



— OUR BRAND —

Toolkit

Welcome



To help us bring the IGA brand to life, we've created this brand toolkit to provide advice, instruction, and inspiration to all those working with the IGA brand. The content of this kit highlights what sets us apart, the experience we want our customers to have, and the tools to build brand power – and increased sales – for retailers in the Independent Grocers Alliance.

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Visual Merchandising

Local Equal Fresh

Visual Merchandising

Local Equals Fresh Signage Kit

Repeatedly, shoppers report that local and fresh are top qualities that influence where they shop.

IGA's commitment to providing the highest quality products from local vendors is such a large part of our business that, at IGA, we believe that Local Equals Fresh.

This is not a pledge that we take lightly. It's a promise that will distinguish us from the competition and it provides the qualifier that speaks to our legacy of independence and hometown proud service.

[IGA.com/signs](https://iga.com/signs)

SHOPPER INSIGHT

Most shoppers believe that national chains sell food that is **not as fresh and healthy as local** chains.

Source: nga2018



WHEREVER POSSIBLE, IGA BUYS FROM
Local and Regional
FAMILY FARMS BECAUSE LOCAL EQUALS FRESH

9
PRODUCE
WINE
LIQUOR
SODA
MIXERS
WATER

LOCAL *Equals* FRESH

10
COLD SODA
SPORTS DRINKS
SNACKS
POPCORN
PROTEIN BARS
NUTS

The Garden



Entrance

1



HS_03_FGNLKraft_120x30in



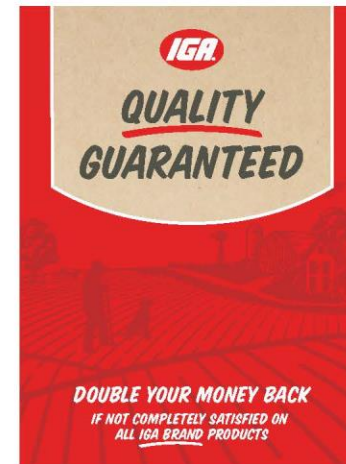
2



HS_03_LEFBlack_30x40in



HS_03_NDA_30x40in



HS_03_QualityGuarantee_30x40in



FS_03_IGAREasons_22x28in

Produce





On-Product Stickers

+33%
Sales Comps

Produce

1



HS_03_LEFApple_60x30in

3



MB_03_LEF_3x3in



MB_03_LocalFavorite_3x3in

2



PB_03_BLSL_7x26in



PB_03_FGNLBlack_7x26in



PB_03_LEFBlack_7x26in



MB_03_CutFreshBlack_3x3in



MB_03_FGNLSeal_3x3in
For use with local farm products only.



ST_03_CutFreshBlack_1.5x1.5in



Muffins Fresh Today 9/18

Butter Rum

Bakery & Deli

1



HS_03_MHDIngredients_60x30in

2



BS_03_MadeFreshBlack_27.625x3in.ai



3



MB_03_MadeFreshBlack_3x3in



MB_03_LocalFavorite_3x3in



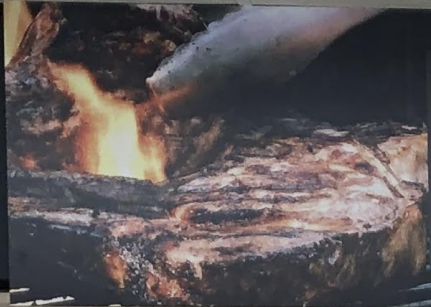
ST_03_MadeFreshBlack_1.5x1.5in



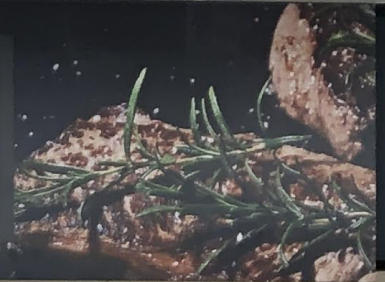
MB_03_FGNLSeal_3x3in
For use with local ingredients only.



SH_03_MadeFreshBlack_5x3in



Fresh Cut Meat



A Cut Above The Rest.

CERTIFIED HEREFORD BEEF®

WE ONLY STOCK USDA MEATS



Excellent Built By Tradition

IGA.



FOR GREAT RECIPES, VISIT CERTIFIEDHEREFORDBEEF.COM



Aprons and Name badges

2



AP_03_White_6x10in



AP_03_NameBadge_6x10in

Store Décor

Visual Merchandising



Produce



Testimonials



It's a brand-new look for both stores. The vendors who have come in say, 'Wow! What happened?' They think we're spending hundreds of thousands of dollars on a remodel, but it was only a fraction.

Chang So, Owner
Hollister Super IGA, 2 stores



It's really upgraded our stores and made it modern.

John Malisani, Owner and Operator
Gary & Leo's



When I first came in [and saw the signs] I was in awe. It popped.

