flyer presents INFRA Deals in flyer format digitally as well as in print. The flyer features top sellers at competitive price points while considering organic certification, Non-GMO verification, and the INFRA/vendor relationship. INFRA works with eCom (AdViewer) to produce digital interactive versions of the INFRA flyer for websites, email, text messaging, and social media sites of INFRA Members. The Independent Choice™ Flyer is published in five regional versions with region specific pricing and regional ads offered alongside national ads. Vendors that do not qualify for national ads may qualify for regional ads.



○ Product Ads

A product ad in INFRA's Independent Choice™ Flyer gives your brand visibility to consumers, along with a competitive sale price. This includes selected items on promotion and features one item or line of related products in the flyer.

○ Temporary Price Reductions

Temporary Price Reduction (TPR) promotions are included with monthly deals sent to INFRA Members, but do not appear in the flyer. TPRs are accepted at no charge for brands running four or more ads per year, as follows.

- 4 Ads + 2 TPRs
- 6 Ads + 3 TPRs
- 8 Ads + 4 TPRs

New vendors that meet all of the criteria listed below may submit a New Vendor TPR for a fee.

- Have not previously run a product ad with INFRA
- Do not yet meet the distribution requirements for a national product ad
- Performing well in INFRA Member stores

○ Content Ads

Content ads offer the opportunity to tell your company story, educate consumers with informational articles, and share recipes using your products. Content ads are available to vendors with an accompanying national INFRA Deals product ad in the same month. Acceptance is based on space availability.



A: 5.25" x 3.75"



B: 5.25" x 5.625"



C: 2.625 x 9.4375"



D: 8" x 3.75"

○ Submitting Proposals for INFRA Deals

- Discounts must be available through UNFI, KeHE, and direct vendor partners.
- Competitive discounts must be provided that reflect INFRA's total group.
- Off Invoices (OIs) must be accompanied by a Manufacturer Charge Back (MCB).
- Brands eligible for national promotions are not eligible for regional promotions.

January	February	March	April	May	June
Submit by September 15	Submit by October 15	Submit by November 15	Submit by December 15	Submit by January 15	Submit by February 15
July	August	September	October	November	December
Submit by March 15	Submit by April 15	Submit by May 15	Submit by June 15	Submit by July 15	Submit by August 15

Other Promotional Programs

○ Every Day Low Prices (EDLPs)

- Distribution EDLPs must be facilitated through UNFI and KeHE.
- EDLPs must run a minimum of six months.
- EDLPs are offered to all INFRA Members.

○ Group Buys

Group Buys are available regionally. These opportunities are committed buys from INFRA Members. The discount offered must be consistent with a large buy and cannot coincide with INFRA Deals offered on the same product line. This program is a good fit for brands with items that have the potential for high volume sales.

○ New Placement Offers

New Placement Offers (NPOs) give you an opportunity to gain distribution in INFRA Member stores. NPOs are a selective offering sent out as a monthly email to INFRA Members. To be considered for the NPO program, please submit proposals directly to INFRA, including samples. If accepted, there is a fee for participation, as well as the cost of the product fill to INFRA Members requesting placement.

NPOs must meet one of the following criteria

- Offer represents a new line or new SKU from a high performing brand.
- Line or product with low placement is showing outstanding growth in INFRA Member stores and has superior product qualities.
- Wildcard item(s): must be innovative, have superior product qualities, and be deemed an overall excellent match for INFRA Members.

○ RangeMe

RangeMe is an online platform that connects products to buyers. INFRA Category Leads use this tool to review new products. More information at help.RangeMe.com.

Contact Us

- New vendors to INFRA promotions should visit RangeMe.com/INFRA to get information and begin communications with the INFRA team.
- If you've promoted with INFRA before, contact promos@infretailers.com.

Member Education, Tools, and Partnerships

○ **Buyers Newsletter**

This newsletter goes out to INFRA Member buyers, offering pertinent, up-to-date information on INFRA programs, upcoming events, and opportunities related to monthly promotional themes and product updates.

○ **Annual Conference**

The INFRA Annual Conference continues to grow each summer, drawing retailers from all over the country for keynotes, workshops, tours, best practice sharing, and a tabletop. The tabletop show is a great opportunity to meet with INFRA Retailers one-on-one, educating them about products and offering show deals. Applications to take part in INFRA's tabletop are very competitive, and INFRA gives priority to vendors who actively participate in INFRA Deals. Requests for Proposals for tabletop participation go out early in the calendar year.

○ **Academy of Retail Training**

The Academy of Retail Training (ART) is an online educational platform designed to provide industry specific curriculum for INFRA Member stores. ART broadens your educational outreach for brand and product trainings. Communicate directly with our customer-facing team members and provide company and product profiles, quality assurances, and key points of differentiation.

