



SpartanNash

OPERATIONS MANUAL

PromoWorks®
We put brands in hands... and hearts.

SpartanNash

As a Team, our objective and vision is to convert samplers to sellers and shoppers to buyers. As an Engagement Specialist, you play an integral part in maintaining our relationship with SpartanNash.

Your continued excellence helps ensure PromoWorks remains a premier in-store engagement provider



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Demo Events Program

Please call with any issues regarding the event program or equipment conditions.

PromoWorks — Retail Supervisor

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PromoWorks

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STORE PROFILE

Complete this information for each store in which you work.

Store # _____

Address _____

City/St/Zip _____

SPARTAN STORE MANAGEMENT

Store Manager _____

Assistant Store Manager _____

Grocery Manager _____

Grocery Assistant Mgr _____

Deli Manager _____

Bakery Manager _____

Meat Manager _____

Receiving Manager _____

DEMO TABLE

Storage Location Area _____

Repair Company/Contact _____

Contact Number _____

LOCAL SAFETY REQUIREMENTS _____

CROSSMARK EVENTS CONTACTS

Regional Events Mgr _____

Contact # _____

Supervisor _____

Contact # _____

Field Support

1-877-699-6275 OPTION 1

A Brief History of SpartanNash

SpartanNash was not always SpartanNash. Rather, there was Spartan *and* Nash. It was not until July 22, 2013 that they officially merged. Their core values are customer focus, innovation, patriotism, teamwork, respect, integrity, accountability, celebration and fun. They bring “economics of scale with a local touch” to the table.

Spartan, or Grand Rapids Wholesale Grocery Company, as it was known in the beginning, was founded in 1917 when a group of 43 grocers decided to come together in order to figure out a solution for the problematic and growing competition that was stemming from emerging national grocery stores. In 1957, Spartan was named “Spartan” in order to gain prominence due to the association of “Spartan” with Michigan State University. Spartan Stores Inc. embraced this identity and placed its logo (a Greek Spartan soldier holding a sword and shield, colored green) on their labels, grocery bags, and company trucks, doors, and even neon-lit signs. Under this logo, the various stores of Grand Rapids Wholesale Grocery Company now were able to come together as one Spartan community.

In the 1984, Spartan harnessed a revolutionary and new computerized vending system known as Big Blue, becoming able to distribute unprecedented amounts of goods. This system helped them expand 435 stores. Also, Spartan became involved in philanthropies and humanitarian projects, including area food banks, youth programs, and golf tournaments. The most definitive



community project was Spartan’s sponsorship of the Michigan Special Olympics Summer Games.

The Nash Finch Company is a Fortune 500 Company base in Edina, Minnesota. Its origins go back to 1885 when Fred Nash opened a small candy and tobacco shop in the Dakota Territory of Devil’s Lake. Fred Nash was joined by Harry Finch in 1899 and the company’s operations were moved to Grand Forks, North Dakota. In 1919, the company relocated again to Minneapolis, Minnesota.

Nash Finch was the second largest publicly traded wholesale food distributor in the United States in terms of revenue, serving the retail grocery industry and the military commissary and exchange systems. The company distributes food products and provides support services to a variety of retail formats including conventional supermarkets, military commissaries, multicultural stores, and extreme value stores. Their core business serves independent retailers and military commissaries in 36 states, the District of Columbia, Europe, Cuba, Puerto Rico, the Azores, and Egypt.

In 2013, SpartanNash is now definitively the largest food distributor to military commissaries (174 total) and exchanges (400 total) in terms of revenue. With a combination of independent and corporate stores in 44 states, the District of Columbia, Europe, Cuba, Puerto Rico, the Azores, Bahrain, and Egypt and a total of 166 different retailers is large in both size and philanthropic vision.



Fred Nash

About SpartanNash

Divisions:

Bob's Market house

Busch's

D&W Fresh Market

Family Fare Supermarket

Forest Hills Foods

Glens Market

Harding's

Hillsdale Market House

Independents

Leppink's Food Center

Martin's Super Markets

Neiman's Family Markets

Oleson's Foods

Plumb's Value-Rite Foods

Tom's Food Market

VG Food Center

Village Market

SpartanNash has approximately 16,000 associates, 166 retail stores, 21 distribution centers covering 44 states, and distributes products to 174 military commissaries over 400 exchanges globally.