Diane Piekarz, General Merchandise
Manager at Everyday IGA

Store Refresh
YOY comp sales, 1st 12 weeks:
+2-12%
Sales Comps



WHEREVER POSSIBLE, IGA BUYS FROM
Local and Regional
FAMILY FARMS BECAUSE LOCAL EQUALS FRESH

LOCAL
— Equals —
FRESH

3 3 all Value 4 4 5 5

Produce



LOCAL FRESH



GRANTS



GRANTS

Décor | Bulkheads



BH_02_Breads-Bakery_22ftx42in



BH_02_WallofValues_48ftx48in



BH_02_WallofValues_16ftx36in



BH_02_ThankYou_23ftx48in



BH_02_IGA_22ftx48in



BH_02_Dairy_73ftx42in

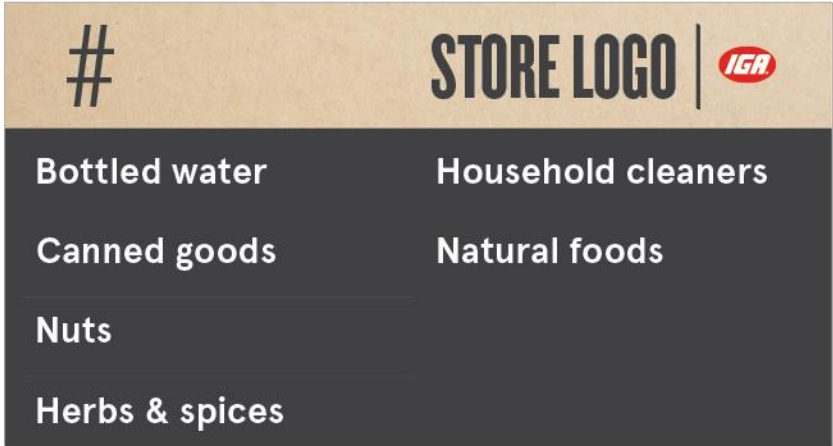
Cold Beer



Local BREWS



Décor | Wayfinding



Aisle Navigation Composite



AN_02_AisleTemplate_48x26in

Check Out Cubes



CN_02_Black_6x8in



CN_02_Kraft_6x8in



CN_02_White_6x8in

Décor | Exterior Signage



EX_02_IGANameBlack_52x12in



EX_02_NamelGABlack_52x12in



EX_02_NamelGABlack_52x12in



EX_02_NamelGAWhite_52x12in



EX_02_NamelGANameBlack_76x12in



EX_02_NamelGANameWhite_76x12in

Décor | Entry Signage



EX_02_WelcomeBlack_40x25in



EX_02_HoursBlack_40x25in



WS_02_IGA_26x15in



WS_02_SFCoffee_141x76in



WS_02_SFQuickandFresh_141x76in



EX_02_EnterBlack_30x15in



Exclusive Brands



Window Signs (24x32, 2-sided)



Mini Blades (3" circles)



Stachion Signs (22x28, 2-sided)



Aisle Blades (6" x 22.5", 2-sided)

