

Retailer-Supplier Collaboration

Michelle Harmon-Madsen
SVP, Brand Partnerships



Maximize Partnerships

- Understand customer path to purchase
- Create authentic programming that matters to consumers
- Be present on their journey

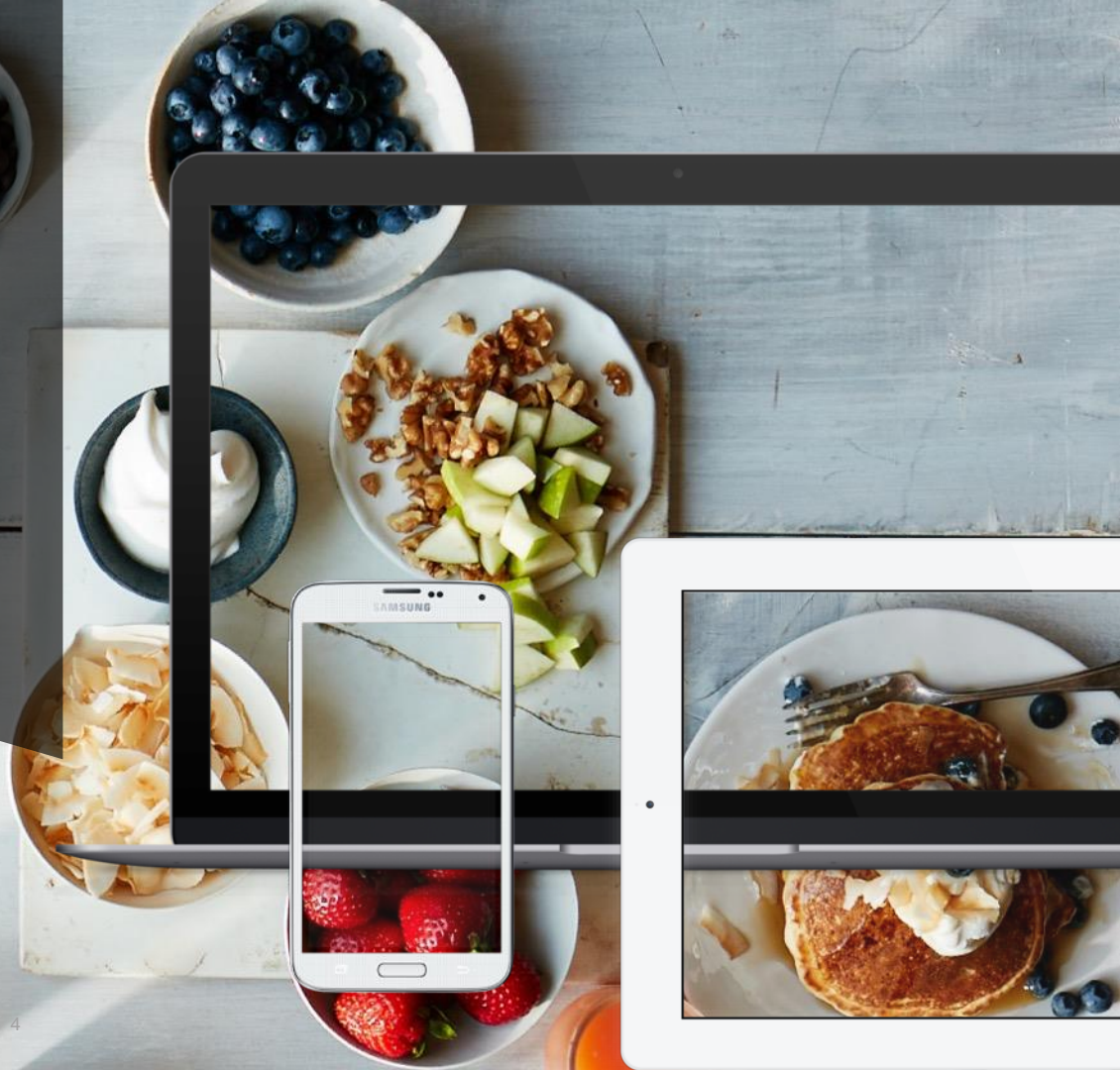


Why grocery shopping is so hard

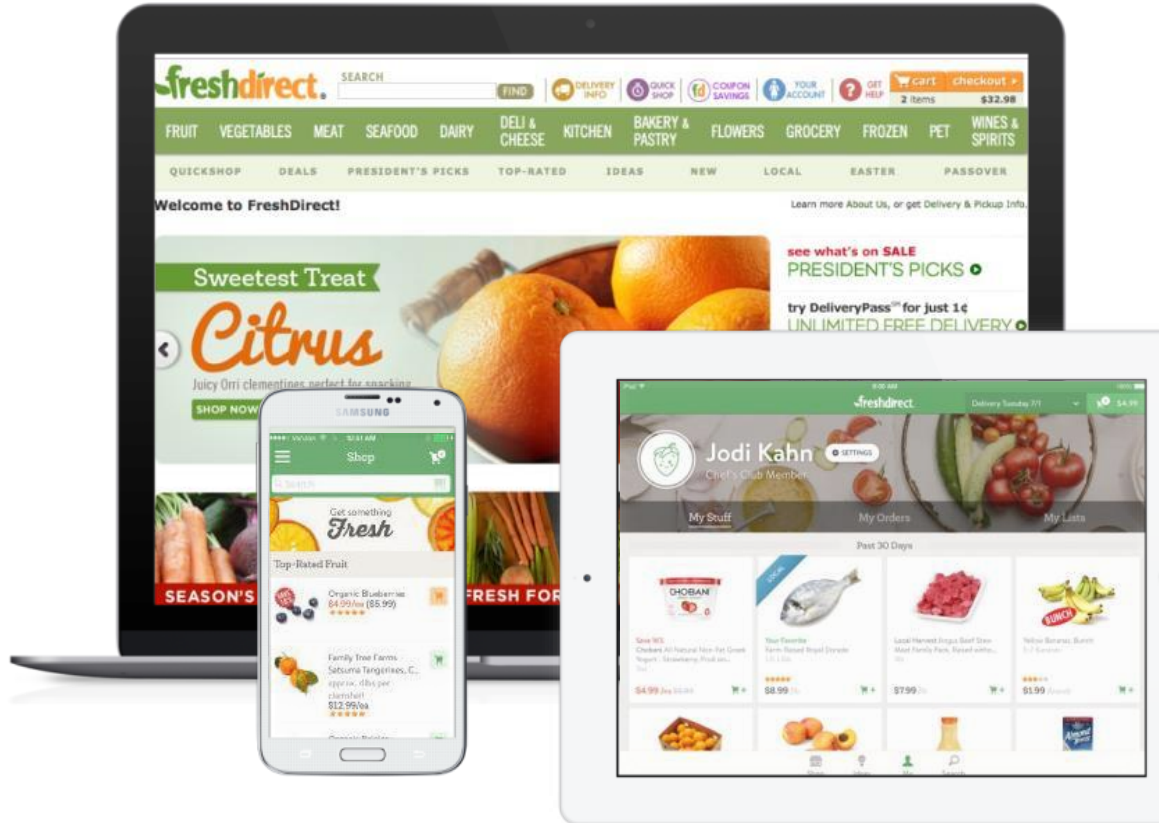




We exist to
take the stress
out of food
shopping



Three virtual stores




Mobilizing the Path to Purchase

 freshdirect®



Opportunities to inspire and excite our customers



GO FORTH & GRILL

Tender & Juicy Meat
GET GRILLIN' 🍖

Fresh from the Sea
GO FISHIN' 🐟

Check out our newly expanded wine selection!
Plus everything you need to throw an end-of-summer party
CHEERS! 🍷

Snacks to Celebrate the End of Summer
DIP, SIP, SNACK! 🍷🍷🍷

SAVE \$5



Hallow-Eats II
THE YUMMY RETURNS...

The CANDY SHOP
FILL YOUR BOWL 🍬

Party PLATTERS

Pick up A PUMPKIN
VISIT THE PATCH 🍂

Easy ENTERTAINING
CHIPS, DIPS, & SIPS 🍷

BONE APPÉTIT 🍷

Healthier HALLOWEEN

Swoozy SPIRITS

STIR UP SPOOKY TRICKS, TREATS, AND TIPS ON OUR BLOG.
GET SPOOKY 🍷



Back 2 School
Everything little learners need to take on the day.

