



## 2020 New Items

With the launch of June new items, NCG has concluded our regularly scheduled new item introductions for 2020. However, we are still interested in reviewing products and, with the right combination of brand and broker or direct sales force support, we will launch a limited number of compelling new products in NCG co-ops during the second half of this year. Since we aren't working off of a category review calendar, here is some guidance for the types of new products NCG category managers are seeking:

- Products that:
  - Meet the needs of shoppers in categories where existing brands are struggling from a supply standpoint due to the abrupt shifts in consumer buying behavior.
  - Are value-positioned from a price-point or price-per-ounce standpoint to reach more shoppers of all means.
  - Are aligned with the trends that consumers were responding favorably to prior to the pandemic. Products that reflect co-ops' role for their communities in providing the latest and greatest natural, health and wellness products available.
  - Allow shoppers to vote with their dollars in building a more inclusive economy: products from minority-owned, LGBTQ-owned, indigenous owned, women-owned brands.
  - Contain CBD, particularly ingestible products. NCG co-ops were trailblazers of the CBD trend and we're seeking products that keep co-ops on the leading edge.
  - Have responsible packaging central to their value proposition, especially reduced or no plastic.
  - Are from brands with strong commitments to climate action and/or regenerative agriculture.

## Product Samples Update

We've resumed receiving samples at NCG offices but require that all samples be mailed or shipped in. We are not receiving product samples dropped off locally to NCG offices. Please reach out to the appropriate category manager and refer to our samples guidelines at [Partner Connection](#) before shipping samples.

## 2021 Category Review Calendar

Our 2021 Category Review calendar is now available on [Partner Connection](#) and marks the launch of our Core Sets program. In addition to key deadlines and contact info for NCG's category managers, the calendar also designates two separate types of reviews:

1. Our *Full Reviews* include expanded placement of proven mature items along with a mix of complementary new items, full promotional planning, potential retail price ceilings with EDLP cost supports, and full reset support at retail.



- 2. Our *New Items Only Reviews* include a limited category review that offers an option to introduce new items at co-ops between full reviews and feature only new item launches that support the strategy set for the category.

The first three rounds of category reviews will be New Items Only reviews with the resets for our first Full Reviews occurring in April. To be considered for either type of review, reach out to the appropriate category manager by the deadline listed for your product’s category.

**2021 Promotional Planning**

NCG’s category managers are now forming category level plans for 2021 promotions. In July, they will be collaborating with many vendor partners to build promotional plans at Co+Lab, NCG’s annual promotional planning event. Not attending Co+Lab? To be included in our 2021 plans, download our 2021 promo planner template from [Partner Connection](#), complete your plan and email it directly to your category manager. Brands not attending Co+Lab must email promo planners to the category manager by Friday, June 19.

**Disco+ver Coupons**

We are extending the suspension of our Discover printed coupon book through the first half of 2021. Coupons will continue to be featured via our at-shelf coupon tear pads. Our Disco+ver coupon tear-pads deliver strong results for brands and savings for shoppers. We will reassess whether to resume producing the Disco+ver coupon book for the second half of 2021.

**Cause Promotions + Sweepstakes**

Our Cause Promotion and Sweepstakes program is on pause for the first half of 2021 as we continue to focus on a number of other marketing and retail initiatives. This will be reevaluated as we approach second half 2021 planning.

**First Half 2021 Program Fees**

The following table reflects our program fees for both promotions and product launches occurring in January through June 2021. Detailed program sell sheets will be available at [Partner Connection](#) in late June.

Program Type	1st Half 2021 Fee
Large Cover	\$9,000.00
6x Inside	\$18,000.00
4x Inside	\$9,000.00
2x Inside	\$7,000.00
National Inside	\$6,500.00
Regional Inside	\$2,500.00
National Featured Shelf	\$3,500.00



Regional Featured Shelf	\$1,500.00
Off-shelf	\$4,000.00
TPR	\$750.00
Disco+ver Coupon	\$4,000.00
Core Sets Distribution Void Fill*	\$2,000.00
<i>*during full reviews only</i>	
Core Sets New Items/Line Extensions	\$4,000.00