National Digital Ad

Visual Merchandising

National Digital Ad



Stanchion Sign: 22x28", Qty: 2



Shelf Tags: 11x8.5" 4-Up, Qty: 500

Pet Category

Visual Merchandising



Pet Category

SHOPPER INSIGHT

Shoppers want to spend more money on their pets, but don't know what to buy

STRATEGY

Provide pet tips to help shoppers make more informed decisions

- PAPER TOWELS •
- DOG FOOD •
- CAT FOOD •
- CAT LITTER •
- PET NEEDS •

Happy & Healthy CATS

EVERYDAY LOW PRICE
1.78

EVERYDAY LOW PRICE
5.98

EVERYDAY LOW PRICE
7.98

22 lb

24/7
14.98

CAT TREATS

All NATURAL



DOG TREATS

PUPPY NUTRITION

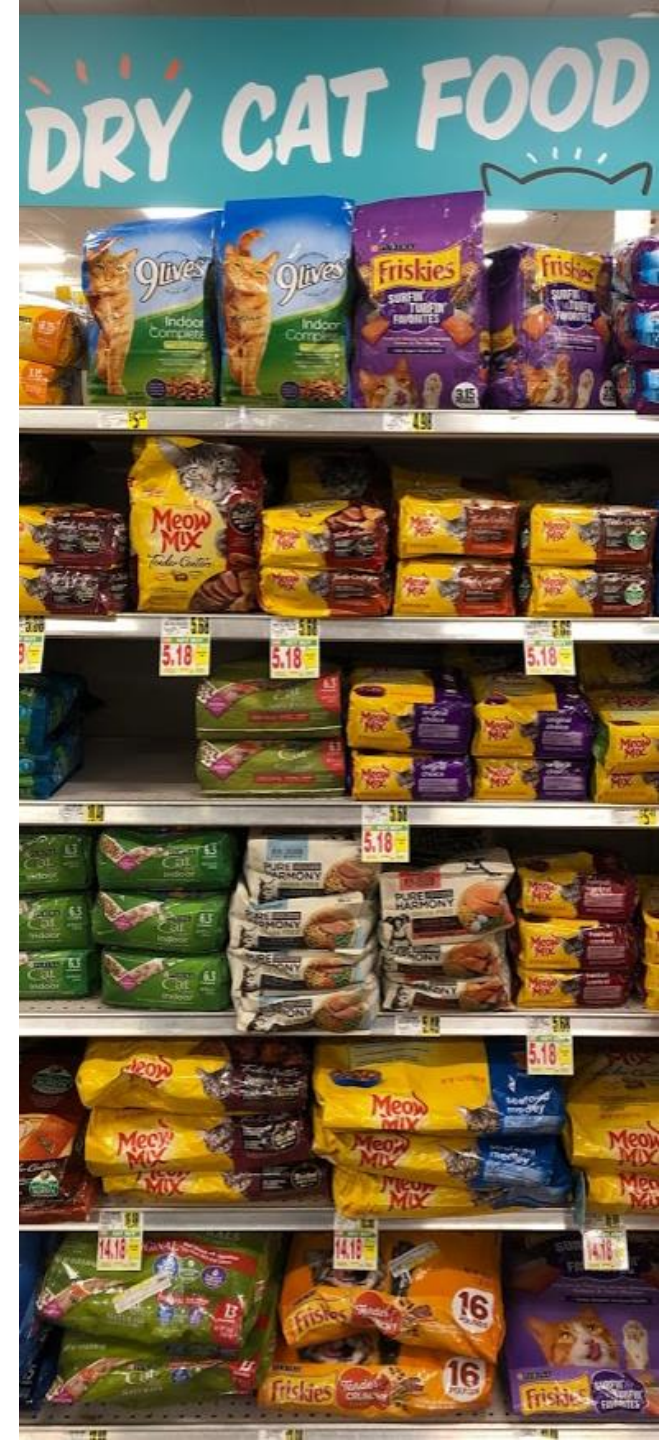
Happy & Healthy DOGS

11.78

9.98

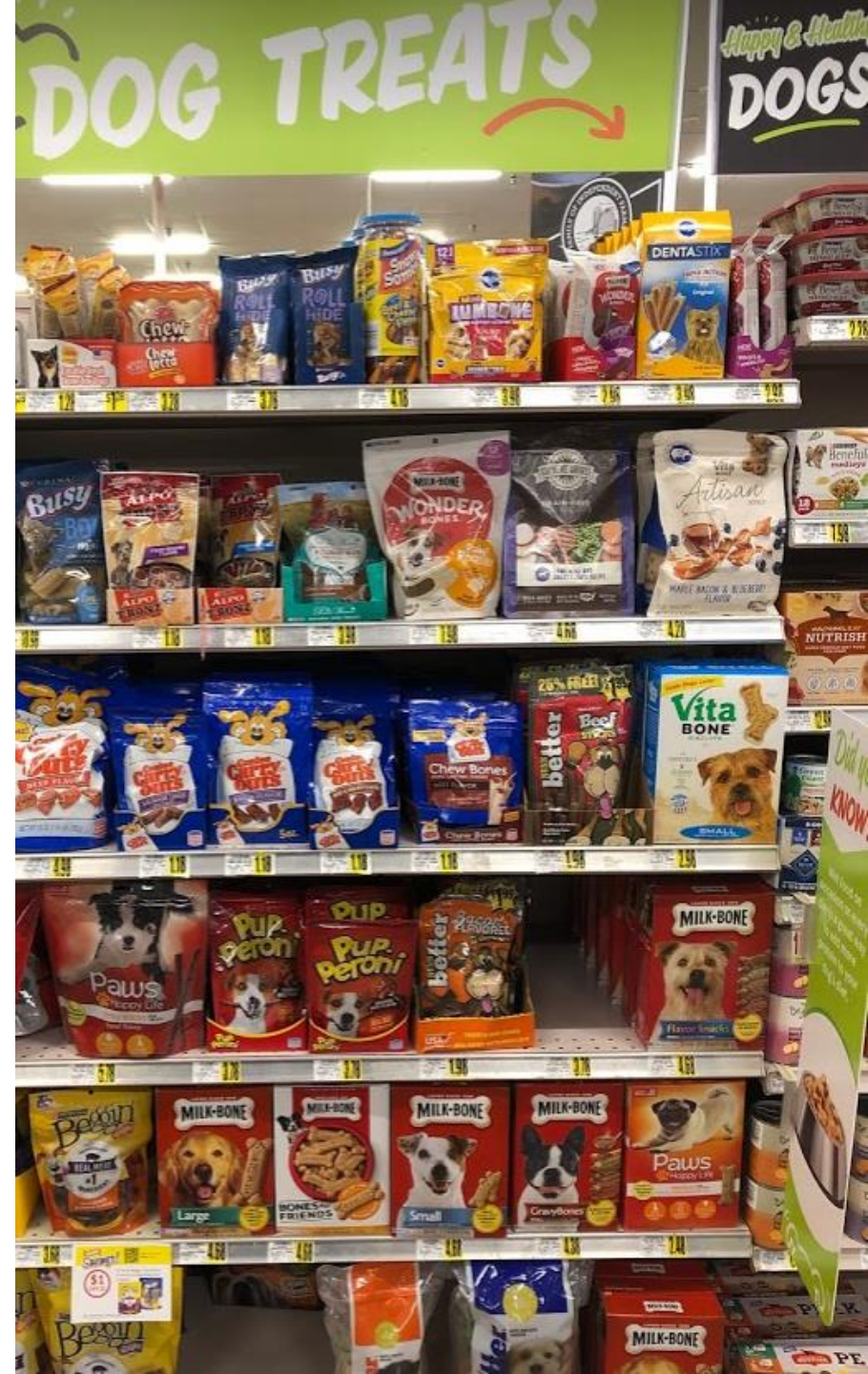
13.98







Flat Inventory Turns
No Additional Shelf Space
YOY comp sales, 1st 12 weeks:
+10% Comp Sales



