



Selling

PRICE RITE

10/16/14



RDD Associate Learning Academy

Enterprise-wide Training, Education & Associate-development

Enterprise Sustainability - Laser focus on *GROWING OUR BUSINESSES..*
train, develop & reward *VALUED ASSOCIATE RESOURCES..* build momentum to ensure
FUTURE ENTERPRISE SUCCESS!

What is RDD's ***ASSOCIATE LEARNING ACADEMY?***

An enterprise-wide training, education & associate -development process, that:

- For every RDD position, identifies core skills, business processes / protocols, technology enablers and best business practices / solutions critical to delivering ***sales agency SERVICE EXCELLENCE***
- Provides a comprehensive portfolio of fundamental and advanced training/education modules ***facilitating associate development and building organizational capacity and performance***

Selling PRICE RITE Key Discussion Topics

[I] Course Overview

- Course Overview: Definition / Purpose / Rationale
- Learning Outcomes & Objectives

[II] Key Elements & Topics

- Key Considerations & Project Team & Resources
- Selling Process & Protocol; Leadtimes
- Documentation & Tracking

[III] Applications & Utilization

- Applications & Case Study Examples
- Targeting Future Applications

[IV] Reference, Recap & Next Steps

- Recap
- PriceRite Reference Guide
- Moving Forward



PRICE RITE: Extreme-Value Supermarket; wholly owned subsidiary of Wakefern Food Corp, over \$1B sales, ~ 58 stores & growing

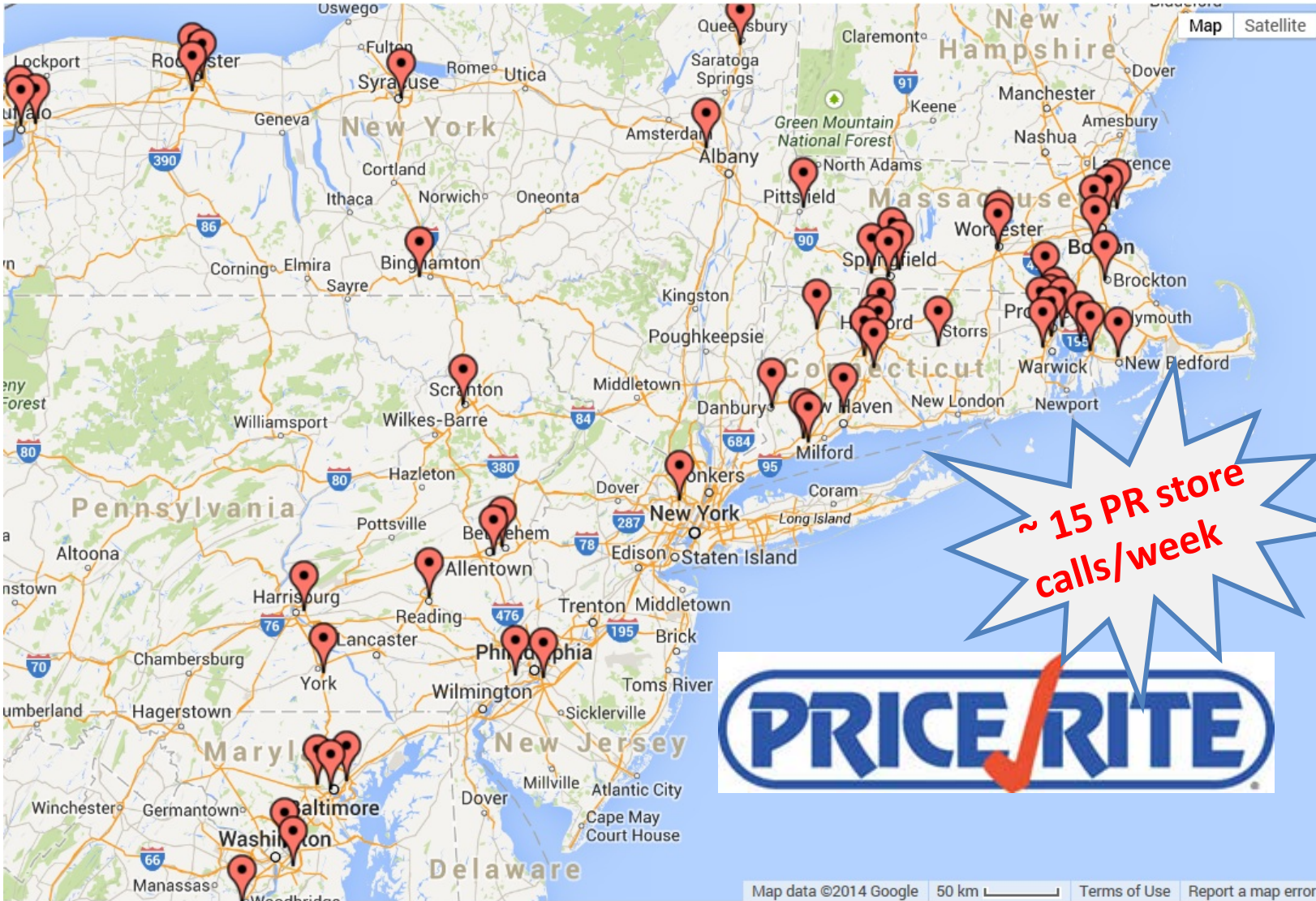
- **Shopper Proposition: Provide “Impossibly, Inconceivably, Incredibly Low Grocery Prices Everyday in a clean, fresh and friendly environment”**
- Limited-assortment, deep-discount supermarkets; first unit opened in 1995 in West Springfield, MA
- Corporate ownership & merchandising until 2014; 1st member-owned store opened in Garfield, NJ; 2nd So NJ Oct’14
- Neil Duffy - President; Jim Dorey - Vice President
- Avg Store ~ \$350,000+/wk, ~15,000 weekly Customers; sales significantly impacted by SNAP & WIC benefits
- Avg Store size ~35,000 sq ft
- Located in: CT, MD, MA, NJ, NY, PA, RI, VA; many urban locations in economically-challenged neighborhoods
- **Strategic focus on larger & ethnically-relevant “Fresh Foods” section (vs extreme-value competition)**
- **Offers consistently lower prices for the same-quality products by:**
 - Aggressive EDLP (22 – 25% GPM)
 - Limited circular advertising (2-wk promo’s)
 - Functional store décor & fixtures
 - Limited assortment (1-2 national brands + private label)
 - Customer-provided shopping bags & customer self-bags
 - no manufacturer coupons; no loyalty card promotions (or tracking database)
- *“An American Company”* vs. major competitors: Aldi, Food Basics, Bottom Dollar Food (Euro-ownership)
- PRICE RITE PL branded wholesaled to other retail outlets (Dollar Stores, Corner Stores, Mom and Pop, independent supermarkets & consumer-direct)



PRICE RITE Store Locations



Learning Academy



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New PRICE RITE Opening!