SpartanNash focuses on areas of philanthropic involvement including fighting hunger, education and literacy support, health and wellbeing encouragement, diversity and inclusion promotion, and patriotism.

SpartanNash has the NFC Foundation, their charitable giving arm, to provide assistance to people in need through supporting non profit organizations, such as Special Olympics Minnesota or Loaves and Fishes.

Additionally, SpartanNash has the Spartan Stores Foundation, a philanthropic initiative dedicated to helping those in need.



A Family Fare Supermarkets Store



Team Vision Statement

Our core values are the promises we make to guide our behaviors as we build the SpartanNash winning culture.

Our culture is how we treat our customers and colleagues, how we approach challenges as opportunities, how we leverage change to our collective advantage, and how we are held accountable for our results.

It is what sets us apart and distinguishes SpartanNash as a great company and a wonderful place to work.

We will be “best in class” only when each and every associate embraces the importance of cultivating our culture, and does so each and every day.



WHO TO CONTACT WHEN A CHALLENGE OCCURS -

Contact your supervisor if:

- ◆ You're unable to execute your event and are unable to find a replacement in your team-n-team (TNT) group
- ◆ You're running late
- ◆ You're in the store and are unsure which project to execute (you should ALWAYS check the Engagement Specialist Portal before leaving home)
- ◆ You reported or executed the wrong event
- ◆ You've confirmed in the hand held that the store does not carry the product.
- ◆ Management refuses the event.
- ◆ You have to shut down your event before the scheduled end time (you're sick, a family emergency, etc.. There is an incident in the store such as:
 - Conflict with store management
 - A back room non-compliance issue
 - A customer complaint, an accident involving the table or the product being featured
 - Damage to an event table from another event company or store personnel.

IMMEDIATELY contact your supervisor, before leaving the store if one of these issues occurs. Make sure you gather all pertinent information from the *Incident Report* sheet inside the in-store binder so your supervisor can file an official *Incident Report*.

Call Field Support at 1-877-699-6275 (1-877-MY-XMARK), option 1, if:

- ◆ Your *PromoWorks Debit Card* doesn't work (It must be used as a debit card. The pin number is always 9991).
- ◆ You're having an issue with the Engagement Specialist Portal
- ◆ You're having computer problems that won't allow you to utilize the Engagement Specialist Portal or execute work
- ◆ The store Event Kit(s) are missing
- ◆ You don't understand your PromoReport Form questions or responses

Email CROSSMARK Payroll (copy your supervisor) at payroll1@crossmark.com if:

- ◆ You need to update your personal information (i.e. address, phone number, etc.)
- ◆ You need to make a payroll correction

Call the HR Answer line (copy your supervisor) at 1-877-699-6275 (1-877-MY-XMARK), option 2, if:

- ◆ You have any other Human Resource related issues

If you require assistance on an issue not listed here, contact your supervisor.

Our Policies

Pre-Call Procedures (Store and Product Pre-Check)

- ◆ Contact you store five (5) days prior to execution. The stores prefer that they are called as early as possible.
- ◆ Ask for the Manager of the department of the product you will be promoting.
- ◆ Make sure you have the UPC and Retailer codes and all necessary information available before you make the call.
- ◆ Call early in the day, if possible. Most department managers begin their day early and calling the store will help insure that you get to talk to the department manager.
- ◆ Make sure to mention to the department manager what type of event you will be doing and if an outlet is required.
- ◆ Verify that there is enough products in the store to support this event, based on the department manager's requirement.
- ◆ If there are not enough products to support this demo, ask the manager when they expect the shipment to arrive.
- ◆ If a shipment is not scheduled to arrive prior to the first event date, call the Field Support Hotline 877-699-6275 for further instructions.
- ◆ Record the date of your call and the name (first and last) of the Department Manager you spoke with on your PromoReports Form.
- ◆ Be aware Spartan Hours are: 12-6PM on weekdays, 10-4PM on Saturdays, and 11-5PM on Sundays.
- ◆ There is an un-paid half-hour break time for a meal per demonstration.

