

Select the Best®

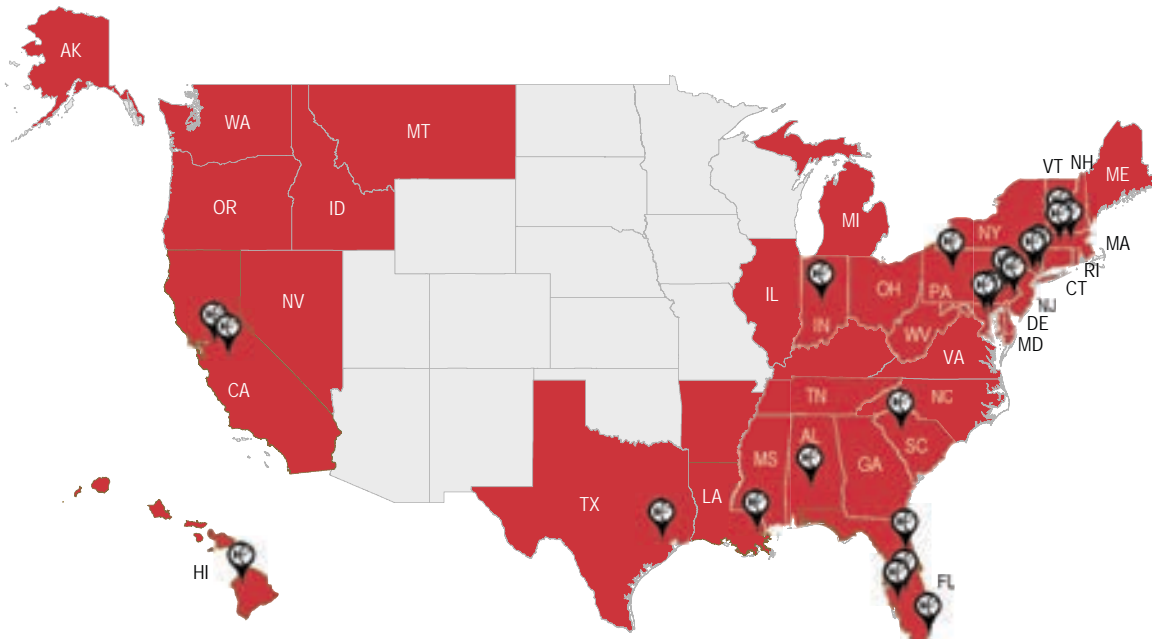


C&S  
Wholesale  
Grocers

For nearly 100 years, C&S Wholesale Grocers has been providing the Products, Value, Knowledge and Services to help Independent, family owned businesses grow.



*Our family business is helping your family business succeed!*



## About the Nation's Largest Grocery Wholesaler

- Founded in 1918, C&S is an innovative, fast-paced company providing food and non-food items to over 4,000 corporate customers
- C&S is a 4th generation family owned and operated business. In 2015, Forbes magazine ranked C&S the 10th largest privately held company in the U.S. Our headquarters are located in Keene, NH.
- C&S has grown to nearly \$30 billion in sales with over 60 facilities spanning 14 different states in the U.S.
- Our programs are designed to provide solutions for your needs and allow you to outsource your procurement, warehousing, and distribution functions
- We provide great flexibility in our business model to easily adapt to your needs
- We are 100% committed to customer satisfaction
- We consistently provide outstanding service levels, delivery performance, and load quality across our network

*Constant Commitment to Creating  
"Braggingly Happy" Customers*





## The C&S Value Proposition

C&S is consistently focused on delivering cost savings, service, and value to our Independent customers.

For nearly 100 years, C&S Wholesale Grocers has been providing the Products, Value, Knowledge & Services to help Independent, family owned businesses succeed and grow.

Today, we continue our legacy of providing premier service to our independent retailer partners.

Every day we deliver to thousands of grocery stores across the country, and provide our customers with a full range of retail support services.