Ravitz sets Camden PriceRite opening

Oct 9, 2014

EMAIL SHARE Tweet +1 COMMENTS 0

RELATED MEDIA

Wakefern Food Corp. 2014



A new PriceRite store set to open next week in Camden, N.J., marks the first new supermarket to open in the city in nearly 40 years, [Wakefern Food Corp.](#) said Thursday in a release.

The store, set to open Oct. 15, will be owned by Ravitz Family Markets, and will become the second PriceRite location to be opened by an independent cooperative member, following a Garfield, N.J., [PriceRite owned by Inserra Supermarkets](#) that opened in July. The Ravitz family currently owns five ShopRite stores in Burlington and Camden counties, and intends to open a separate ShopRite in Camden in 2016.

The new PriceRite is located at the site of a former Pathmark store that closed a year ago. The 43,000-square-foot store will bring more than 80 full- and part-time jobs to the community.

“My family and I are so pleased to be bringing a new Price Rite store to Camden and have been overwhelmed with the warm welcome and support we have received from the community,” Jason Ravitz, VP of retail operations for Ravitz Family Markets, said. “Partnering with the city to bring local residents not one but two brand new supermarkets is a tremendous privilege and we look forward to continuing to make a positive impact on the community.”

The discount PriceRite banner provides customers with a “clean, fresh, and friendly” shopping experience and with the convenience of warehouse club-style shopping without membership fees or bulk-buying requirements. It employs a self service format that includes fresh produce; packaged meats; baked goods; a variety of private label and national grocery brands; as well as dairy and frozen food products. To further reduce costs and pass along those savings to customers, Price Rite does not advertise or publish a weekly circular. Customers are encouraged to use their own bags or to buy them as needed for 10 cents each.

CONNECT WITH SN ON TWITTER

Follow [@SN_News](#) for updates throughout the day.



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The State Of "SNAP" 2013/2014



Total US Participation

	# Per	# Hshd	HL\$	Avg \$/Hsld
FY2014	46.5 M	22.7 M	\$70.1B	\$254/mo
FY2013	47.6 M	23.1 M	\$76.1 B	\$275/mo
FY2012	47.8 M	23.1 M	\$74.6 B	\$270/mo
FY2011	44.7 M	21.1 M	\$71.8 B	285/mo

- 2014 vs '13: Partic. (2.3%), **ttl Bene (8.0%) & Hshd Bene (7.6%)**; 14.7% U.S. pop; 47% children

Regional Partic. – Avg. # Persons

	FY '10	FY '11	FY '12	FY '13
NYS	2.8 M/Mo	3.1 M/Mo	3.2 M/Mo	3.2M/Mo
NJ	622 K	809 K	906 K	876 K
CT	336 K	405 K	424 K	425 K
PA	1.6 M	1.8 M	1.8 M	1.8 M

- Partic. +45% vs 2009; **currently 6.3 M; 14.1% region's population**

Regional 'SNAP' Benefits

	FY '13	% Chg	July '14	% Chg	Bene Sch
NYS	\$5,621 M	+3.2%	\$422 M	(8.8%)	1 st -9 th
NJ	\$1,419 M	+7.4%	\$109 M	(3.3%)	1 st -5 th
CT	\$708 M	+1.6%	\$58 M	(1.3%)	1 st -3 rd
PA	\$2,748 M	(0.9%)	\$215 M	(5.3%)	1 st -10 th

- **Est. 18% ttl edible retail ACV for region; \$10.5B/yr, \$875M/mo; 13.8% of ttl US benefit**

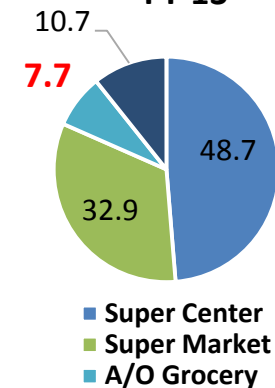
Source: USDA.gov; thru 10/4/14

Regional Partic. for Fiscal YR '13

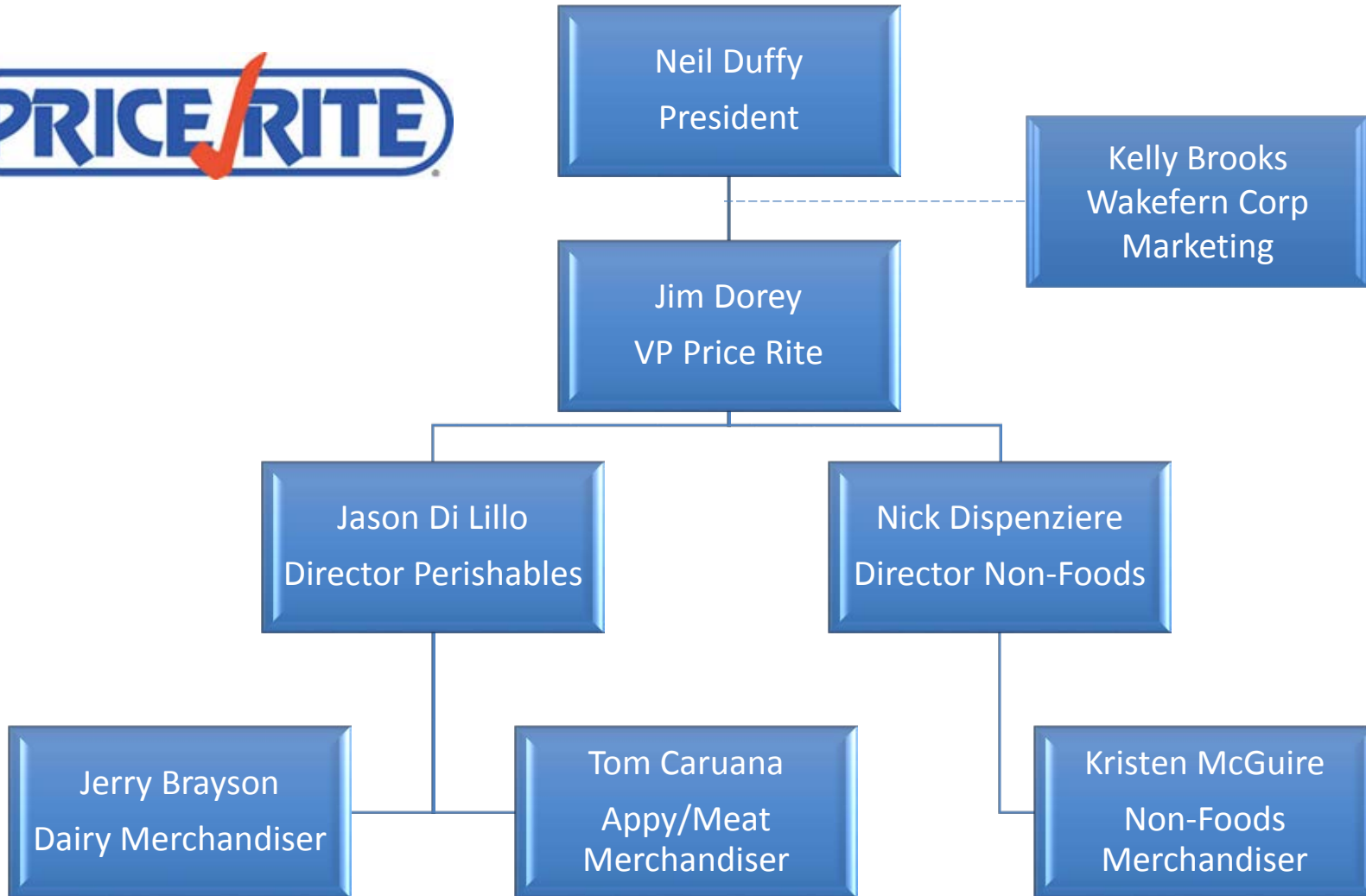
NYS	16.2% pop
NJ	9.8% pop
CT	11.8% pop
PA	14.0% pop

