



NCG 2019 New Item Review Calendar

| Department | Category | Notes | Category Manager | Present to Category Manager | New Item Proposal Deadline | Retail Co-op Intro Month | NCG First Promo Month |
|--------------|--|--|------------------|-----------------------------|----------------------------|--------------------------|-----------------------|
| Grocery | Nuts, Trail Mix & Dried Fruit | | Donna | 8/3/18 | 8/10/18 | January | February |
| Refrigerated | Refrigerated Entrees | | Brian | 8/3/18 | 8/10/18 | January | February |
| Refrigerated | Refrigerated Yogurt & Kefir | | Brian | 8/3/18 | 8/10/18 | January | February |
| Grocery | Wellness Bars & Gels | Excludes refrigerated bars | Donna | 8/3/18 | 8/10/18 | January | February |
| Grocery | Cereal/Granola Bars | Includes Fruit Snacks and Toaster Pastries | Donna | 8/3/18 | 8/10/18 | January | February |
| Frozen | Bread & Baked Goods | Includes frozen, slacked out, and fresh/DSD breads | Kasey | 8/3/18 | 8/10/18 | January | February |
| Grocery | Salty Snacks | | Sunshine | 8/3/18 | 8/10/18 | January | February |
| Wellness | Protein Supplements & Meal Replacements | | Sunshine | 8/3/18 | 8/10/18 | January | February |
| Grocery | Entrees & Mixes | Dry Grocery category | Sunshine | 8/31/18 | 9/7/18 | February | March |
| Grocery | Dried Beans, Grains & Rice | | Sunshine | 8/31/18 | 9/7/18 | February | March |
| Refrigerated | Refrigerated Juices & Functional Beverages | | Brian | 8/31/18 | 9/7/18 | February | March |
| Refrigerated | Refrigerated Condiments | | Brian | 8/31/18 | 9/7/18 | February | March |
| Grocery | Nut & Seed Butters | | Donna | 8/31/18 | 9/7/18 | February | March |
| Grocery | Fruit Spreads, Jams & Jellies | | Donna | 8/31/18 | 9/7/18 | February | March |
| Wellness | Hair Care | | Kasey | 8/31/18 | 9/7/18 | February | March |
| Wellness | Deodorants & Antiperspirants | | Kasey | 8/31/18 | 9/7/18 | February | March |
| Wellness | Digestive Aids & Enzymes | | Sunshine | 8/31/18 | 9/7/18 | February | March |
| Grocery | Salsas & Dips | Dry Grocery category | Sunshine | 8/31/18 | 9/7/18 | February | March |
| Grocery | Condiments, Dressing & Marinade | | Sunshine | 10/5/18 | 10/12/18 | March | April |
| Refrigerated | Refrigerated Salsas & Dips | | Brian | 10/5/18 | 10/12/18 | March | April |
| Refrigerated | Refrigerated Tea & Coffee RTD | | Brian | 10/5/18 | 10/12/18 | March | April |
| Grocery | Tea & Coffee RTD | | Donna | 10/5/18 | 10/12/18 | March | April |
| Grocery | Soda & Carbonated Beverages | | Donna | 10/5/18 | 10/12/18 | March | April |
| Frozen | Frozen Desserts | | Kasey | 10/5/18 | 10/12/18 | March | April |
| Grocery | Candy & Chocolate | Excludes Fruit Snacks | Sunshine | 10/5/18 | 10/12/18 | March | April |
| Grocery | Baby Food & Toddler Snacks | | Sunshine | 10/5/18 | 10/12/18 | March | April |
| Grocery | Canned Meat, Poultry & Seafood | | Sunshine | 11/2/18 | 11/9/18 | April | May |
| Frozen | Frozen & Refrigerated Meat Poultry & | | Brian | 11/2/18 | 11/9/18 | April | May |
| Refrigerated | Refrigerated Plant Based Meat Alternatives | | Brian | 11/2/18 | 11/9/18 | April | May |
| GM | Household Cleaners & Supplies | | Donna | 11/2/18 | 11/9/18 | April | May |
| Grocery | Household Products | | Donna | 11/2/18 | 11/9/18 | April | May |
| Wellness | Sun, Bug & Lip | | Kasey | 11/2/18 | 11/9/18 | April | May |
| Wellness | Facial Care | | Kasey | 11/2/18 | 11/9/18 | April | May |
| Wellness | Vitamins & Minerals | | Sunshine | 11/2/18 | 11/9/18 | April | May |
| Grocery | Jerky & Meat Snacks | Excludes meat bars merch'd in Wellness Bars set | Sunshine | 11/2/18 | 11/9/18 | April | May |
| Grocery | Dry Pasta | | Sunshine | 12/7/18 | 12/14/18 | May | June |
| Grocery | Pasta & Pizza Sauces | | Sunshine | 12/7/18 | 12/14/18 | May | June |
| Grocery | Water | | Donna | 12/7/18 | 12/14/18 | May | June |
| Grocery | Juices | Excludes refrigerated category | Donna | 12/7/18 | 12/14/18 | May | June |
| Grocery | Functional Beverages | Excludes refrigerated category | Donna | 12/7/18 | 12/14/18 | May | June |
| Frozen | Frozen Breakfast Foods | | Kasey | 12/7/18 | 12/14/18 | May | June |
| Frozen | Frozen Plant Based Meat Alternatives | | Kasey | 12/7/18 | 12/14/18 | May | June |
| Wellness | Food Supplements | | Sunshine | 12/7/18 | 12/14/18 | May | June |