UP TO 25% OFF

BREAKFAST
START THE DAY THE RIGHT WAY
Breakfast items to get 'em going.
TOTAL UP 🍷

GET CREATIVE WITH MUFFIN TOPS
GO MUFFIN 🍷

LUNCH
IT'S NOON AND WE'RE GETTIN' HANGRY!
Sandwich fillers and other lunchbox heroes for star students.
LUNCH & LEARN 🍷

PLAN YOUR LUNCH COMBINATIONS
LUNCH 🍷

Ziploc

Spring Celebrations

3-Week Promotional Period

Consumer Touchpoints

- Themed Landing page
- Curated Shopping Page
- In-box Brochure
- Sampling / Street Team
- Palm Card
- Blog Posts
- Social Media
- Banner Ads
- Digital Billboard

#celebratespring

Spring Celebrations

Get in the swing of all things spring!

Showers & Flowers

From baby and bridal showers to a Cinco de Mayo celebration, we have everything you need to brighten up your spring gatherings including beautiful bouquets, tasty snacks, refreshing beverages, and handcrafted platters. [Get Inspired](#)

PARTY ON

Cinco (& Seis) de Mayo

Viva la fiesta! Get a little taste of Mexico delivered right to your door with classic holiday faves (guac and salsa), import beers, and other drinks. And if things get a little too loco, we've got Hangover Helpers for the day after. [Get Inspired](#)

FIESTA!

Melon and Prosciutto Dip

Whether hosting or guest-ing this spring, make this sweet-and-salty dip and you'll soon be the crowd favorite. [Get Full Recipe](#)

GET INGREDIENTS

Bai Time for a Smoothie

Celebrate the return of warmer weather with a tropical treat. Our friends at Bai sent us a deliciously decadent Coco-Choco Almond Smoothie, chock full of coconut flavor. [Get Full Recipe](#)

GET INGREDIENTS

You're the Bomb, Mom

With spring in full bloom, it's time to

Pack It Up

It's time to head outside, and we have

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Sampling

Custom palm card for added promotion

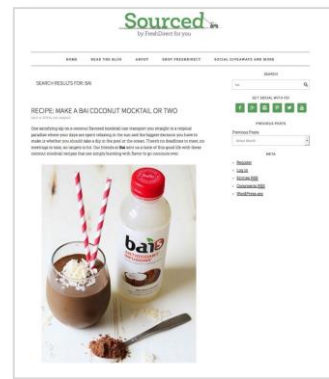
Social

Customized posts for relevant occasions



Blog

DIY guidance and creative fun



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GET INGREDIENTS



freshdirect.

SEARCH

FIND

DELIVERY INFO

QUICK SHOP

COUPON SAVINGS

YOUR ACCOUNT

GET HELP

cart checkout 0 item \$0.00

FRUIT VEGETABLES MEAT SEAFOOD DAIRY DELI & CHEESE KITCHEN BAKERY & PASTRY FLOWERS GROCERY FROZEN PET WINES & SPIRITS

COUPONS DEALS PRESIDENT'S PICKS TOP-RATED IDEAS NEW LOCAL EASTER PASSOVER

WHAT'S GOOD

Paris In The Sprin...

ALL PRODUCTS

Bon Appétit
Crème de la Crème
Desserts
La Boulangerie
Les Fromages

What's Good



Celebrate the return of warmer weather with a tropical treat. Our friends at Bai sent us a deliciously decadent Coco-Choco Almond Smoothie, chock full of coconut flavor. [Get Full Recipe](#)