- **Region's food insecure rate ~14%**

SNAP Redemptions - \$76B (by Trade Class) FY'13



PRICE RITE Leadership & Merchandising



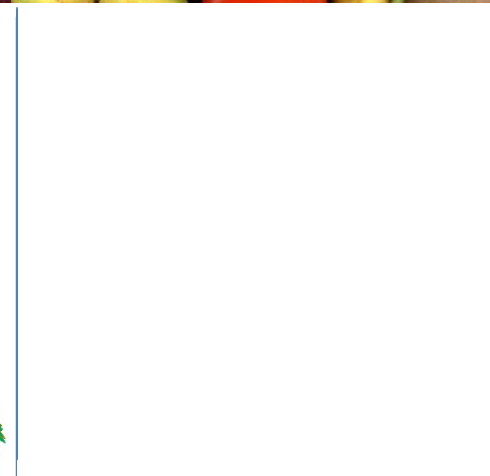
RDD Team face-offs with PRICE RITE...



RDD	Position	PRICE RITE	Position
Bill Issacs	Director of Business Development	Jim Dorey	V.P. PriceRite
		Jason Di Lillo	Director Perishables
		Nick Dispenziere	Director Non-Foods
Matt Thennes	Acct. Mgr- Dairy	Rich Conti	Dairy Cat. Mgr- PR Liaison
Jerilyn Atkinson	Acct. Mgr- Deli	Frank Rowley	Deli Cat. Mgr- PR Liaison
Ed Mckeever	Acct. Mgr- Frozen	Jeff Brown	Frozen Cat. Mgr- PR Liaison
Sal Zacchia	Acct. Mgr- Produce	Rich Hawkins	Produce Cat. Mgr- PR Liaison
Donna McNerney	Retail Sales Development Coordinator	Jerry Brayson	Dairy Merchandiser
		Tom Caruana	Appy/Meat Merchandiser
		Kristen McGuire	Non-Foods Merchandiser
Nick DeFinizio	Space Mgmt Specialist	Jack Rossano	Wakefern Space Mgmt

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RDD Associates PRICE RITE Authorizations 2014

PRICE RITE Hot Dog/ Cold Cuts/ Lunch Combo



PRICE RITE Dinners & Entrees



PRICE RITE Egg "Bossy"



