



# National Co+op Grocers Partnership Opportunities

January – June 2016

## Introduction

National Co+op Grocers (NCG) represents 143 natural food co-ops operating 196 stores in 38 states, with combined annual sales of \$1.8 billion. Co-ops offer a unique business model based on community ownership. NCG co-ops are owned by many of the shoppers in their community, which translates to higher-than-average customer loyalty.

NCG offers a variety of ways to drive sales and build loyalty for your brands with co-op shoppers:

- Drive volume and deliver value with Co+op Deals promotional vehicles
  - Biweekly sales flyers
  - Feature shelf and off-shelf opportunities
  - Coupon books and tear-off pads
- Improve new item distribution and exposure with New Item Program
- Partner with NCG category managers to grow your brand
  - Review your business, plan effective promotions and present new items
  - NCG SPINS data is available down to the store level



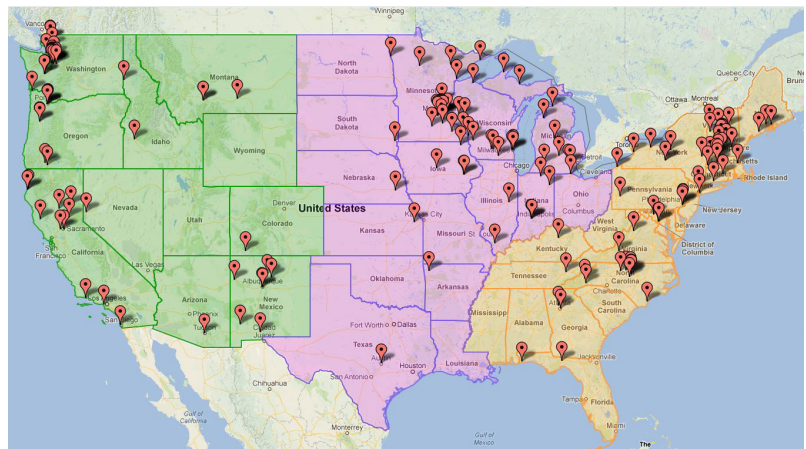
## NCG Co-op Regional Facts

### Central:

- 74 stores in 13 states totaling approximately \$582 million in annual sales.
- Primary distributors: UNFI Greenwood, Racine, Iowa City and Twin Cities

### East:

- 64 stores in 15 states totaling approximately \$549 million in annual sales
- Primary distributors: UNFI Atlanta, Chesterfield, Dayville, Hudson Valley and New York



### West:

- 48 stores in 10 states totaling approximately \$477 million in annual sales
- PCC Natural Markets, operating 10 stores with approximately \$211 million in annual sales\*
- Primary distributors: UNFI Auburn, Denver, Lancaster, Moreno Valley, Ridgefield and Rocklin

\* Associate co-ops and PCC Natural Markets do not participate in NCG's promotions program at this time.

## About NCG

National Co+op Grocers, founded in 1999, is a business services cooperative for retail food co-ops in the United States.

NCG helps unify food co-ops in order to optimize operational and marketing resources, strengthen purchasing power and ultimately offer more value to natural food co-op shoppers everywhere.

NCG co-ops are independently owned and operated; combined, our "virtual chain" is one of the largest natural foods product retailers in the United States. Visit [www.strongertogether.coop](http://www.strongertogether.coop) to learn more about NCG co-ops and our national consumer brand, Co+op, stronger together.

## Contact

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