## Independent Grocery Retailers are VIPs to C&S

We are uniquely positioned to offer you:

- The size and buying power to provide you with the best center store selection and pricing available
- The freshest and largest variety of perishables in the marketplace
- Access to multiple banner programs and over 3,000 private label products with name brand quality assured
- Sales and margin enhancing marketing programs
- A unique vision and commitment to technology and continuous improvement, to help you grow and keep costs low





## Independent Sales Team Division

The Independent Sales Division is a dedicated team that works closely with various merchandising, retail pricing, category management, transportation, operations and customer service teams to provide coordinated support for independent retailers and develop programs and promotions exclusively for retailers like you.

- Retail account managers (RAMs) are assigned to each account to provide support, service and quick issue resolution
- Departmental specialists support merchandising, training and development within their area of expertise
- Independents utilize one of our custom online customer portals dedicated to helping the independent retailer be more efficient and profitable. These portals provide a wealth of resources including:
  - Track deliveries
  - Track credit requests online
  - View ads and merchandising information
  - Search available items
  - And much, much more!





## Private Label Brands

We call it heritage, but you could also call it tradition. Our corporate brands portfolio consists of over 3,000 items across the grocery, frozen, candy, meat, seafood, dairy, HBC and GM. This assortment is headlined by our first quality programs.

Our extensive assortment of private label products span multiple levels of value:

- Delivers a unique product offering, including hundreds of dairy and frozen SKUs
- Provides tiered value product offerings spanning multiple price points while balancing national brand quality and price
- Creates a strong value message to the customer, building in-store excitement
- Strong and clear brand identities showcasing modern graphics and design
- Point of Sale and national promotional support executed by a dedicated Corporate Brands team
- Point of Sale and national promotional support available
- Community Cash Back programs
- Consumer “Double Your Money Back®” guarantees
- C&S ships 135 million cases, or \$2B, annually of private label product







## Grocery, Frozen and Dairy

C&S provides exceptional center store assortment and support including:

- Full line of dry and frozen product
- Over 20,000 Grocery SKUs nationally
- Complete candy programs including seasonal candy
- Complete frozen and ice cream variety, over 3,300 SKUs across the country
- Shippers, mods, club packs and special packs
- SKU rationalization support and specific plan-o-grams
- 52 week promotion planning
- Advertising/in-store communication package
- New item speed-to-shelf program
- Impulse items program throughout store
- Dollar Zone program available
- A vast selection of dairy items, including a constantly expanding natural and organic selection, that covers all categories
- A full line of store supply items with very high quality standards and very competitive costs





## Fresh and Packaged Meat

Consumers expect the best meats from their locally owned, independent supermarket and we at C&S fully understand and deliver on this expectation. By developing the necessary programs and offering the best possible products, we help make your store the destination for fresh and packaged meat.

A few of our great regional offerings include:

- Select, Choice, CAB, and Imported meats from the best packers by region
- All natural beef and pork programs, including Naturewell®, Creek Stone®, Tyson®, Farmland® B-Rosen®, Catelli®, Seaboard®
- All natural poultry and turkey programs, including Mountaire, MBA Poultry, Murray's®, Allen's®, Perdue®, Shady Brook®, CVP and Tray Pack
- National organic and ethnic lines, including Coleman®, MBA®, DiLuigi®, Empire Kosher®
- Over 2,000 SKU's of sidewall and packaged meat items nationally
- Weekly published meat ads and fresh commodity communicators

You will have multiple resources available to help, including:

- Seasoned field staff to assist in merchandising
- An experienced retail sales team
- Accessible and knowledgeable procurement specialists







## Full Service Deli Meats and Cheeses

Regardless of the occasion, be it for parties or lunchboxes, your customers deserve the best fresh deli meats and cheeses.

From upscale salads and meats, to exotic cheeses and the latest offerings in home meal replacement, C&S allows you to Select the Best® through our regional offerings, including:

- Extensive national and regional brands of slicing meats, including Kretschmar®, and Butterball®, Hormel, Russer and more!
- Complete line of slicing cheeses, including Great Lakes and Land O'Lakes® products
- Full rotisserie chicken program from Tyson® and Allens, including regionally popular flavors
- Products to support olive bar, wing bar, pizza and sandwich programs
- Extensive salad varieties; including packaged and bulk, meal replacement and specialty offerings
- Full line of imported and domestic cheeses
- Expanded line of store brands
- Timely and aggressive weekly ad plans
- Holiday merchandising ideas
- Special buy-in promotions





## Quality Produce

At C&S, we are committed to sourcing and shipping the freshest, highest quality produce available. Our dedication to procuring the best product, at the best cost, is what truly sets C&S apart.

