

C&S Merchandising Solutions



C&S Wholesale Grocers

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OVERVIEW



WHAT WE DO



C&S
*Wholesale
Grocers*



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Overview



C&S Merchandising Solutions

Merchandising is a blend of art and science that includes a relevant and effective promotional plan along with a dynamic in-store experience. The weekly ad is a key component of your promotional strategy and is your customers' invitation to visit and spend their food dollars with you.

Our team of over 45 analysts is focused on every-day merchandising strategies for Center Store, Fresh, GM/HBC and International categories.

Our comprehensive 6-month planning with vendors establishes a strong base plan accounting for seasonality and following weekly themed events. The plan allows flexibility and time to react to market changes.

- Innovative regional competitive analysis with MarketTrack®
- Regional expertise – Sales and Merchandising
- Extensive TPR Programs
- Vendor / Broker Collaboration
- Manufacturer Marketing Events
- Key Market Drivers for Ethnic and Specialty focused programs



What we do



Ad Plans

Each Region has a team dedicated to providing Independent Retailers with the most competitive weekly Ad Plans.

Weekly Ads are written to drive sales for the local consumers, with a mix of National and Regional items selected based on consumer trends and local demographics.

Ad Plan features include:

- Multi-department coverage, from “Soups to Nuts”
- Best selling items on sale every week; the right item at the right time
- Timely and fresh merchandising
- Local flavor with locally relevant suggested SRPs
- Competitive pricing
- Fresh is Best!





Customer Buying Shows

Each year, C&S hosts Customer Buying Shows in the Spring and Fall for each Region. These shows are specifically designed to provide our Independent Retailers the opportunity to see and purchase the best selection at the most competitive price. The show highlights include:

- New Items
- Holiday Deals
- GM/HBC
- Grocery
- DSD
- Frozen
- Ice Cream
- Specialty
- Floral
- Produce
- Fresh & Packaged Meat
- Fresh Deli
- Seafood
- Private Label
- Dairy
- Bakery
- Home Meal Replacement
- Retail Services
- Supplies
- Truckload Buying Events
- And much, much more!

It is very important to all of us at C&S Wholesale Grocers that we make as many contributions as possible to those less fortunate. One of the ways we do this is through the donation of the remaining show product to local food banks.

Show donations average over 45,000 pounds of food per show!



DSD Merchandising Program

C&S offers our proven DSD Merchandising program, providing you with all of the benefits of a DSD relationship.

Increase sales through this strategic partnership, without the burden and hassle of managing it yourself, while experiencing the following benefits:

- C&S handles all vendor relationships saving you time
- Competitive price margin enhancing deals including weekly ad programs and supplemental TPRs
 - Ads provided 6 weeks in advance
 - TPRs provided 2 weeks in advance
- Timely new item information
- Back office support to quickly resolve service issues





Corporate Brands

- 1893 Fresh Meat and Deli
 - Double Your Money Back Guarantee (Best Yet® & White Rose®)
 - Community Cash Back (Best Yet® & White Rose®)
 - White Rose® Cares; Best Wishes Program (Feeding the Hungry)
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Additional Offerings

- Shipper/Pallet Programs
 - Dollar Programs
 - Seasonal Books
 - Display Programs
 - Marketing Books
 - Marketing Calendar
 - Player of Game (Regional)
 - Great Grocery Giveaway
 - Healthy Recipes Magazine
 - ISME Signage
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Contact Information

Corporate Office, Keene

Ken Hathaway
VP, Merchandising
khathawa@cswg.com
603-354-5784

Southeast Region

John Gianakas
Director, Merchandising & Marketing
jgianaka@cswg.com
843-203-1277

Mid-Atlantic Region

John Hoffman
Manager Category Management
jhoffma@cswg.com
610-693-1434

West Region

Gary Calistro
VP, West Coast Merchandising
gcalistr@cswg.com
916-373-4248



Providing Independent Grocery Retailers with the most relevant assortment and optimum product placement to increase sales based on market rankings by region.