< 1 2 > 1-30 of 45 Show All

Bai Time For A Smoothie

Smoothie Ingredients

<p>Bai 5-Calorie Antioxidant Infusion Drink, Molokai Coconut, Case, 12oz, 18oz ea \$2.39/ea (\$2.12/pl)</p>	<p>Bai 5-Calorie Antioxidant Infusion Drink, Molokai Coconut, Case, 12oz, 18oz ea \$25.49/ca (\$1.89/pl)</p>	<p>Yellow Bananas ★★★★☆ \$0.88/lb</p>	<p>Organic Yellow Bananas ★★★★☆ \$0.99/lb</p>	<p>Just FreshDirect Freshly Ground Almond Butter, 12oz \$8.99/ea (\$11.99/oz)</p>
<p>Justin's All-Natural Classic Almond Butter, 16oz \$13.99/ea (\$1.99/oz)</p>	<p>Just FreshDirect Cocoa Extract, 2oz \$4.59/ea (\$35.31/pl)</p>	<p>Nielsen-Massey Pure Almond Extract, 4oz \$8.99/ea (\$35.96/oz)</p>	<p>Hershey's Cocoa Powder, 8oz \$3.99/ea (\$7.98/oz)</p>	<p>E. Guittard Cocoa Rouge (Red Dutch Process) Cocoa Powder, 8oz \$7.99/ea (\$15.98/oz)</p>

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GET INGREDIENTS



In-Box Brochure

Inspiration and ideas to delight consumers



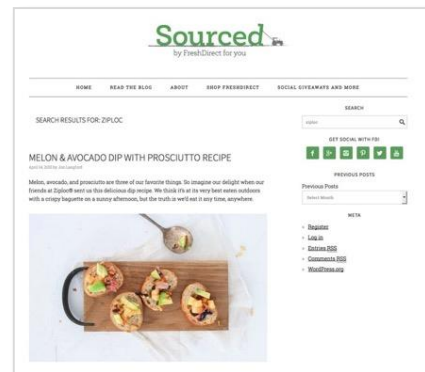
Social

Customized posts for relevant occasions



Blog

DIY guidance and creative fun



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GET INGREDIENTS



Spring Celebrations

Melon and Prosciutto Dip

Whether hosting or guest-ing this spring, make this sweet-and-salty dip (using Ziploc bags with new Easy Open Tabs) and you'll soon be the crowd favorite. [Get Full Recipe](#)

Ziploc

NEW
EASY OPEN TABS



< 1 2 > 1-30 of 45 Show All

Melon and Prosciutto Dip

The Perfect Mix Of Sweet & Savory



Cantaloupe

★★★★★

\$5.99/ea

Save! 2 for \$7.00



Honeydew Melon

★★★★★

\$5.99/ea



Organic Cantaloupe

★★★★★

\$3.99/ea \$4.99

Save! 2 for \$7.00



Fresh Cubed Cantaloupe

★★★★★

8oz

\$4.99/ea

Save! 2 for \$9.00



Citterio

Fresco Prosciutto

4oz

\$6.49/ea (\$25.96/lb)

Go Forth & Summer

2-Week Promotional Period

Consumer Touchpoints

- Themed Landing Page
- Curated Shopping Page
- Themed Banner Ads
- Email
- Blog Posts
- Social Media



#FDGoForth

GO FORTH & SUMMER

PEAK PRODUCE
Enjoy the freshest of the season.
FRUIT & VEG

JOIN THE ACTIVIA CHALLENGE
Enjoy delicious probiotic yogurts
YOGURT ON!

BEAT THE HEAT
Drinks and snacks that keep you cool!
HYDRATE!

V8 FOR THE WIN
2 servings of veggies in every cup
VEG OUT!

SUMMERTIME JAMS
Whether you're on the go or lounging

1. **The Classic Bloody Mary:** Mix together your vodka of choice, Worcestershire, Tabasco, salt, pepper, lemon juice, and V8 vegetable juice.

Classic Bloody Mary

CLASSIC BLOODY MARY INGREDIENTS
Vodka + V8 + Worcestershire
+ hot sauce + lemon juice + salt + pepper

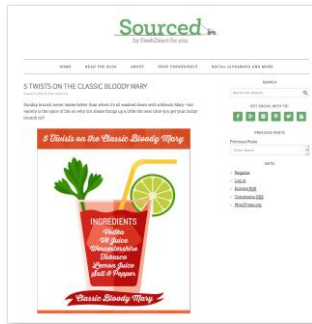
Social

Customized posts for relevant occasions



Blog

Recipe ideas for inspiration





WHAT'S GOOD

Make a Bloody Ma...

ALL PRODUCTS

Make A Bloody Mary
Other V8 Favorites
V8 Vegetable Juice

What's Good



1-18 of 18

Make a Bloody Mary with V8!