We offer:

- The largest variety of fresh and packaged produce in the country
- Regional state of the art banana ripening facility for the right color and stage for your stores
- Dedicated independent staff to support your stores
- The ability to slot regional brands that are important to your customers
- Over 140 SKUs of organic items available across the country every day
- Complete Dole®, Fresh Express®, Olivia's, Earthbound Farms and other salad programs varied by region
- Over 2,000 SKUs of “dry” produce items nationally to enhance your departments
- Advertising specialists in all departments who create ad programs and promotions





## Fresh and Frozen **Seafood**

In no other department is “Fresh” more important.

At C&S, our buyers make certain that every fillet, shrimp, and shellfish is as fresh as possible. That’s Selecting the Best!

Our regional based fresh selection includes:

- A wide variety that is air transported to move fish quickly from the Northwest, Southeast, Canada and around the globe
- Full variety of fresh catfish programs
- “Arrive Alive” lobster program (available in New England only)

Our regional based frozen selection includes:

- Cooked and raw shrimp in a variety of sizes
- Full variety of frozen fish programs – from common fish to exotic species
- Frozen entrees and appetizers







## Bakery

The C&S regional bakery programs are now the largest suppliers of frozen bakery in the country. We make our purchasing power work for you every day as we offer:

- Extensive lines from General Mills, Gonnella, Wenner, Dutchmaid, Rich's and more
- Organic and specialty breads and rolls
- Extensive line of retail ready breads, desserts and breakfast items
- Extensive product lines of raw dough, par-baked and retail ready items
- Full ingredient availability for scratch programs
- Holiday and seasonal offerings
- Timely and aggressive weekly ad programs
- Experienced retail bakery technical assistance and merchandising expertise





## Health & Beauty Care and General Merchandise

C&S is not just about groceries! We also offer extensive options for your HBC and GM departments, including:

- A comprehensive assortment of over 20,000 items in regional distribution centers
- Extensive Top Care® private label program with over 1,000 HBC items and 250 GM items nationally
- An experienced centralized procurement and merchandising team
- Seasonal programs supported by both domestic and imported goods
- Quarterly continuity programs
- Dollar Zone program available to compete with rising dollar store trend
- Full color seasonal and event catalogs offered throughout the year





## Floral

C&S offers world class service, products and programs through our Floral department.

Some of the regional benefits you can expect include:

- A complete floral program featuring bouquets and plants that support formats from produce departments to full service and upscale floral shops
- Directly sourced product from US and International growers
- Floral rack programs for year-round sales
- Seasonal offerings that include bouquets, wreaths, holiday themed plants and upgraded product
- Ability to support full floral programs with bulk product; both potted and fresh, as well as outdoor seasonal items
- A team of buyers with extensive floral knowledge to help build and drive sales



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## Specialty Packaging

As part of C&S's full-service solutions, the Specialty Packaging Division continues to build on its tradition of quality and customer service with packaged produce and seasonal offerings.

Our manufacturing facility allows us to be the first choice for fresh local and regional produce. This geographical advantage allows us to fill last-minute orders and ship overnight throughout the Northeast.

We offer:

- Wide variety of packing house products, from Brussels Sprouts cups to Navel Orange bags, tailored to retailer specifications
- Strong SKU profile of fruit baskets, offering your Customers a wide variety of styles and price points to choose from
- Custom solutions to any unique challenges or requests you may have



# Groceries are Just the Beginning

When it comes to serving independent retailers, having the right inventory is just the beginning.

In addition to supplying your store with all the products you need at the lowest possible cost, we also offer a full spectrum of business and marketing services that fit your store's unique goals, identity and marketing niche.