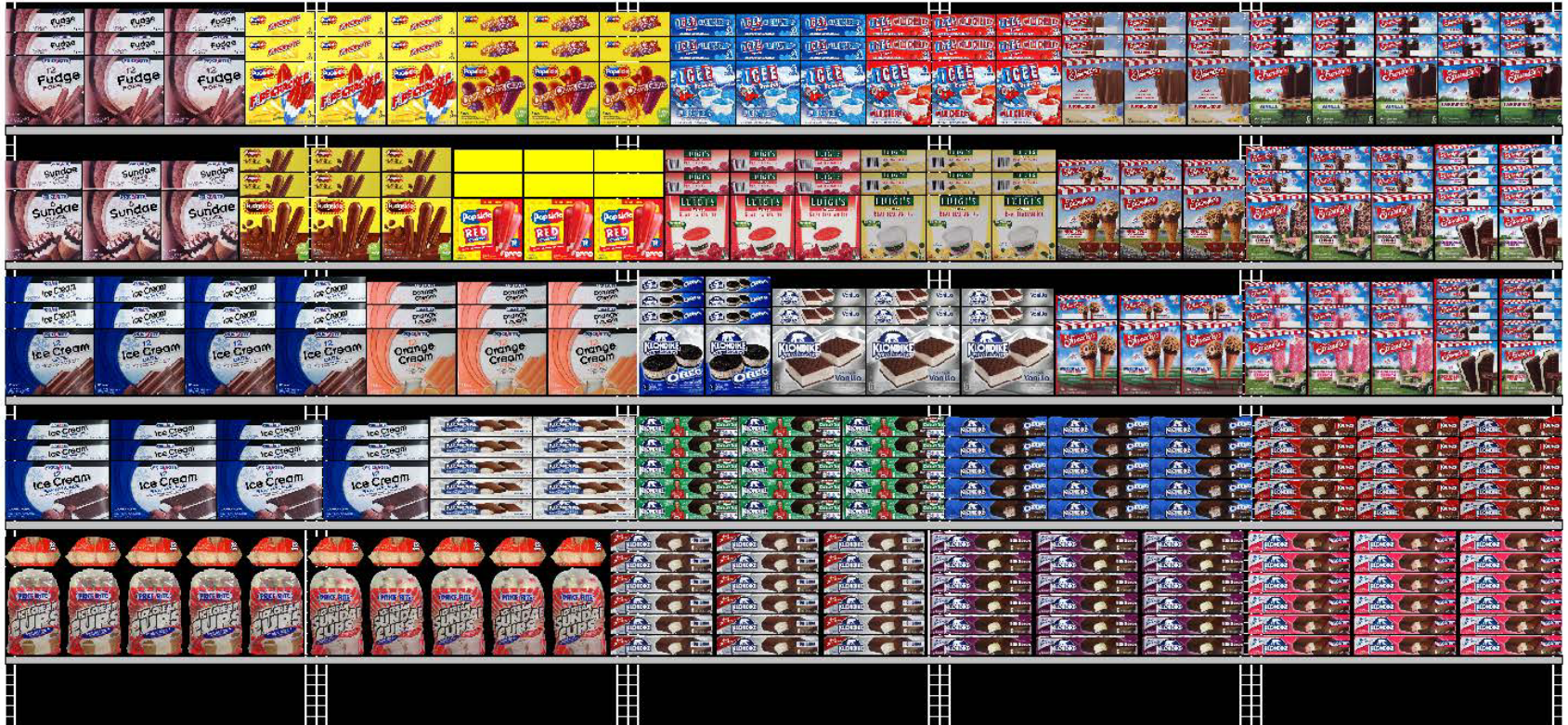
PRICE RITE Ultra Milk



Friendly's Two-Door at PRICE RITE



PRICE RITE Novelties



PRICE RITE Selling Strategies



[I] *ALL IN*

52 Week blend of EDLP and pulsed promo spending

Bar S, Almond Breeze
McCadam

[II] *PricePlus Promo Conversion*

Percentage of SR PricePlus (51 -100%) as COG's billback

Eggland's Best
Sorrento

[III] *Opportunity Buys*

Extraordinary Deals offered to SR, that PR will tap

Bailey's, Cabot
Bar-S
Fla Nat 89oz & DDuck

[IV] *Aldi Fighter*

Comp Response to what's selling at Aldi?
Create PR priv lbl?

Glacier Ridge
Origin Food

[V] *PRIME TIME Circular*

2-wk. circular, 12X/yr
Tie-in w/SR? SNAP/holiday/
seasonally relevant
(6 wk lead time)

SNAP / Holiday

[VI] *PRICE RITE Exclusives*

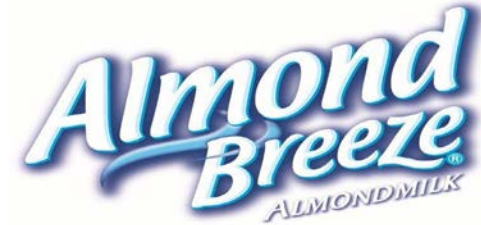
Items targeted for PR shopper demographics (vs SR)
PR-specific funding

Bar-S, McCadam
Café Spice

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PRICE RITE "ALL IN" STRATEGY



- **Situation** – Convince Price Rite to expand milk alternative beverages in their everyday shelf sets by adding an Almond milk brand
- **Strategy** – Utilize Shop Rite IRI data to show growth and relevance of Almond milk in their stores and identify opportunity gap to Price Rite. Currently these items offered to stores only during opportunity buy periods through the commitment book process. Develop a 52 week “all in” program by blending promotional spending and target meaningful everyday price to establish AB as the Price Rite Almond milk and keep Silk Pure Almond out
- **Program** – Separate Price Rite from “high/low” strategy and overlay additional everyday allowance to address critical \$2.99 SRP
- **Results** – Top 4 selling items were established onto the Price Rite shelf set in August 2014 and were “kicked off” in store with a \$2.99 print event in their 9/1 - 9/14 circular . Category Manager shared with us that almost 12,000 units sold in week 1 of this event (57 stores) OR 35 cases per store during
52 week projection of over 300,000 gallons

Visit us online at priceritesupermarkets.com

Most Store Hours:
Mon.-Sat. 8am to 9pm
Sun. 8am to 8pm

PRICE RITE
An American Company

Find us on Facebook

Dairy...

2.52-oz. Oscar Mayer Bacon **2.99**

39-oz. Donald Duck Orange Juice **1.99**

6-oz. Axelrod Yogurt **3 for \$1**

28-oz. Oscar Mayer Sub Kits **6.49**

45-oz. Country Premium Spread **2.19**

12-Pack Activia Yogurt **5.29**

129-oz. All Varieties Minute Maid Punches **2.69**

64-oz. Almond Breeze Milk **2.99**

3.9 to 15.5-oz. Jell-O Pudding **1.99**

8-oz. bar McCadams Cheese **1.99**

15-oz. Parmesan or Romano Milano's Grated Cheese **3.99**

32-oz. Bailey's Creamers **2.49**

LOOK WHAT 99¢ OR LESS WILL BUY!

2.5-oz. Eckrich Lunchmakers **99¢**

6-oz. Yo Crunch Yogurt **50¢**

16-oz. Drinkable Dannon Yogurt **89¢**

4-oz. Sunny Delight **99¢**

12-oz. (6-pack) Slurpee Slurpee Drinks **99¢**

4-oz. Greek Yogurt **89¢**

Frozen...

27.5 to 21.5-oz., 12 inch Di Giorno Pizza **4.99**

24-oz. bag Banquet Chicken **2.99**

48.5 to 54-oz. Hot Pockets 12-Pack **9.99**

LOOK WHAT 99¢ OR LESS WILL BUY!

5.3-oz. Slurpee Snuggs Appetizers **99¢**

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PRICE RITE "PP Promo" STRATEGY



- **Situation** – The goal was to get major Price Rite print performance ad in conjunction with Shop Rite Columbus day promotional deal. Last year, because of pricing, there was no performance from Price Rite during the Shop Rite feature.
- **Strategy** – Converted 100% scan allowance in addition to promotion bill back that net to a break even selling cost, allowing Price Rite to meet the ShopRite feature price points that were corporately funded
- **Program** – 10 day program tying into the October 1st circular at aggressive price points
- **Results** – Sorrento received stellar results, amounting to 3,925 cases of mozzarella and 2,105 cases of ricotta!



PRICE RITE can FEED your Family for less with...
LOW PRICES EVERY DAY!