V8 Vegetable Juice



V8
Vegetable Juice
46oz
\$2.99/ea ~~\$3.99~~
Save 25%
(\$1.04/pt)



V8
Low Sodium Vegetable Juice
46oz
\$2.99/ea ~~\$3.99~~
Save 25%
(\$1.04/pt)



V8
Vegetable Juice
5.5oz cans 6pk
\$3.39/ea ~~\$4.49~~
Save 26%
(\$9.97/pt)



V8
Vegetable Juice, Case
5.5oz can, 48 per case
\$32.99/cs (\$1.94/pt)

#FDGoForth

GO FORTH & SUMMER

PEAK PRODUCE
Enjoy the freshest of the season.
FRUIT & VEG

JOIN THE ACTIVIA CHALLENGE
Enjoy delicious probiotic yogurts
YOGURT ON!

BEAT THE HEAT
Drinks and snacks that keep you cool!
HYDRATE!

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2 servings of veggies in every cup
VEG OUT!

SUMMERTIME JAMS
Whether you're on the go or lounging

freshdirect Search **Go** Your Account **Reorder** Delivery Info Help **Your Cart** 0 item \$0.00

FRUIT VEGETABLES MEAT SEAFOOD DAIRY DELI & CHEESE KITCHEN BAKERY & PASTRY FLOWERS GROCERY FROZEN PET WINES & SPIRITS

COUPONS DEALS PRESIDENT'S PICKS TOP-RATED IDEAS LOCAL SUMMER FAVES

WHAT'S GOOD

Activia Challenge
Brand-Name Deals
DeliveryPass
Fresh Deals
Great Right Now Produce
Great Right Now Seafood

What's Good

JOIN THE ACTIVIA CHALLENGE

1-6 of 6

Activia Challenge

Dannon
Activia Vanilla Yogurt
4pk (4.4oz each)
\$2.39/ea ~~\$2.99~~
Any 2 Activia for \$4.00
(\$2.17/lb)
Mix'n'Match

Dannon
Activia Yogurt, Mixed Berry
4pk (4.4oz each)
\$2.39/ea ~~\$2.99~~
Any 2 Activia for \$4.00
(\$2.17/lb)
Mix'n'Match

Dannon
Activia Yogurt, Peach
4pk (4.4oz each)
\$2.39/ea ~~\$2.99~~
Any 2 Activia for \$4.00
(\$2.17/lb)
Mix'n'Match

Dannon
Activia Strawberry Yogurt
4pk (4.4oz each)
\$2.39/ea ~~\$2.99~~
Any 2 Activia for \$4.00
(\$2.17/lb)
Mix'n'Match

Dannon
Activia Lowfat Yogurt, Peach & Strawberry, Multi-Pack
12ct, 4oz ea
\$5.39/ea ~~\$5.99~~
Any 2 Activia Multi-Packs for \$10.00
(\$1.80/lb)
Mix'n'Match

Fresh Connections

!GO FORTH&STACK!



!GO FORTH&STACK!



Engagement across the Customer Journey

SITE APPS TRUCKS / DRIVERS BOXES EMAIL BLOG SOCIAL VIDEO MAIL EVENTS STREET TEAMS IN ORDERS SAMPLING



PRE-LAUNCH TEASERS
ON YOU TUBE, INSTAGRAM

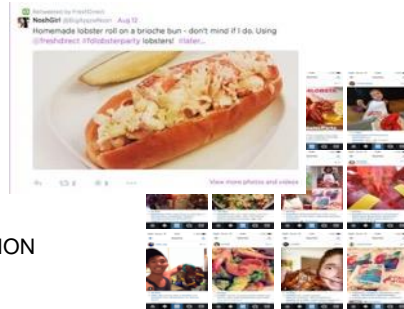
SITE AND EMAILS EXPERIENCE



HOTLINE: 1-844-4LOBSTA



SURPRISE & DELIGHT



SOCIAL
ACTIVATION



BLOGGER
ENGAGEMENT



CELEBRITY CHEF
HOW-TOs, VIDEOS,
TWEETS



MASCOT
RAP VIDEO

Maximize Partnerships

- Understand customer path to purchase
- Create authentic programming that matters to consumers
- Be present on their journey

Thank You

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