

"Spotlight On..." E-Blast \$595

- Monthly email educating customers on your brand only
- Sent to Chex retailer contacts, including category managers, key account buyers, grocery managers, and store ownership
- Education, tools & info: product rankings, sell sheets, press, history, updates, etc.



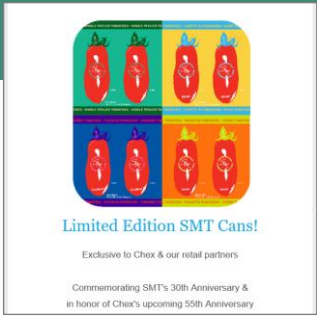
Holiday/Seasonal/ Themed E-Blast \$250

- Email sent out prior to holiday/event to drive sales
- Sent to Chex retailer contacts, including category managers, key account buyers, grocery managers, and store ownership
- See page 3 for 2020 opportunities



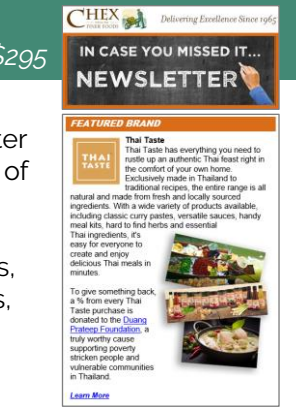
Situational E-Blast \$295

- Email sent out at time of a specific situational event
- Sent to Chex retailer contacts, including category managers, key account buyers, grocery managers, and store ownership
- Examples include: Back in Stock after Long Term Out, New Certification, UPC/Pack Size transition



Newsletter Feature \$295

- Be the exclusive featured brand in our weekly newsletter
- Brand logo, images, and text of your choice to capture/educate readers
- Sent to Chex retailer contacts, including category managers, key account buyers, grocery managers, and store ownership



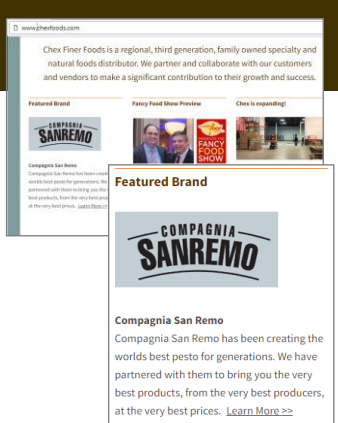
Monthly Promotion Feature \$395

- Item call out at front of monthly promotion
- Sent to all Chex retailers
- Stand out from the monthly promotional listing of over 200 items
- Tie in with a holiday or monthly theme



Website Featured Brand \$395

- Be the exclusive featured brand on our website for a 30 day term
- Brand images accompanied by a Meet-the-Maker piece to draw customers into the story behind the brand



Shelf Talker/Brand Builder In-Store Signs \$395

- Shelf Talker: Educate customers and stimulate sales at shelf
- Brand Builder: Meet-the-Maker/Story-behind-the-brand content to create product transparency & brand connections and loyalty
- Includes distribution to 100+ retail accounts



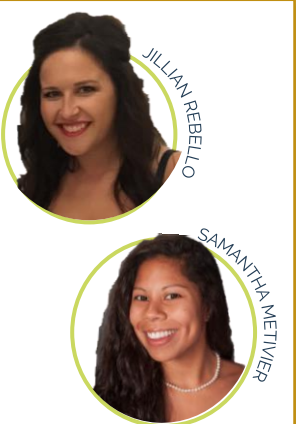
Contact Us

Marketing@Chexfoods.com

Jillian Rebello
Marketing Manager

Samantha Metvier
Marketing Coordinator

Multiple Package Discounts Available!



Powerbuy Promotional Program


Contact your Category Manager for details



- Limited format monthly promotion that we publish to our retailers
- High impact "feature" deals
- Many retailers use these for ad features and dedicated off-shelf merchandising
- Sales lifts average 200-300% over standard trailing period sales. We have seen 800-1000% for our best offers!

Oil of the Month Promotional Program

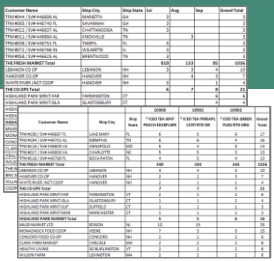
Contact your Category Manager for details



- Drive sales through promotions:
 - Curated Premium Selection: Brand Building/ Storytelling Cross Merchandise in Produce
 - Value Selection: Big displays, big volume. Perfect for endcap displays

Standard Spin Report

\$1000/Year



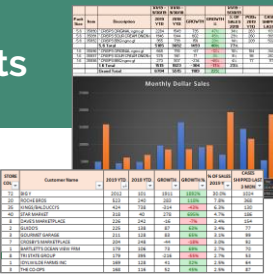
- Summary of sales by retailer during the reporting period
- Use this report to keep track of who is carrying your products and where. Identify voids within the retailer landscape, target key retailers for your products and work with them to support the brand.
- Provided quarterly via email

- » Names and City/State of retailers buying your products
- » Sales by Account by Month for the quarter
- » Sales by Account by SKU for the quarter

**Available to all vendors

Detailed Movement Report w/ Chex Insights

\$1.5% of net purchases



- More in depth reporting package detailing sales by sku
- Identify trends and opportunities, follow up on voids in the market, and give you tools to create an impactful strategic plan for your brand alongside your category manager
- Provided quarterly via email

- » Monthly Dollar Sales
- » % of sales by SKU
- » Points of distribution
- » Cases shipped by SKU
- » YoY Results by account

**Available to all vendors projected over \$100,000 in annual net purchases

Quarterly Program Advertisement

\$ Varies by Program



- Retailers look to Chex quarterly programs as a roadmap for planning promotional programs, off-shelf displays, & ad features. Vendor ads within these programs are the perfect opportunity for customers to identify with & get excited about your brand. Create a captivating page in our quarterly program(s) with an ad to include artwork of your choice—showcase how to use your product, recipe ideas, new flavors, etc.

Tradeshaw Sponsorship Opportunities

\$ Varies by Program



- Suite of brand building opportunities
- Drive brand recognition
- Inspire trial
- Stand out among the 150+ brands exhibiting
- Contact your Category manager or Marketing for more information

Tradeshaw Premium Booth Upgrade

\$650/show



- See 20% more foot traffic at show
- Booth located on center aisle or at show entrance
- Ensure optimal visibility to buyers and decision makers walking the tradeshow

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2021 E-Blast Schedule

Month	Theme
<i>January</i>	Local/Regional
<i>February</i>	Olive Oil
<i>March</i>	Breakfast Time
<i>April</i>	Sustainability
<i>May</i>	4th of July (BBQ; Picnic)
<i>June</i>	World Cuisine/Flavors Around the World
<i>July</i>	Back to School
<i>August</i>	Plant-Based
<i>September</i>	Halloween
<i>October</i>	Thanksgiving + Kids Table
<i>November</i>	Warm & Cozy (cocoa, tea, soups, broth, etc.)
<i>December</i>	Dry January

[Click here to sign up for any of these Growth Programs](#)