Cromwell 136 Berlin Road

PRICES EFFECTIVE OCTOBER 2014

SUN	MON	TUE	WED	THU	FRI	SAT
5	6	7	8	9	10	11

Visit us online at priceritesupermarkets.com

2 Piece
Fresh Pork Spareribs
lb. **1.49**

Fresh, Antik Pesto, Jumbo Pack, Skinless
Boneless Chicken Breast
lb. **1.99**

Fresh, Tender & Tasty
Perdue Whole Fryer
lb. **.99**

4-lb. Bag
Frozen Winter Creek Chicken Wings
5.99

16-oz.
Smithfield Bacon
2.99

9-oz.
Sorrento Mozzarella
1.99

Gallon
Tampico Drinks
.99

Dozen
Eggland's Best Large Eggs
1.99

CATCH THESE SAVINGS!

12-oz.
Tropical Bacalao
1.99

Frozen, Shell-On, Wild Caught
Jumbo Pink Shrimp
14.99

Frozen
Pollock Fillets
5-lb. pkg. **9.99**

8-oz.
Butterball Turkey Bacon
.99

• **Red Peppers**
• **Tomatoes on the Vine**
Your Choice!
lb. **.99**

Green Cabbage
lb. **3.99**

• **Red Seedless Grapes** (per lb.)
• **Florida or Hass Avocados** (each)
Your Choice!
lb. **.99**

In order to assure a sufficient supply for our customers, we reserve the right to limit quantities to four (4) of each item. Some sold to other retailers or wholesalers, some special purchase items available while supplies last. Sorry, no markdowns. Not responsible for typographical errors. Prices effective Wednesday, October 1 thru Saturday, October 11, 2014.

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PRICE RITE Selling Strategies



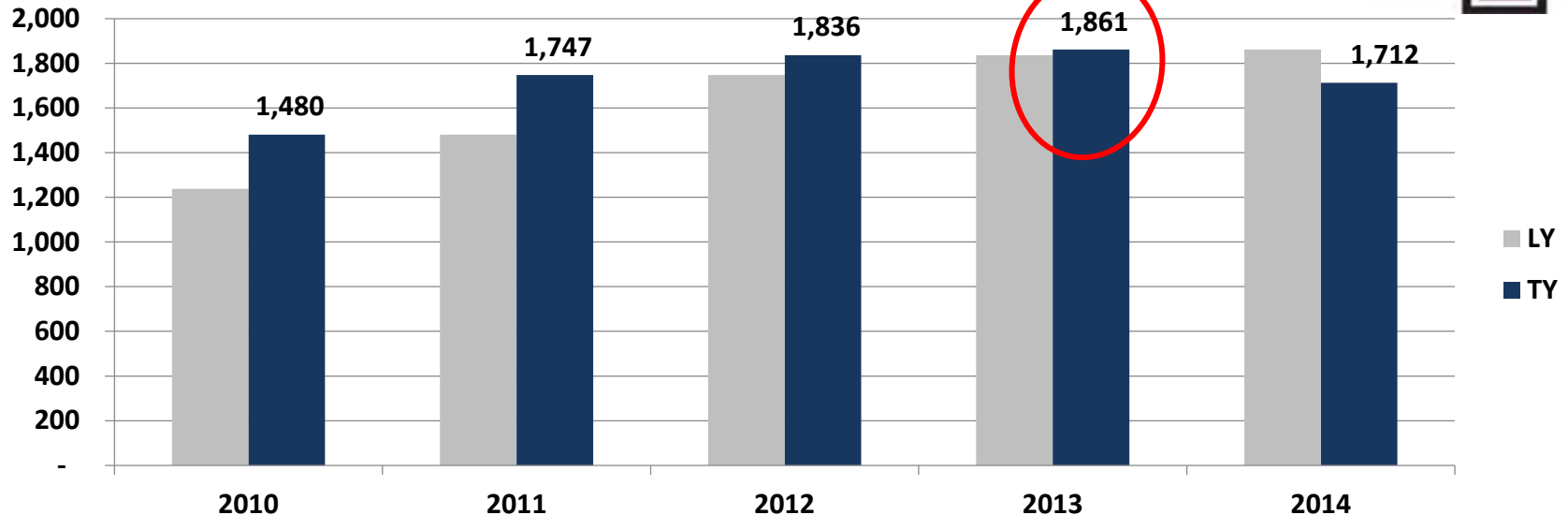
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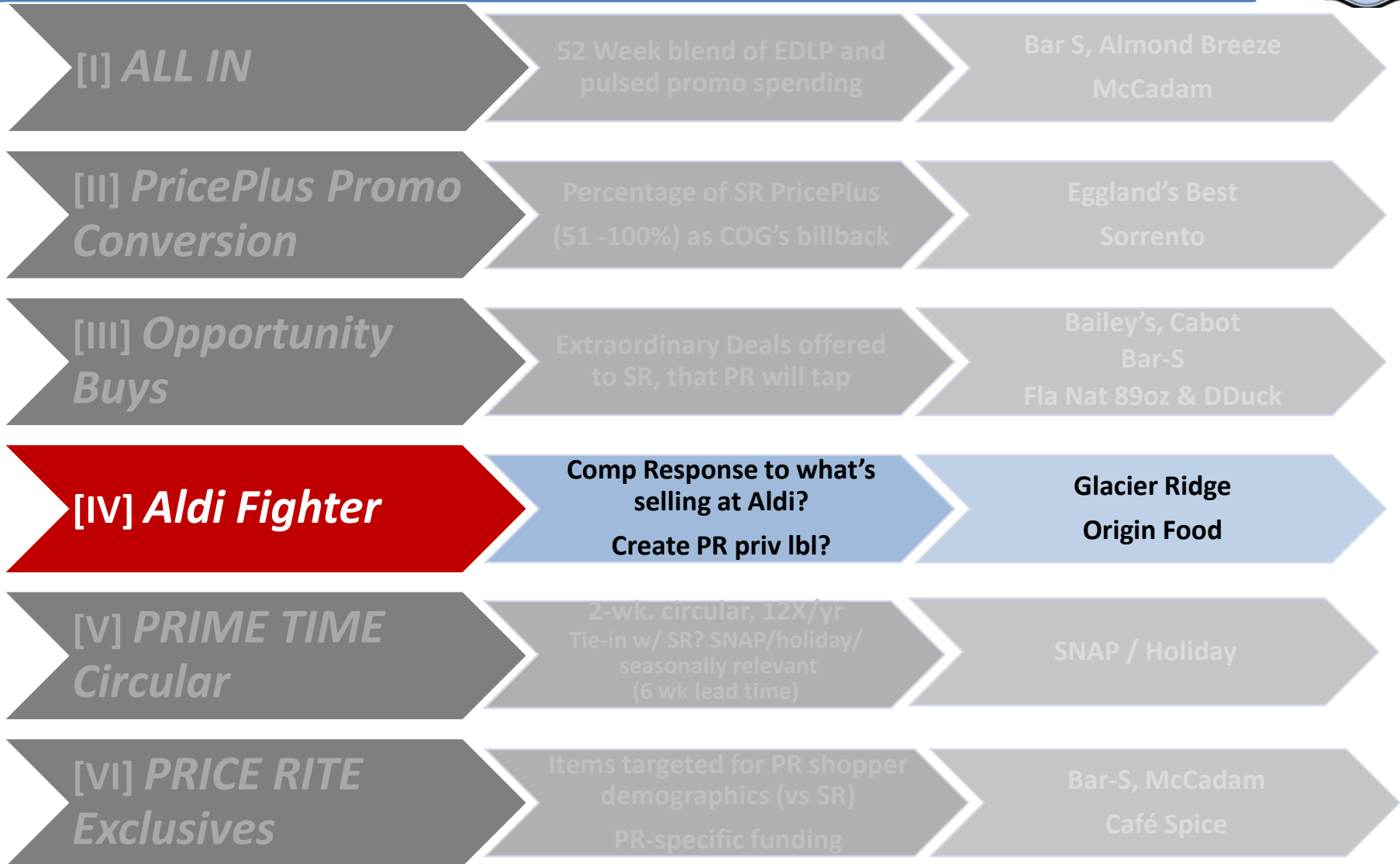
PRICE RITE "BUY IN" STRATEGY



