

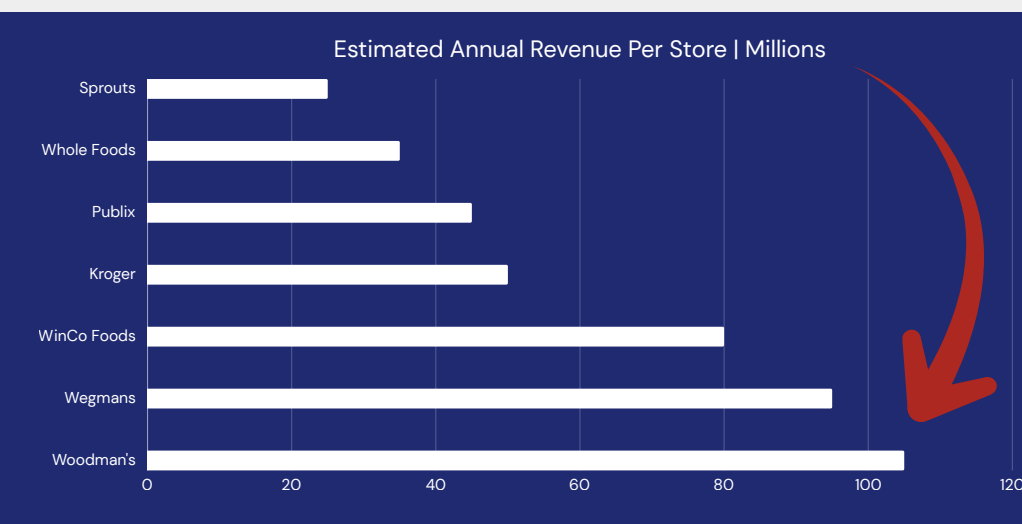
# EVERYDAY VALUE PARTNERS

## SALES AND MARKETING FOR **WOODMAN'S FOOD MARKETS**

Woodman's is a national leading EDLP grocery chain in the US. Woodman's stores are based on a modified warehouse model, with stores in the 250,000-plus-square-foot range. Prices at Woodman's are lower than at many large grocery store chains because of their consumer high volume purchasing model. Today Woodman's continues to grow their grocery market share and expand store count.



Your Go To Partner for Everything Woodman's



Start or boost your High Volume Sales with Everyday Value Partners at Woodman's today

At Everyday Value Partners we have deep knowledge of Woodman's when it comes to:

- Category Sales Data
- Affordable Distribution with High Fulfillment
- Affordable Low Trade spend Methodology
- Grocery Buyers, their Categories, Preferred Margin and Promotions
- Grocery Managers who have autonomy with Item Placement, Secondary Displays and Shippers

## There's not much we don't do for our brands at Woodman's

### Launch Smartly

- Analysis of Category and Competitors
- Order Forecast and Distributor Order Planning
- Trade Spend Strategy
- Profit and Loss Statement Execution
- Strategic Pricing and Promotion creation
- Presentation Deck Consulting
- Buyer Meeting
- New Distribution Set up
- New Vendor and Item Set up
- Distributor Portal Set Up
- Store Brand Launch Audits

### Account Management & Retail Execution

- Shelf Placement Improvements
- SKU Void Management
- Pricing and Promotion Tag Audits
- Store Brand Education and Samples
- Display Execution
- Administrative Promotion Management
- Quarterly Store Visits
- Quarterly Competitive Insight
- Store Demonstrations
- In Store Photos
- New Item Presentation and Set up



Because we preach affordability, your EVP costs will be built based on your Profit and Loss Numbers for Woodman's. Think of Everyday Value Partners as part of your Trade Spend