How it works

- You prepare the course content, images, videos, and web links.
- As team members complete courses, their scores are reported.
- Receive reports detailing the number of times your course has been downloaded, assigned, and completed.

○ **Category Management and Reviews**

Category Reviews provide INFRA Members with in-depth consumer insights and customized analysis from market data as well as INFRA specific data. This provides the framework for INFRA Members to execute category management to optimize product decisions and manage competitive landscapes. INFRA reviews are for the educational support of our members and are not intended to supplant our members' own placement decisions.

Category Reviews offer two opportunities to partner with INFRA.

- **Participation in the Review Process:** We invite brands to partner with us to provide leadership and added benefit to INFRA Members through their participation and collaboration in the review process. If you feel your company can contribute to the review process, please contact Matt Ryan at mryan@infretailers.com.
- **Product Distribution:** Vendors have the opportunity to offer first time placements to INFRA Members to fix-the-mix and gain distribution for new products. Products selected for this must be a top seller for filling voids or be new products with superior product qualities.

○ **SPINS**

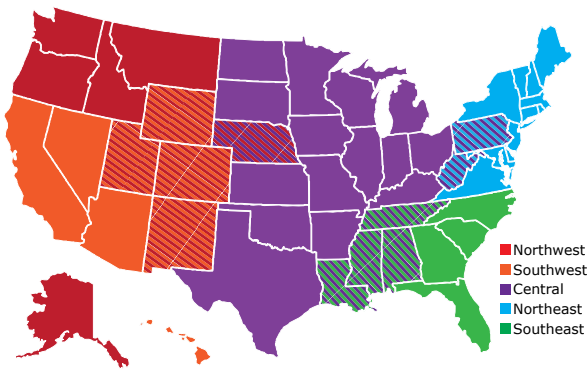
INFRA is a key account of SPINS. In order to understand your success with INFRA stores, reports are available through SPINS to show distribution, promotional performance, overall sales, and store level sales. For more information, contact SPINS at (847) 908-1200 or www.spins.com.

Independent Natural Food Retailers Association Overview

INFRA is a purchasing cooperative owned and governed by independent natural and organic food retailers of all sizes working together to leverage our voice in the natural and organic food space. We unite our members for the purpose of providing operational support, leveraging purchasing power, and engaging in shared marketing activities.

Working together is how we compete and differentiate ourselves in the marketplace, and gives us a higher chance of success. The level of integrity and commitment of the retailers who are INFRA Members helps us shape a future together where we will be able to continue to bring high quality organic and local foods to our individual communities, because we have a shared vision and commitment. Our retail store fronts reflect the communities they serve and are so much more than grocery stores. They are community centers, education hubs, and local employers. They truly are the stewards of local economy, involved in advocacy, living wages and philanthropic activities.

As independents, our members can make choices concerning product without having "corporate" leading buying decisions. INFRA works with our vendor partners on behalf of our members and although there is a decision-making process when working with new vendors or products, INFRA allows room for flexibility based on trend, industry developments, etc.

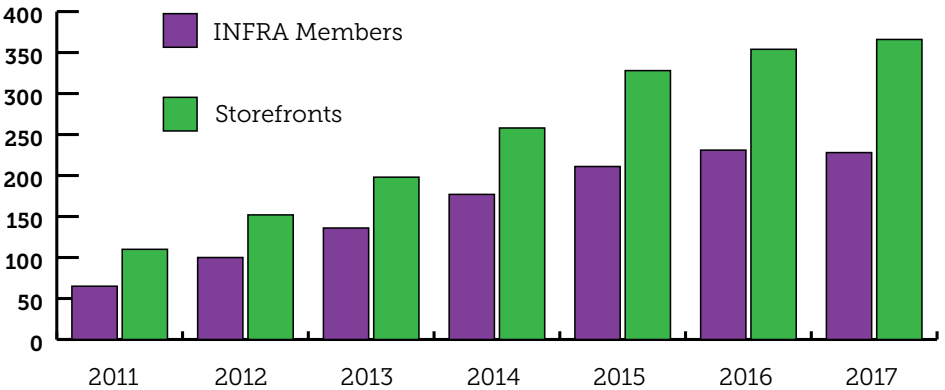


INFRA Regions

○ INFRA Stats:

- INFRA represents over 225 independent retailers with 360 storefronts nationwide
- Promotional sales were up 31% in 2017 over 2016

INFRA Membership



**New Vendor to INFRA Promotions? Visit RangeMe.com/INFRA for information.
Promoted with INFRA before? Contact promos@infretailers.com.**



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