- **Situation** – To increase shelf presence, achieved a better sale retail on lunchmeat items for Price Rite customers during “Back to School” lunch program
- **Strategy** – Truckload incentive- *Opportunity Buy* - passing the cost savings along to Price Rite thereby reflecting a better cost and retail - maintaining a 20-22% in-store margin. Initial distribution secured from Price Rite Dairy Supervisor
- **Program** – (4) week feature program: 1 week in print; 3 weeks in-store
- **Results** – 41,500 lbs lunchmeat - represented a 4.5% increase over the previous year



PRICE RITE Selling Strategies



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ALDI: LEADING NATIONAL EXTREME-VALUE GROCERY STORE



- Stock 1,400 of the fastest moving grocery items
- Stores have only 3-5 employees working at a store at any time, and are only open during select shopping hours that are most popular
- On average, ALDI shoppers save over 50% on their grocery bill
- Just hit One Million likes on Facebook (PriceRite has 5,843)
- 90% of their items are sold under ALDI's own control brands (however they have begun to stock a few name brands due to consumer demand)
- Private label packaging closely resembles top selling brand's packaging
- One in three households now visits Aldi at least once a month, according to research agency Nielsen. And of those, one in five customers is now middle class or upper middle class — up from one in eight a year ago
- Also began selling smarter products such as lobster tails, Parma ham, Belgian chocolates and gluten free items



(Source: www.sarahfit.com)

PRICE RITE “ALDI FIGHTER” STRATEGY



- **Situation** – Address a segment of the dairy case (cheese wedges) that Price Rite currently has no everyday business in and leverage Aldi’s distribution to convince Price Rite to consider an offering from a new principal (Dairy Foods USA)
- **Strategy** – Create a “control label” for Price Rite with racks available for easy placement in stores. This will take cost out of the system in order offer a dead net program and establish competitive retails at Price Rite margin requirements in order to compete against Aldi’s in this segment. Leverage the upcoming holiday season to secure the business as quickly as possible.
- **Program** – Offer top 3 varieties to best “match up” against Aldi’s assortment targeting \$1.49 SRP at 23% GP.
- **Results** – Currently a work in progress... Category manager has requested a shipper option as well. We’d prefer the racks for permanent placement. Shippers will add extra cost into the price quote.



PRICE RITE Selling Strategies



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2-wk. circular, 12X/yr
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PRICE RITE "CIRCULAR" STRATEGY



- **Situation** – Establish presence in October Price Rite mailer. (Mailers go out a couple times a year; very limited space/opportunities)
- **Strategy** – Set up distros for Egglard's Best and Sorrento. Set up distros and blow-out sale for Lindy's
- **Program** – 2 week in print, 1st of the month- 2nd Friday of the month
- **Results** – RDD represents 2 out of the 4 Dairy items in the ad and the only Ice Cream/Novelty item in the ad

PRICE RITE can FEED your Family for less with... **LOW PRICES EVERY DAY!**

Cromwell 136 Berlin Road

PRICES EFFECTIVE OCTOBER 2014

Visit us online at priceritesupermarkets.com

2 Piece Fresh Pork Spareribs **1.49** lb.

Fresh, Boneless, Jumbo Pack, Skinless Boneless Chicken Breast **1.99** lb.

Fresh, Tender & Tasty Perdue Whole Fryer **.99** lb.

4-lb. Bag Frozen Winter Creek Chicken Wings **5.99**

8-oz. Smithfield Bacon **2.99**

8-oz. Sorrento Mozzarella **1.99**

1.5-gal. Gallon Tampico Drinks **.99**

6-oz. Eggland's Best Large Eggs **1.99**

10-oz. Tropical Bacon **1.99**

1-lb. Jumbo Pink Shrimp **14.99**

5-lb. pkg. Frozen Pollock Fillets **9.99**

8-oz. Butterball Turkey Bacon **.99**

• Red Peppers **.99** lb. **Your Choice!**

• Tomatoes on the Vine **.99** lb. **Your Choice!**

Green Cabbage **3.99** lbs.

• Red Seedless Grapes (per lb.) **.99**

• Florida or Hass Avocados (each) **.99**

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PRICE RITE Keep your plate filled.