Digital Marketing

Digital Marketing: National/Local Digital Ad

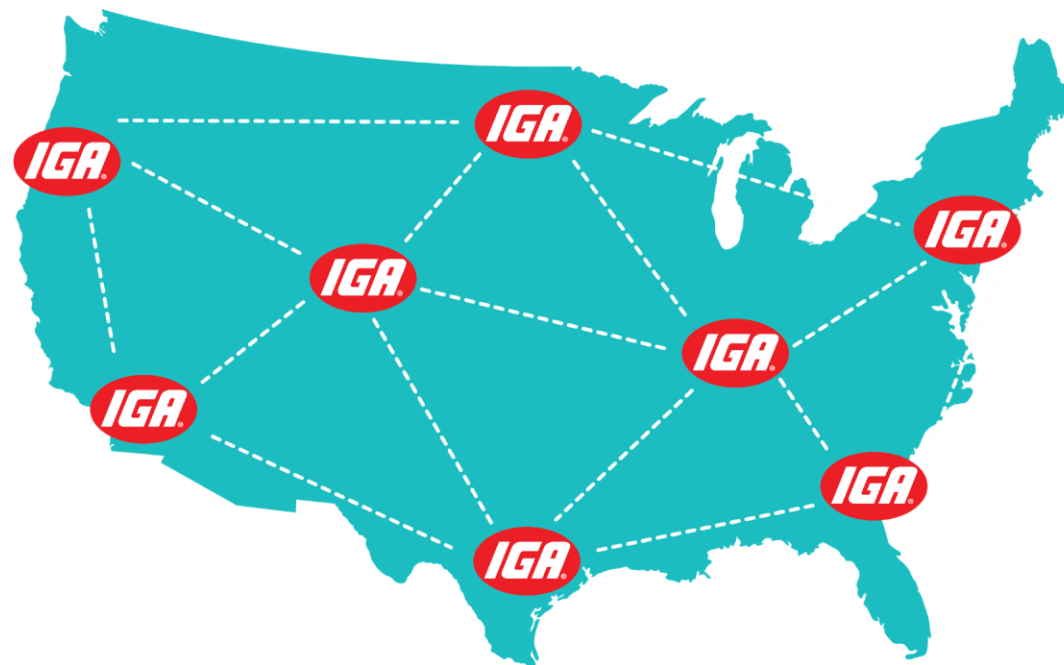


The Advantage of Scale

Face it. The digital advertising deck is stacked against small, independent businesses.

How so? Digital media works on volume and small advertisers never win when competing against the collective weight of national advertisers.

But with the IGA National Digital Ad, the total combined volume of all IGA stores is available to each IGA retailer. Each IGA store enjoys the *Advantage of Scale* otherwise available only to its largest competitors.



National Digital Ad Content

- Every National Digital Ad includes of a minimum of 6 offers procured by IGA and made up of a combination of Red Oval Partner brand products and IGA Exclusive Brand Products. A new ad is posted every other Sunday, creating 52 weeks of consistent selling support.
- In addition to the offers, the National Digital Ad features IGA-original recipes, meal solution blogs and shopper contests/sweepstakes.
- The National Digital Ad schedule is published 6 weeks in advance on IGA's Corporate website.



Three Tiers of Engagement

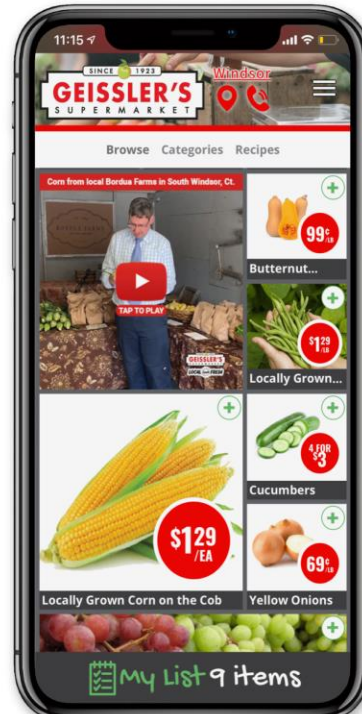
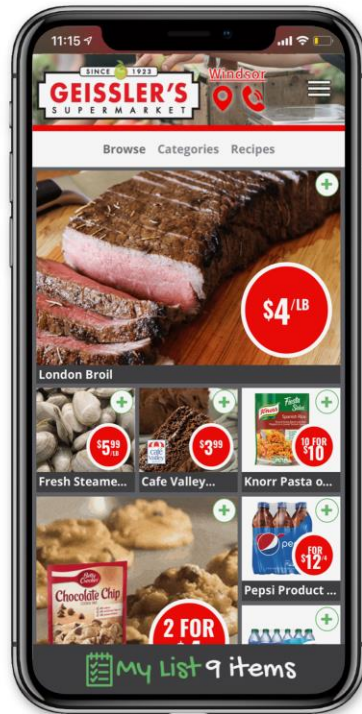
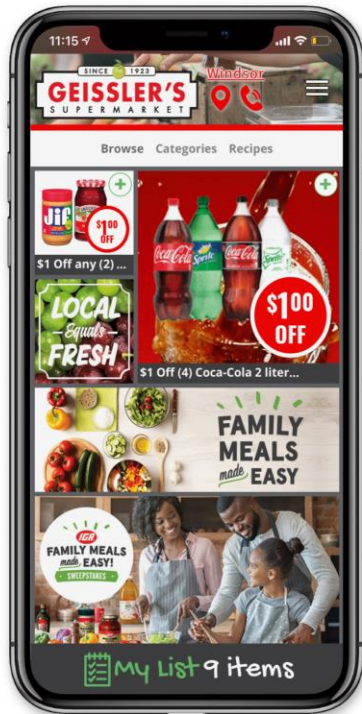
Content Level	Cost	What you Need to do	When Can We Start
National Digital Ad	FREE	Program offers in your POS	Anytime
Ad Group Content (up to 12 items)	FREE	Attend Webinar and Training Session	Anytime
Entire Ad (store specific)	\$150 per store / per week	Attend Webinar and Training Session. Upload content through portal	Anytime

