2020 Vendor Opportunities
Partnering with INFRA

INFRA Deals offers you a central point of contact for promoting your brand to a network of independent natural food retailers. Promotions run for one calendar month and feature both distributed as well as direct manufacturers.

THE NEW INFRA FLYER

With a complete rebrand of INFRA, we are pleased to announce that the flyer design, components, features, and shopability are all being evaluated to ensure that we produce the best possible product for all stakeholders. That means we balance the needs of our vendor partners, our members, and ultimately the end users, our customers.

Utilizing SPINS data, the new flyer will continue to feature INFRA top sellers at competitive price points while also focusing on product standards like organic certification and Non-GMO Project verification to further INFRA’s mission regarding sustainability. With the knowledge that the desire for paper use continues to decline, INFRA invests to provide members with both the print and multiple digital versions of the flyer for all their individual distribution needs.

Currently published in five regional versions, the INFRA flyer contains region specific ads and pricing alongside national ads. Please note that vendors that do not qualify for national ads may qualify for regional ad opportunities.

National Promotional Opportunities

PRODUCT ADS

High performing UPCs (INFRA Max ACV ~70%) with superior product attributes qualify to be featured nationally in the INFRA flyer.

LARGE FRONT PAGE AD UPGRADE

High performing UPCs (INFRA Max ACV ~80%) with superior product attributes qualify to be selected for 1 of 2 large front page ads. Proposals for the Large Front Page Ad Upgrade must accompany a national ad contract.

CONTENT ADS

Content Ads offer the opportunity to tell your company story, educate consumers, and share recipe ideas using your products. Content Ads are available to vendors with an accompanying national INFRA Deals product ad in the same month. Acceptance is based on space availability.

COMPLIMENTARY TPRS (TEMPORARY PRICE REDUCTIONS)

TPRs are promotions included with monthly deals and delivered to INFRA Members but do not appear in the flyer. TPRs are accepted at no charge for vendors planning to run multiple national ads with INFRA.

PAID TPRS

For a product that meets the criteria listed below, vendors may submit a TPR for a fee:

- Does not qualify to run a national ad
- Is seasonally appropriate
- Possesses quality product attributes (Organic, Non-GMO Project Verified, etc.)
- Performing well in INFRA Member stores

Regional Promotional Opportunities

High performing UPCs (INFRA Max ACV ~60%) with superior product attributes qualify to be featured regionally in the INFRA flyer.
Other Promotional Programs

**EVERYDAY LOW PRICES (EDLPS)**
INFRA facilitated EDLPs are a great way to support retailers’ efforts in staying competitive at shelf on key items. Vendors committing to our EDLP program must meet the following criteria:

- Distribution EDLPs must be facilitated through KeHE
- EDLPs must run for a minimum of six months
- EDLPs are offered to all INFRA Members

**NEW PLACEMENT OFFERS (NPOS)**
New Placement Offers (NPOs) give you an opportunity to gain distribution with our INFRA Member stores. NPOs are a selective offering sent out in a monthly communication to INFRA Members. To be considered for the NPO program, please submit proposals, including samples, to INFRA. If accepted, there is a fee to participate as well as the cost of the product fill to INFRA Members requesting placement. NPOs must meet one of the following criteria:

- Offer represents a new line or new SKU from a high performing brand
- Line or product with low placement is showing outstanding growth with INFRA Member stores
- Wild card item(s) must be innovative, have superior product qualities and attributes, and be deemed an excellent match for INFRA Members

**POP-UP DEALS**
INFRA retailers are always looking for new points of differentiation in store. INFRA Pop-up Deals are another way for vendors to support our members in these efforts through promotions outside of the monthly flyer. INFRA is open to exploring opportunities to participate in a pop-up deal including but not limited to volume deals, cause driven initiatives, and first-to-market. Please work with your INFRA Category Lead on exploring pop-up opportunities.

**RANGEME**
RangeMe is an online platform that connects products to buyers. INFRA Category Leads use this tool to review new products. More information at help.RangeMe.com.

New Vendor to INFRA Promotions? Visit RangeMe.com/INFRA for information.
Promoted with INFRA before? Contact promos@inretailers.com.
MARKETING OUTREACH OPPORTUNITIES
The INFRA Marketing Program provides INFRA Members with clear, consistent, and effective consumer messaging - which allows our members to access tools and resources that directly benefit their marketing and communication efforts. To learn more about the programs listed below, please contact Meggie Smith at msmith@infretailers.com.