Wakelin Food Corporation
Corporate Merchandising
5700 Riverside Drive
Kinsey, New Jersey 08832

PRICES EFFECTIVE OCTOBER 2014

Crisco Vegetable Oil **5.99**

Birds Eye Steamfresh Vegetables **.99**

Pepsi 6-Pack **4.11**

Campbell's Chicken Noodle Soup **.69**

Campbell's Gravy **2.19**

Swanson Broth **2.19**

Heinz Ketchup **1.99**

Lindy's Sour Blasters Ice Cream **.79**

Marie Callender's Lasagna **9.99**

Frito Lay Snacks **4.99**

Pillsbury Cake Mix **.79**

Pillsbury Brownie Mix **.99**

Marie Callender's Steamers **1.49**

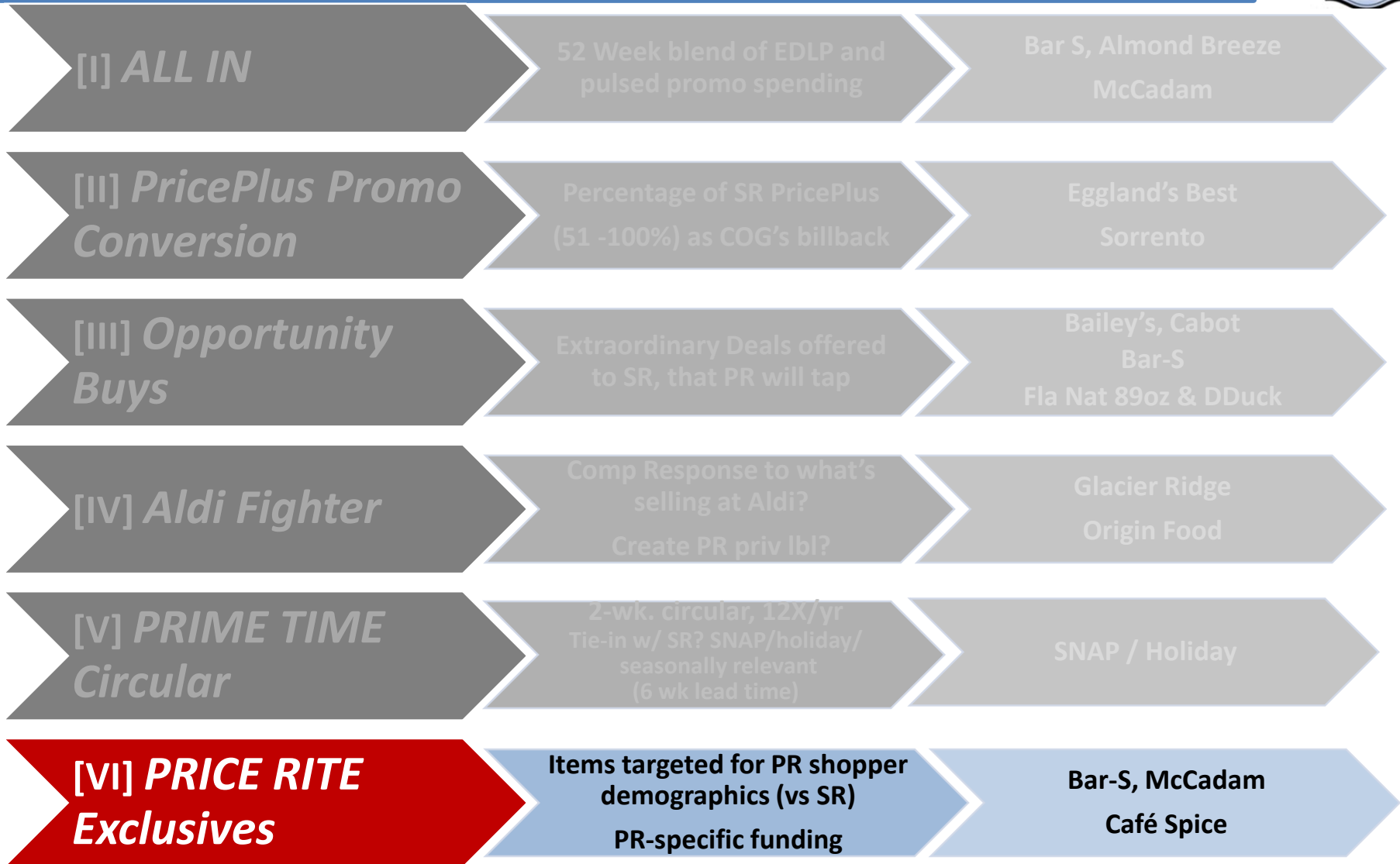
Cedar's Hommus **.99**

Great Ocean Solid Pack Tuna **.88**

Hungry Man Dinners **1.99**

8" Pumpkin or Apple Pie **1.99**

PRICE RITE Selling Strategies



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McCadam PRICE RITE vs. Shop Rite Sales



~57% of McCadam's Wakefern Business is done at PRICE RITE!

McCadam Wakefern Cases	207,261
McCadam Shop Rite Cases	- 86,836
McCadam Price Rite Cases	120,425
McCadam Price Rite Units 12/Cs	1,445,100
McCadam Price Rite \$ Sales (1.99 SRP)	\$ 2,875,749
<hr/>	
McCadam Shop Rite Cases	86,836
McCadam Shop Rite Units 12/Cs	1,042,034
McCadam Shop Rite \$Sales	\$ 2,193,175
<hr/>	
McCadam Wakefern Cases	207,261
McCadam Wakefern Units	2,487,134
McCadam Wakefern \$Sales	\$ 5,068,924



Bar- S PRICE RITE vs. Shop Rite Sales



~54% of Bar-S Wakefern Business is done at PRICE RITE!

Bar-S Wakefern Units	5,124,416
Bar-S Shop Rite Units	- 2,231,480
Bar-S Price Rite Units	2,892,936
Bar-S Price Rite \$Sales	\$ 4,583,704
<hr/>	
Bar-S Shop Rite Units	2,231,480
Bar-S Shop Rite \$Sales	\$ 3,851,372
<hr/>	
Bar-S Wakefern Units	5,124,416
Bar-S Wakefern \$Sales	\$ 8,435,076





“Geofencing” Digital Media Program
NEW at **PRICE RITE** for FY’2015



Target Customers near your product

“GEOFENCING” uses technology to push coupons, promotions and ads to mobile phone apps in geo-targeted areas near their product’s point-of-sale



1
Phone communicates
Its location to our servers

2
We query the location
data against our
campaign database

3
Appropriate content is selected based
on that information and our platform
delivers the right content to user in real time



The Creative

PRICE RITE

SUMMER SAVINGS

3 FOR \$10

6 PACK PEPSI 24OZ.

TOUCH HERE FOR MORE INFO

Nearest PriceRite Only: 📍

This advertisement features a blue background with a beach scene. At the top is the PriceRite logo. Below it, the text 'SUMMER SAVINGS' is in yellow with a red outline. The main offer '3 FOR \$10' is in large, bold red letters with a yellow outline. Underneath, '6 PACK PEPSI 24OZ.' is in yellow with a red outline. The image shows three 24oz Pepsi bottles in a blue carrier on a sandy beach. At the bottom, there is a dark blue banner with white text 'TOUCH HERE FOR MORE INFO' and a yellow location pin icon.