NDA with Ad Group /Local Content



**point
phone
camera
here**

National Content Integrated with Local Ad



Local Content
up to 500 offers / promotions

Managed by
Local Store

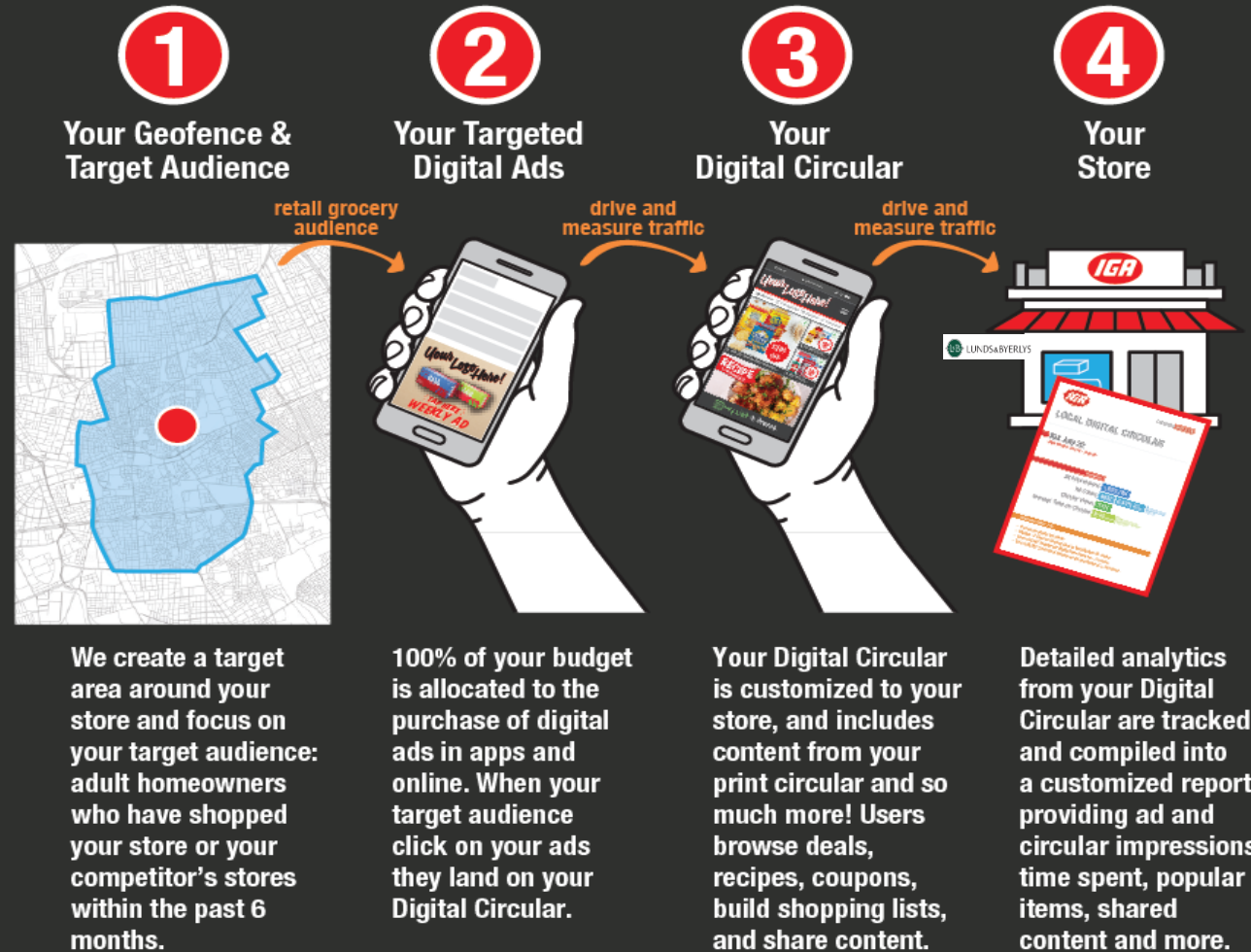
Date range can vary between
National/Regional, Ad-Group, and Local



Brand TOOLKIT

Digital Distribution of Local Content

Drive More Footsteps Than Print



How it Works: Media Buy

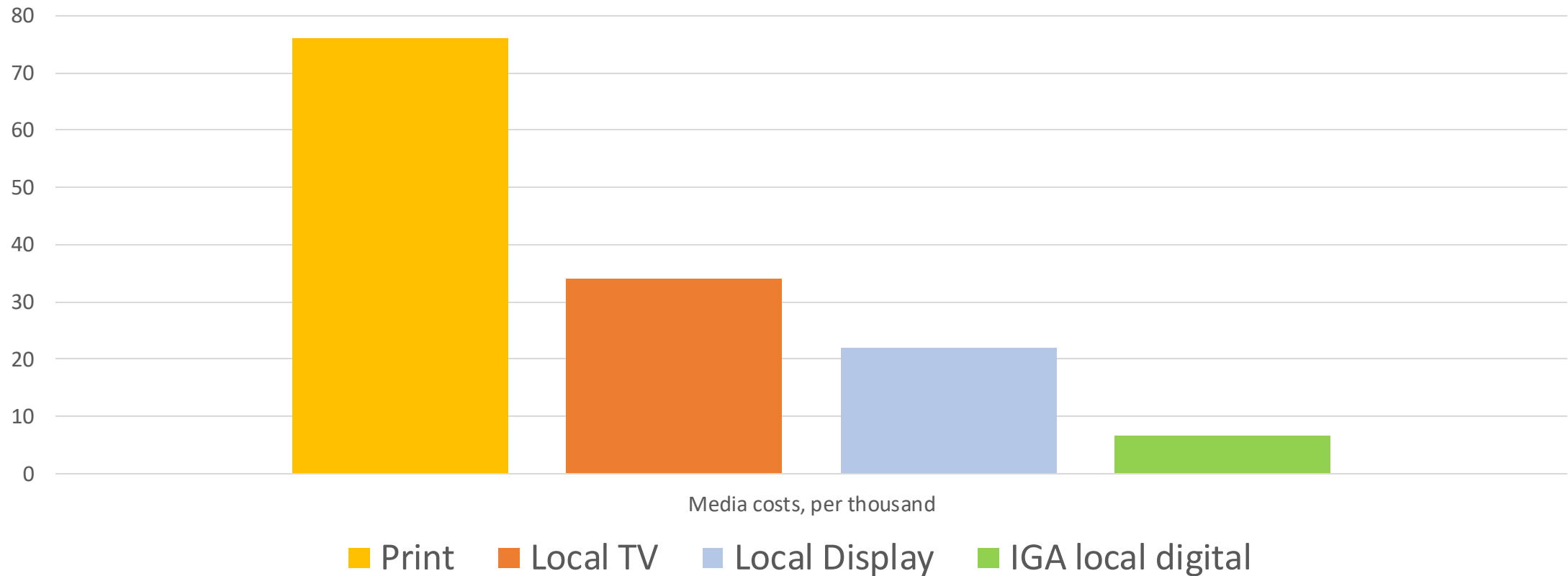
Where would a potential shopper see my digital circular?