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| Grocery | Pickles & Olives | | TBD | 1/4/19 | 1/11/19 | June | July |
| Refrigerated | Refrigerated Cheese & Plant Based Cheese | | Brian | 1/4/19 | 1/11/19 | June | July |
| Grocery | Plant Based Milk | Excludes refrigerated category | Donna | 1/4/19 | 1/11/19 | June | July |
| Grocery | Shelf Stable Wellness Bars & Gels - refresh | Refresh only - limited new item launches | Donna | 1/4/19 | 1/11/19 | June | July |
| Wellness | Soap & Bath Preparations | | Kasey | 1/4/19 | 1/11/19 | June | July |
| Frozen | Frozen Appetizers & Snacks | | Kasey | 1/4/19 | 1/11/19 | June | July |
| Grocery | Salty Snacks - refresh | Refresh only - limited new item launches | Sunshine | 1/4/19 | 1/11/19 | June | July |
| Wellness | Protein Supplements & Meal Replacements - refresh | Refresh only - limited new item launches | Sunshine | 1/4/19 | 1/11/19 | June | July |
| Grocery | Oils & Vinegars | | TBD | 2/1/19 | 2/8/19 | July | August |
| Refrigerated | Refrigerated Eggs | | Brian | 2/1/19 | 2/8/19 | July | August |
| Refrigerated | Refrigerated Tofu | | Brian | 2/1/19 | 2/8/19 | July | August |
| Refrigerated | Refrigerated Yogurt & Kefir - Refresh | Refresh only - limited new item launches | Brian | 2/1/19 | 2/8/19 | July | August |
| Grocery | Shelf Stable Creams & Creamers | | Donna | 2/1/19 | 2/8/19 | July | August |
| Wellness | Oral Care | | Kasey | 2/1/19 | 2/8/19 | July | August |
| Wellness | Herbal Formulas | | Sunshine | 2/1/19 | 2/8/19 | July | August |
| Wellness | Homeopathic Medicines | | Sunshine | 2/1/19 | 2/8/19 | July | August |
| Grocery | Baking Mix & Ingredients & Flour | | TBD | 3/8/19 | 3/15/19 | August | September |
| Grocery | Sweeteners | Granulated, liquid | TBD | 3/8/19 | 3/15/19 | August | September |
| Grocery | Seasonings | Spices, extracts | TBD | 3/8/19 | 3/15/19 | August | September |
| Refrigerated | Refrigerated Pasta | | Brian | 3/8/19 | 3/15/19 | August | September |
| Refrigerated | Refrigerated Pasta & Pizza Sauces | | Brian | 3/8/19 | 3/15/19 | August | September |
| Refrigerated | Refrigerated Juices & Functional Beverages - Refresh | Refresh only - limited new item launches | Brian | 3/8/19 | 3/15/19 | August | September |
| Grocery | Cold Cereals | Cereal, Granola, Muesli | Donna | 3/8/19 | 3/15/19 | August | September |
| Grocery | Hot Cereals | | Donna | 3/8/19 | 3/15/19 | August | September |