Checking In

- ◆ Immediately upon arrival, Every ES must check in with the Store Manager or manager in charge by letting them know they are there and will be demonstrating.
- ◆ The Store Manager will usually say where they would like the demo to be set up.
- ◆ Locate the Department Manager to help you set up the event. Most Department Managers have the Intermec Handheld and they are able to distribute inventory numbers. Ask them to scan your product UPC codes to give you beginning inventory counts and log that information on the PromoReport Form.
- ◆ Some programs require a specific table set-up, and this will be outlined in the training manual. The ES should proceed with purchasing sample product, if necessary, as per the instructions in the program training manual that was sent with the kit.
- ◆ The ES should then proceed with a check in swipe of their Comdata card they received in their kit. The ES will need to match the UPC code of the sample product listed in the Training Manual with the corresponding item shelf tag. (The instructions are listed in each Training Manual and this manual).
- ◆ The ES should study product ingredients and nutritional information per serving for all items they are sampling in order to be knowledgeable and have the ability to convey information to consumers.



Know Your Store (Personnel, Hours, Layout)

- ◆ If you are reporting to a new store, please arrive early and take a few moments to locate a store map from the customer service area.
- ◆ Identify product categories in each aisle.
- ◆ While promoting a product, you want to be able to direct the shopper to the product location.
- ◆ Identify where the electrical outlets are for future events that may require electricity.
- ◆ Note store hours and confirm phone and fax numbers.
- ◆ Introduce yourself to the store manager in the department that you will be working in. Review demo station set-up with each department manager so repeat visits allow you to set-up faster.

Coupons

- ◆ The ES should be aware of the current coupon redemption policy in their stores.
- ◆ **Coupons should never be used to purchase the product used for sampling unless otherwise noted in the training manual.**
- ◆ Always remember to check the expiration date on the coupons.
- ◆ Expired coupons should never be distributed to consumers.
- ◆ Any issues with coupons at the store level should be referred to the Field Support Hotline for assistance: 877-699-6275 .
- ◆ Be sure you know the price of the product, minus the value of the coupon so you can promote the lower price to increase sales. "Today our Kellogg's Mini Wheats are \$3.89 per package. With this \$1.00 off coupon, they are only \$2.89 per package, and can be found in aisle 6."

SpartanNash Purchase Cards

- ◆ You will receive a blue PromoWorks debit card in our project kits.
- ◆ You must activate the card 24 hours prior to event.
- ◆ Cards are single-use only for each project and must be disposed of immediately following a project.
- ◆ This card is to only be used for the purchase of event products.
- ◆ You may only purchase the items necessary for your event, as outlined in your sales plan.
- ◆ You are the only person authorized to use you individual card.
- ◆ In your event manual is the list of items that you are allowed to purchase with the appropriate UPC code.

Table Set-Up

- ◆ Follow the directions provided in your manual to display the product and Point of Sale Materials.
- ◆ Try to set up your materials ahead of time. All equipment required will be available for you at the store.
- ◆ Please check with the Store Director if it is your first time working at a specific Spartan location for further direction on where to locate the event equipment and tables. Please restore all event equipment to its original location and state upon completion.
- ◆ Try to set up your table near the product or product display.
- ◆ Working with your store or department manager.
- ◆ If the item is shelf stable (not frozen or refrigerated), set up a neat, merchandised display of your product on your table, for immediate sales.

Running out of Product or Funds Early

- ◆ If you should run out of product before the completion of your project, do not leave the store! You can continue to promote the product through couponing, if the store manager/department manager allows.
- ◆ In addition to checking with the department manager for product availability, there is the Grocery Replenishment Specialist who can verify if a specific UPC is in stock. Additionally Spartan has substitute items.
- ◆ If your featured items are not in stock, call your field supervisor and they will direct you on how to proceed.
- ◆ If you are running out of product:
 - Use smaller sample portions
 - Continue to promote items through customer engagement and/or couponing ONLY, if the store/department manager will allow.