- In an app on their phone (for example, a weather or game app that is downloaded on the shopper's phone)
- On a website (could be a news website like the one shown or another website that the shopper is viewing on their phone)
- Through a search engine (for example, doing a google search of “grocery store” would serve up the ad for the digital circular)

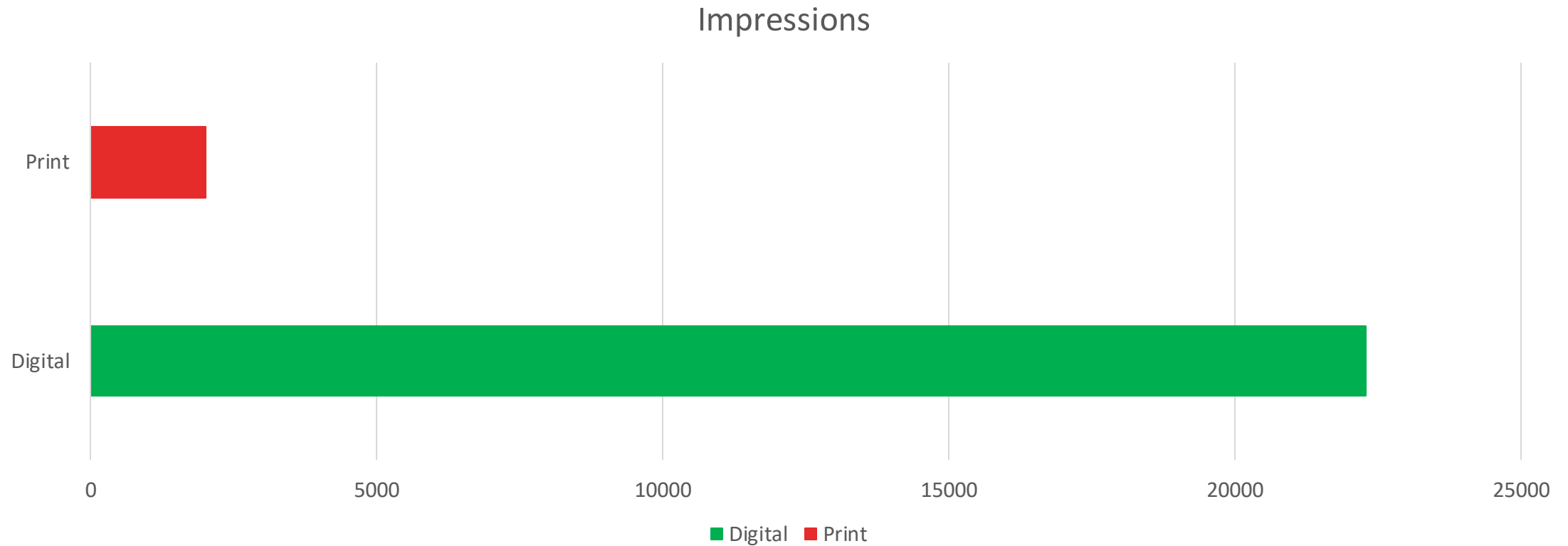


Leveraging National Media Scale

Comparison, average media rates for IGA advertising



Media Buy: Comparing Print and Digital



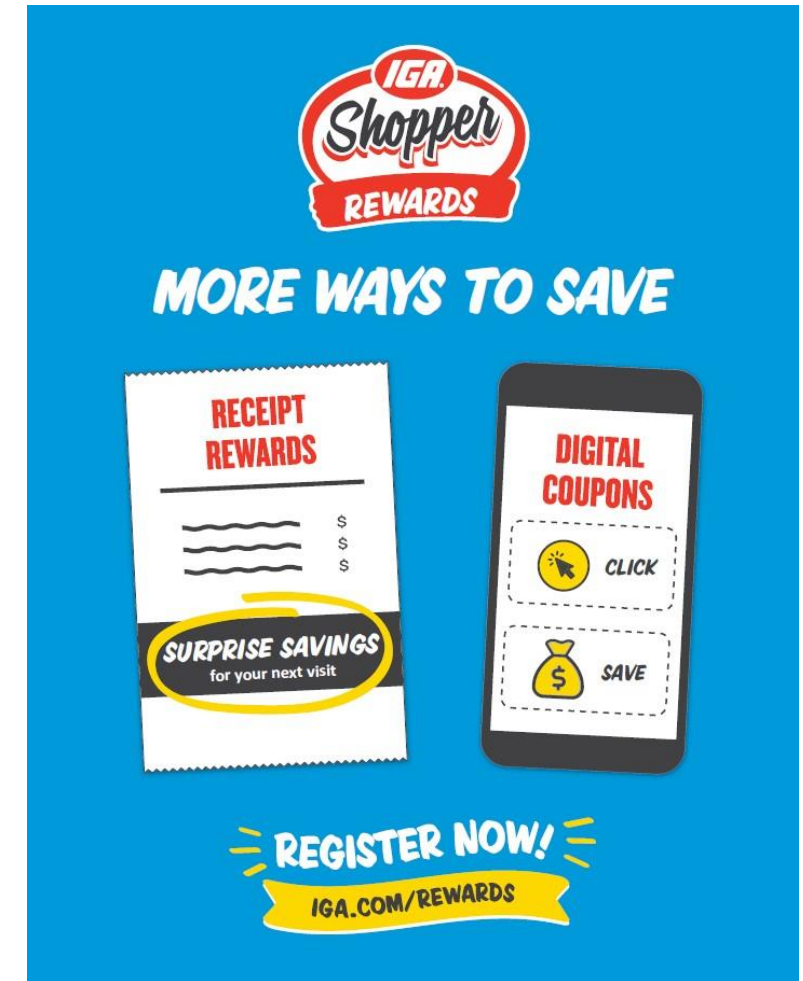
Digital Marketing: Shopper Rewards

IGA stores can now participate in the IGA Shopper Rewards program without changing POS systems or having to purchase new hardware for your store. Our cloud-based Shopper Rewards program natively integrates into your existing POS system. Once connected, you will have access to a whole suite of exciting programs to drive shopper loyalty, attract new shoppers, and increase basket size.

And with the clout of thousands of IGA stores behind you, rest assured that you will never be at a technology deficit relative to other, bigger national chains.

The Shopper Rewards program:

- Automates the National Digital Ad
- Builds sales with digital coupons
- Drives shopper engagement with weekly personalized email to your shoppers