PRICE RITE

HOT BUYS

2 LITER \$.99

TOUCH HERE FOR MORE INFO

Nearest PriceRite Only: 📍

This advertisement features a yellow and green background. At the top is the PriceRite logo. Below it, the text 'HOT BUYS' is in blue with a yellow outline. The main offer '2 LITER \$.99' is in large, bold blue letters with a yellow outline. The image shows four 2-liter soda bottles: Schweppes Ginger Ale, Crush Orange, Mug Root Beer, and Sierra Mist Natural. At the bottom, there is a red banner with white text 'TOUCH HERE FOR MORE INFO' and a yellow location pin icon.



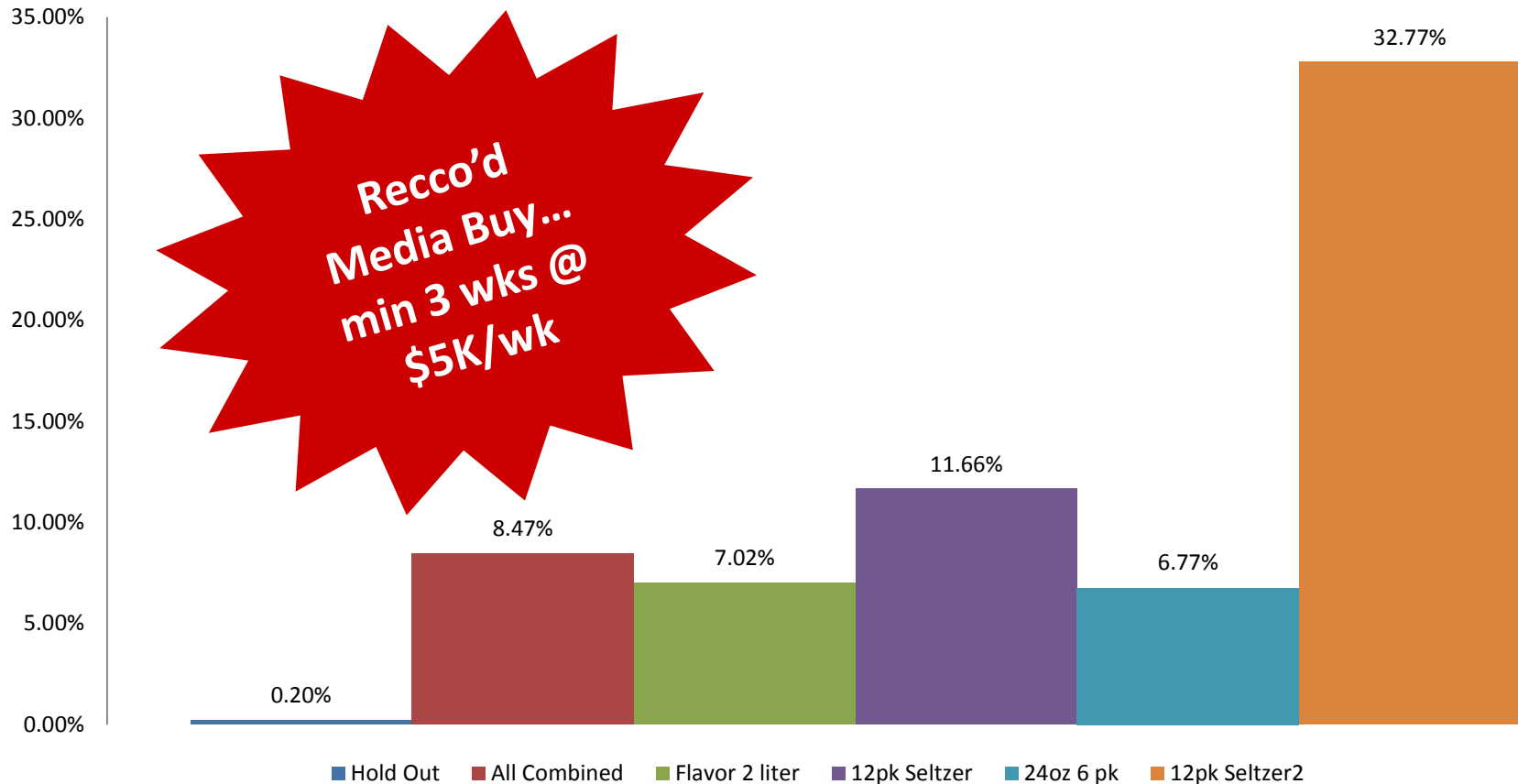


8% Sales lift

in stores with the Geofencing test

	Test Stores				
Hold Out	All Combined	Flavor 2 liter	12pk Seltzer	24oz 6 pk	12pk Seltzer2
0.20%	8.47%	7.02%	11.66%	6.77%	32.77%

Six week sales trend prior to test vs. Six week test period



Moving Forward to capture the PRICE RITE opportunity...



1 BECOME AWARE... Recognize that PR has its own identity

2 GET INVOLVED... Drive client participation in the PR planning process

3 FUEL THE EFFORT... Attend PR meetings on the 2nd of every month; bring your deals!

4 CALL-TO-ACTION... Attend 11/10 meeting with selling & promotional opportunities for Jan 1 circular ad



RDD Associate Learning Academy

Expanding Skills – Leveraging Thought Leadership – Sharing Best Practices – Building Performance

Selling PRICE RITE...



Any Questions, Comments or Ideas?

**Thank you for your
participation!!!**



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Strategies for _____



[I] ALL IN

52 Week blend of EDLP and pulsed promo spending

**[II] PricePlus
Promo Conversion**

Percentage of SR PricePlus (up to 50%) as COG's billback

**[III] Opportunity
Buys**

"EXTRAORDINARY Deals" offered to SR that PR can tap

[IV] Aldi Fighter

Comp Response to Aldi & Bottom Dollar?
Create PR priv lbl?

**[V] PRIME TIME
Circular**

2-wk. circular, 12X/yr
Tie-in w/SR? SNAP/holiday/
seasonally relevant
(6 wk lead time)

**[VI] PRICERITE
Exclusives**

Items targeted for PR shopper demographics
PR-specific funding



Strategies for _____



[I] *GeoFencing*

**3 – 4 week digital
media campaign**