ANNUAL CONFERENCE • AUGUST 4-7, 2020
The INFRA Annual Conference continues to grow each summer, drawing retailers from all over the country for keynotes, workshops, tours, best practice sharing, and a tabletop. The tabletop show is a great opportunity to meet with INFRA Retailers one-on-one, educating them about products and offering show deals. Applications to take part in INFRA's tabletop are very competitive, and INFRA gives priority to vendors who actively participate in INFRA Deals. Requests for Proposals for tabletop participation go out early in the calendar year. INFRA Annual Conference dates subject to change.

ACADEMY OF RETAIL TRAINING
The Academy of Retail Training (ART) is an online educational platform designed to provide industry specific curriculum for INFRA Member stores. ART broadens your educational outreach for brand and product trainings. Communicate directly with our customer-facing team members and provide company and product profiles, quality assurances, and key points of differentiation. How it works:

- You prepare the course content, images, videos, and web links
- As team members complete courses, their scores are reported
- Receive reports detailing the number of times your course has been downloaded, assigned, and completed.

BUSINESS-TO-CONSUMER (B2C) CAMPAIGNS
The INFRA team curates vendor supplied recipes, toolkits, and campaigns to deliver to INFRA retailers. The objective is for INFRA members to be able to use the materials on their social media platforms, websites, or in-store.

BUYERS NEWSLETTER
This newsletter goes out to INFRA Member buyers, offering pertinent, up-to-date information on INFRA programs, upcoming events, and opportunities related to monthly promotional themes and product updates.

CATEGORY MANAGEMENT AND REVIEWS
Category Reviews provide INFRA Members with in-depth consumer insights and customized analysis from market data as well as INFRA specific data. This provides the framework for INFRA Members to execute category management to optimize product decisions and manage competitive landscapes. INFRA reviews are for the educational support of our members and are not intended to supplant our members’ own placement decisions. To learn more about the opportunities listed below, please contact Matt Ryan at mryan@infretailers.com.

Category Reviews offer two opportunities to partner with INFRA:

- Participation in the Review Process: We invite brands to partner with us to provide leadership and added benefit to INFRA Members through their participation and collaboration in the review process.
- Product Distribution: Vendors have the opportunity to offer first time placements to INFRA Members to fix-the-mix and gain distribution for new products. Products selected for this must be a top seller for filling voids or be new products with superior product qualities.

SPINS
INFRA is a key account of SPINS. In order to understand your success with INFRA stores, reports are available through SPINS to show distribution, promotional performance, overall sales, and store level sales. For more information, contact SPINS at (847) 908-1200 or www.spins.com.

All content in this brochure is subject to change.
INFRA Overview

INFRA is a purchasing cooperative owned and governed by independent natural and organic food retailers of all sizes working together to leverage our voice in the natural and organic food space. We unite our members for the purpose of providing operational support, leveraging purchasing power, and engaging in shared marketing activities.

Working together is how we compete and differentiate ourselves in the marketplace, and gives us a higher chance of success. The level of integrity and commitment of the retailers who are INFRA Members helps us shape a future together where we will be able to continue to bring high quality organic and local foods to our individual communities, because we have a shared vision and commitment. Our retail store fronts reflect the communities they serve and are so much more than grocery stores. They are community centers, education hubs, and local employers. They truly are the stewards of local economy, involved in advocacy, living wages and philanthropic activities.

As independents, our members can make choices concerning product without having “corporate” leading buying decisions. INFRA works with our vendor partners on behalf of our members and although there is a decision-making process when working with new vendors or products, INFRA allows room for flexibility based on trend, industry developments, etc.

INFRA Stats

INFRA represents over 250 independent retailers with 400 storefronts nationwide. Promotional sales were up 6.8% in 2018 over 2017.
INFRA Product Standards

At INFRA we believe in good clean food for all with a focus on Non-GMO and organic while understanding that sourcing locally is imperative for healthy, sustainable communities. We are committed to working with industry partners who align in values that translate in the supply chain from sourcing to product attributes at shelf. NGOs such as the Non-GMO Project, Friends of the Earth, and Climate Collaborative allow INFRA the opportunity to be on the leading edge of the real food movement, providing insight into our role within the food system and the positive impact our choices make to our climate and world.

INFRA provides a base set of standards to our supply chain and INFRA member stores set their individual product standards based on the values and missions of their stores as well as the specific needs of their communities.

We focus our partnerships based on the following attributes:

- Organic
- Non-GMO Project Verified
- Regenerative Agriculture
- Biodynamic
- B Corp
- Fair Trade
- Packaging – compostable and/or recyclable
- Wellness ingredient transparency