- Increases shopping loyalty (and excitement) with IGA Shopper Rewards
- Expands with additional functions integrated into a seamless shopper experience—and is easy to use at retail



Shopper Rewards: Ad Automation

Once your store is connected to the IGA Shopper Rewards platform, you can access IGA national offers easier and speed up redemption. IGA Ad Automation simplifies selling and saves time.

With Ad Automation, you no longer need to program your POS for IGA National Digital Ad promotional offers.

And when the promotion ends, you'll be quickly reimbursed for your performance—no reporting required.

It's simple, easy, and reliable when your store is connected through the IGA Shopper Rewards program to the “digital cloud.”



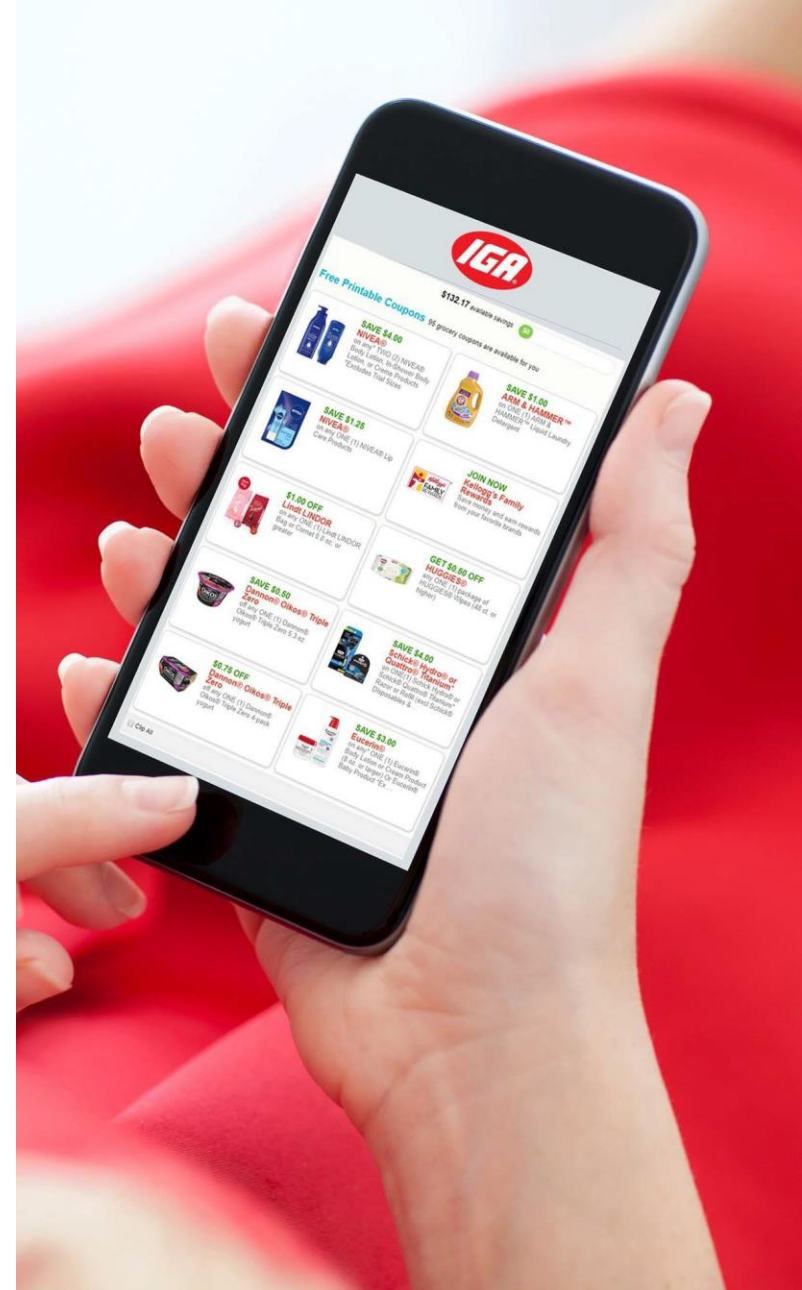
Shopper Rewards: Digital Coupons

Shoppers love to save. And Digital Coupons are another great way for shoppers to do just that at your store.

With Shopper Rewards, shoppers can sign up easily and quickly at an online web portal set up just for your store. It only takes three things to start saving; name, email address, and mobile number.

Your shoppers simply click on the coupons they want to use, and they are redeemed in the lane when they check out. Your store is automatically reimbursed for these coupons without any additional effort or reporting.

