



Memo

Date: January 20, 2020
To: Valued Trade Partners
From: Jason Stein
Subject: NCG Program Update for July-December 2020

Program Fee Changes

We're proud to share that NCG is growing! Along with healthy same store sales growth in 2019, NCG members added additional square footage in the form of expansions, relocations and new locations that are forecasted to bring in an additional \$60M in sales over the course of a year. We anticipate even more new growth in our system with additional square footage coming online in 2020. Our flagship promotions program, Co+op Deals, is also growing, at a rate faster than our same store sales and was more productive on a per ad basis year over year. Along with that growth and improvement in program performance, NCG is implementing Co+op Deals ad fee increases in the second half of 2020 beginning with July promotions. The ad types impacted include the large cover, national inside ad and off shelf program. Download sell sheets with updated fee schedules and submit your second half proposals at partnerconnection.ncg.coop.

Second Half Category Review Calendar

Our Second Half Category Review Calendar is now posted at partnerconnection.ncg.coop and includes our first ever Core Sets Program category reviews. We are not conducting category reviews or otherwise launching new products for the July and August reset months. We are reviewing new products under our legacy New Item program for launch in September before we transition to our enhanced Core Sets category reviews for October, which will include two categories. If you haven't heard about our Core Sets Program or would like more information, please view a recording of an info session webinar found [HERE](#) and under the News & Events section of Partner Co+nnnection.

Co+op Deals Proposal Deadlines

Proposals for July promotions and beyond can be submitted starting today, Tuesday, January 21. The deadline for July's submissions has been extended to Monday, February 3. Should you have concerns with meeting this new deadline please contact your category manager.

Building on the success of last year, we are combining November and December promo planning to ensure better continuity and effectiveness in these key months. The December



promotions proposal deadline is moved up to June 1, 2020, which is the same date November proposals are due.

Co+op Deals Demo Option Ending

Due to low vendor partner participation, we are ending the demo option in our promotional program. Beginning with July 2020 promotions proposals, NCG will no longer be accepting demos added on to a Co+op Deals promotion or coupon proposal. We'll also be removing the demo selection option from those proposal types in Partner Co+nnexion.

Additional UNFI Warehouse

UNFI has transitioned NCG member co-ops in Florida from the Atlanta warehouse to the Sarasota, FL warehouse. Vendor partners participating in Co+op Deals, Co+op Basics and the New Item Program may begin to see deductions and slotting requests from the Sarasota warehouse on behalf of NCG.