Engaging the Consumer – Sight, Smell, Taste, Connect

- ◆ **Engaging the shopper and selling the product is your #1 job! Arrive at your event completely prepared and know your product.**
- ◆ Make sure you have read through your **Event Training Manual**, along with product features and benefits **before you arrive at the store.**
- ◆ Be sure to know if you will need an electrical outlet to execute your event.
- ◆ Helpful Tips:
 - Get additional product information from the product website.
 - Know where to stand
- ◆ The most effective way of engaging customers is to stand at the side of the table **not** behind the table. By standing at the side of the table, you will be able to step into the aisle and actively engage all customers in a welcoming and enthusiastic way. If it is an event that requires cooking, please stand behind the table as to prevent consumer injury,.
- ◆ If your project calls for an appliance, make sure to stand at the side of the table where your appliance is set. Standing at the side of the table, where the appliance is located, will also allow you maximum access to customers while giving you maximum control over the appliance. Use all signage provided within your kit materials.
- ◆ When conducting cooking events, the smell and aroma will bring consumers to your table.
- ◆ Free tasting samples are a risk-free opportunity for shoppers to try your product.
- ◆ Enthusiastic, verbal engagement with shoppers is very important.
- ◆ Know the product's attributes, price, location and selling points.
- ◆ Finally, ask for the **SALE.**

The Safety Zone

- ◆ Allergy Warnings– Make sure to display any allergy warning signs that are included in your event training manual or kit.
- ◆ Health and Safety– Refer to the Sample Safe Guide located on the online Engagement Specialist Portal.

Uniforms

- ◆ Provided for you:
 - Temptation Station Black Apron
 - Temptation Station Black Hat
 - Name Badge
- ◆ Provided by you:
 - White long sleeve oxford style shirt
 - Black slacks
 - Black, closed toe, rubber soled shoes
 - Black socks
 - *Most importantly, your smile.*



Checking out

- ◆ **You are NOT permitted to take any product from the store as it is the property of SpartanNash. All unused product from the demo MUST be returned to the Customer Service Desk.**
- ◆ Double check to make sure everything used during the event is restored to its original condition and state.
- ◆ Get a signature from the store manager or dept. manager on the back of your PromoReport Form.
- ◆ **Report your demonstration results to the number listed on the PromoReport Form sent in your kit.** You must do this immediately after executing a project.
- ◆ Please put your paperwork and receipts in the store binder after you have reported.
- ◆ **After calling and reporting your event,** log on to the Engagement Specialist Portal (esmyhome.promoworks.com/portal/account/logon) to enter time and expenses on your Engagement Specialist online profile. Time entries should include the store pre-call, debit card activation, amount of time spent at the demonstration table, unpaid break time, and your execution-report call.

Well there you have it, you are the face of PromoWorks!

Know SpartanNash policies.

Be safe and sanitary.

Be on time.

Get to know your stores and your managers.

Know your product.

Be prepared.

SpartanNash Certification

Test Your Knowledge

To begin your SpartanNash Certification Test, please visit:

<http://promoworks.advantone.com/pwl.c/>

1. SpartanNash's culture is what distinguishes the company a great and wonderful place to work.
 - A. True
 - B. False
2. If you purchase items, such as a bottle of water or a sandwich, from the deli at lunch, you may discard the receipt once you have made your purchase?
 - A. True
 - B. False
3. You should contact Spartan _ days in advance if you can.
 - A. 1
 - B. 5
 - C. 2
 - D. 7
4. To guarantee the correct product, you will need to match it with what?
 - A. Another product
 - B. The training manual
 - C. The store's website
 - D. A coupon
5. The UPC code listed on the barcode of the product does not have to match the UPC codes of the sample product listed in the training manual and with the corresponding shelf tag.
 - A. True
 - B. False
6. You can take your break in the Spartan break room.
 - A. True
 - B. False
7. The most effective way of engaging customers is to stand _____.
 - A. In front of the table.
 - B. Behind the table.
 - C. At the side of the table.
 - D. 5 feet from the table.
8. Standard SpartanNash uniform is black pants or skirt, black closed toed shoes, white, long-sleeved button down shirt, black Temptation Station apron & cap, and Temptation Station badge with name, professionally labeled on the badge, along with a friendly smile.
 - A. True
 - B. False
9. You are allowed to use a SpartanNash cart to store products next to your temptation station while executing an event.
 - A. True
 - B. False
10. If you run out of product while demonstrating, you should immediately pack up your things and leave.
 - A. True
 - B. False
11. You are NOT permitted to take any product from the store as it is the property of SpartanNash. Unused product must be returned to _____.
 - A. PromoWorks
 - B. Crossmark
 - C. The Customer Service Desk
 - D. The garbage.