## Pricing and Category Management Services

Our pricing and category management services include:

Tactical pricing systems:

- Store specific reporting
- Custom tag program with color graphics
- Complete nutritional program
- Support of all major POS systems

Strategic pricing programs:

- Retail price maintenance
- Store or chain specific pricing options
- Price optimization
- Gross profit enhancing programs

Shelf management:

- Assortment planning programs
- Access to shelf management specialists
- Retail execution support

Category management:

- Sales analysis and assortment reviews
- Market level plan-o-grams
- Home store retail implementation program
- New item speed to shelf program







## Marketing and Merchandising

C&S's buying power means you get big savings and big programs. Our dedicated Independent Marketing team will provide you with the most current and effective merchandising and marketing vehicles to increase your sales and profits while keeping you competitive.

Successful program offerings include:

- Competitive weekly ad
- TPRs and Food Shows
- Seasonal candy books
- Various display and pallet programs
- Vendor sponsored consumer giveaways and sweepstakes
- Marketing calendars to keep track of upcoming events
- Market Fresh program to offer you the best in perishable deals
- Eating Well Magazine





## Advertising Program

C&S offers best in class services for Circular Design, Printing & Distribution

From ad item selection to getting the circular into the hands of your customers – we do it all. With the C&S Advertising Program we will create a cost-saving, sales-enhancing, hassle-free ad program to help you spend less time marketing your store and more time running it.

- Circular Design to make your store stand out!
- High-quality printing services
- The most bang for your buck with our Distribution services
- Signage to drive home savings to your customers
- Worry-free circular production
- Simplified advertising expenses







## Interactive Marketing and Support

Providing our independent retailers with value added services is as important to us as it is to you. C&S offers a full spectrum of business and marketing services that can be tailored to fit your store's unique goals, identity and marketing niche.

To help you connect with your customers across all channels, C&S offers a variety of programs for you to choose from, including:

- Sign and In-Store Marketing Programs
- Websites and e-Commerce
- Mobile Web and Mobile Rewards
- eCoupons, In-Store Coupons and Coupon to Card
- Loyalty Programs
- Digital Ad Programs
- Gift Card Programs
- Kiosks
- Many, many more!







## Retail Technology

Providing Independent Grocery Retailers Best in Class applications & solutions through education, installation, training and support.

Whether you are updating your scanning systems or moving toward integrated electronic payments processing, C&S brings the expertise to help you with all of your in-store technology needs.

- Complete POS Solutions
- Back Office Solutions
- Digital Marketing Support
- Label & Sign Printing Solutions
- Payment Processing Options
- PCI / Network Security Education
- Hardware and Software Sales
- Software Training & Application Support
- Plus many other Retail Based Services





## Store Development

Providing retailers with the best research, sourcing and prices for all retail store development needs from real estate to equipment, and everything in between.

### Store Development Structure

- Develop and implement strategic business plans
- Store and real estate planning
- Bidding for construction and equipment
- Construction / Remodel project management
- Equipment purchasing

### Goals of Store Development

- Leading and interacting with retailers in identifying sales growth opportunities
- Develop strategic business plans along with short and/or long term goals in conjunction with the sales, marketing, and category management departments
- Assist retailers with market potential assessments from the real estate and business development department





## We do it all... so you don't have to.

Value added services for the independent are as important to us as they are to you. C&S offers a broad spectrum of Retail Solutions, and is able to handle tasks like financial reporting, payroll, accounts payable and much more, allowing you to focus on and manage the core parts of your business.

Some examples of our MANY independent service offerings include:

### Financial reporting

- Daily and weekly sales reporting
- Weekly sales and labor reporting
- Weekly single store report
- Monthly operating statements (P&L and balance sheet)
- File sales and use tax returns

### Payroll

- Interface payroll data
- Print and issue checks with related reports
- Direct deposit
- File all federal and state tax returns
- File state disability returns
- Electronically make federal and state tax deposits
- Issue and mail W-2's

### Accounts payable

- Print and mail checks
- Provide various AP reports
- Send out and maintain W-9's from vendors
- Issue 1099's and file 1096's







# C&S Wholesale Grocers

**Helping family businesses succeed for nearly 100 years!**

Contact us today to learn how we can help  
make this your best year ever!



### *The C&S Vision*

1. Braggingly Happy Customers
2. Quality in Everything We Do
3. Everyone Involved in Everything
4. Braggingly Happy Team Members
5. ...and Have FUN in the Process

Select the Best® | [www.cswg.com](http://www.cswg.com)