| Frozen | Frozen Fruits & Vegetables | Includes potatoes | Kasey | 3/8/19 | 3/15/19 | August | September |
| Frozen | Frozen Entrees | Includes pizza | Kasey | 3/8/19 | 3/15/19 | August | September |
| Frozen | Frozen Pies & Other Desserts | Excludes ice cream & novelties | Kasey | 3/8/19 | 3/15/19 | August | September |
| Grocery | Cookies | | Sunshine | 3/8/19 | 3/15/19 | August | September |
| Grocery | Soup & Broth | | TBD | 4/5/19 | 4/12/19 | September | October |
| Grocery | Fruits & Vegetables | Fruit, Applesauce, Vegetables, Tomatoes, Beans | TBD | 4/5/19 | 4/12/19 | September | October |
| Grocery | Dessert Toppings | | TBD | 4/5/19 | 4/12/19 | September | October |
| Refrigerated | Dairy & Plant Based Dairy Alternatives Other | Butter, Sour Cream, Cottage Cheese, Cream Cheese | Brian | 4/5/19 | 4/12/19 | September | October |
| Wellness | Cosmetics & Beauty Products | | Kasey | 4/5/19 | 4/12/19 | September | October |
| Wellness | Body Lotion | | Kasey | 4/5/19 | 4/12/19 | September | October |
| Grocery | Crackers & Crispbreads | | Sunshine | 4/5/19 | 4/12/19 | September | October |
| Grocery | Packaged Coffee & Hot Cocoa | Excludes bulk | TBD | 5/3/19 | 5/10/19 | October | November |
| Grocery | Packaged Tea | Bags, loose | TBD | 5/3/19 | 5/10/19 | October | November |
| Refrigerated | Refrigerated Milk | | Brian | 5/3/19 | 5/10/19 | October | November |
| Refrigerated | Refrigerated Creams & Creamers | | Brian | 5/3/19 | 5/10/19 | October | November |
| Refrigerated | Refrigerated Plant Based Milk | | Brian | 5/3/19 | 5/10/19 | October | November |
| GM | Pet Food & Treats | | Donna | 5/3/19 | 5/10/19 | October | November |
| GM | Pet Care & Wellness | | Donna | 5/3/19 | 5/10/19 | October | November |
| Wellness | Aromatherapy & Body Oils | | Kasey | 5/3/19 | 5/10/19 | October | November |
| Grocery | Candy & Chocolate - refresh | Refresh only - limited new item launches | Sunshine | 5/3/19 | 5/10/19 | October | November |



NCG 2019 Category Manager Contact Information

| Category Manager | Category | Contact Information |
|-------------------------|--|---|
| Kasey Jorenby | Body Care, Lifestyle, Frozen | kasey.jorenby@ncg.coop (866) 709-COOP, ext. 2973 |
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| Sunshine Squires | Supplements, Baby, Snacks, Main Meal | sunshine.squires@ncg.coop (866) 709-COOP, ext. 2308 |
| Brian Larson | Fresh, Refrigerated, Frozen Meat & Seafood | brian.larson@ncg.coop (866) 709-COOP, ext. 2602 |