There's more! Every week, shoppers registered for digital coupons receive a personalized email from your store featuring coupons for products they've purchased previously.



Shopper Rewards: Receipt Rewards

Now you can say more than “Thanks for shopping!”

With Shopper Rewards, every receipt has a Shopper Reward message about additional savings available only at your store.

Who doesn’t love to be rewarded? If the shopper is already registered at your store, the reward will be automatically available on their next visit.

If the shopper is not signed up yet, the message will tell them what they missed—and how easy it is to sign up for Shopper Rewards at your store.

IGA will source the rewards to get Shopper Rewards started. Just like Digital Coupons, you’ll be reimbursed for the value of the Shopper Rewards redeemed at your store.



Shopper Rewards: Shopper Insights

Over time with Shopper Rewards, you'll come to know your shoppers even better—who they are, what they buy, how often and when they shop, which departments they shop, and more. With these insights, you and your associates will focus on continually improving your operations, serving shoppers better than any other—as only their favorite local, fresh grocer can.

Combining coupons and rewards in one program makes this possible. How? Because all the features in Shopper Rewards work together with one shopper database.

Coupons and rewards not only build sales, frequency, and basket, they're also incentives for your shoppers to share their name, number, and email with you.

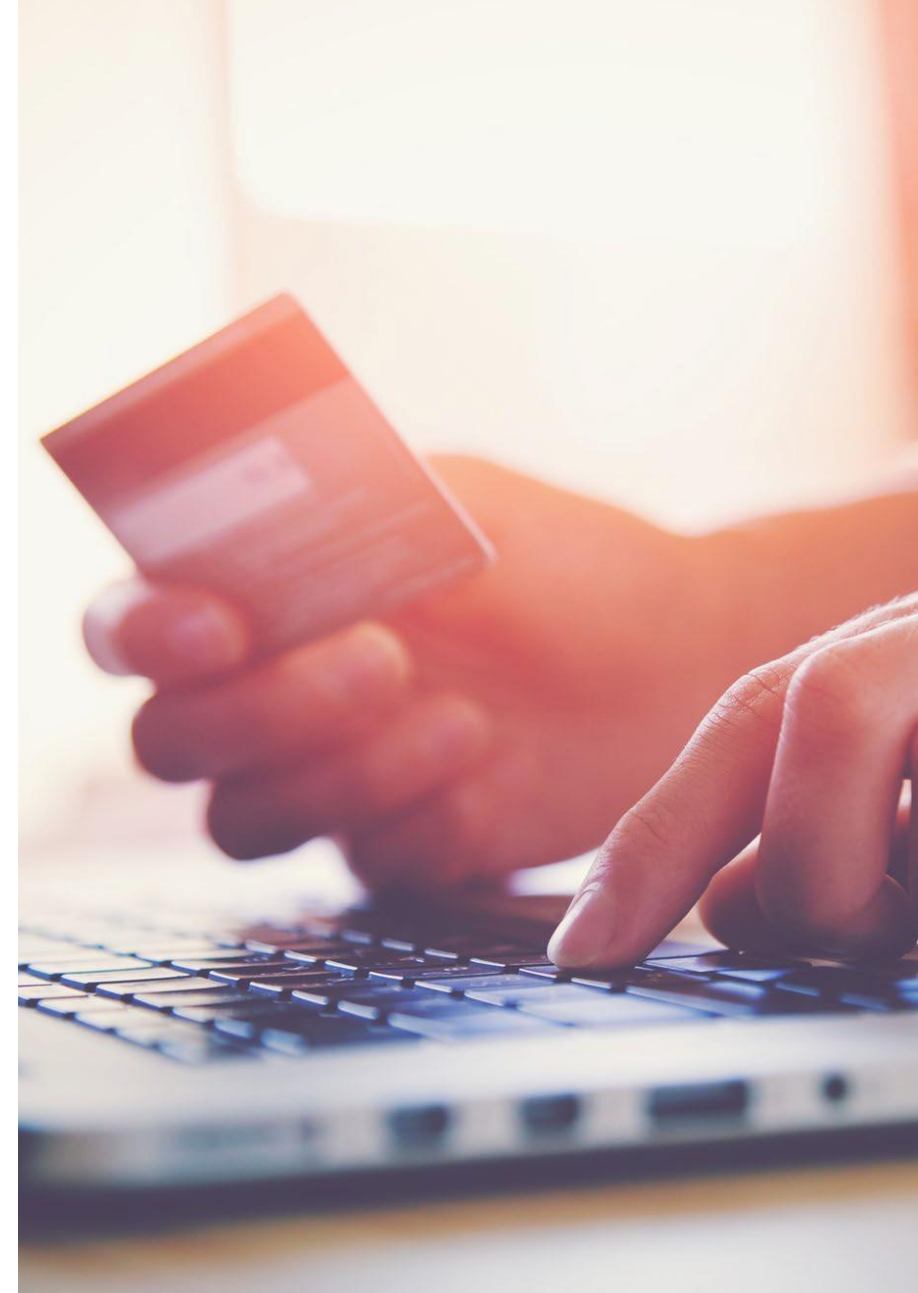


Digital Marketing: e-Commerce

Whether you are new to online selling, have just begun, or are an e-commerce veteran, IGA stands behind your stores, ready to make digital retailing easier, better, and less costly.

The IGA Digital Marketing Platform is designed as an open architecture to allow IGA offers and services to work with almost any e-commerce technology.

As the industry matures, e-commerce will grow as a percentage of grocery sales. IGA stands ready to assist you in your digital transformation!





Includes:

Website

Mobile, Desktop and Tablet
ADA and SEO Compliant
IGA Generated Content Pages

Shopping

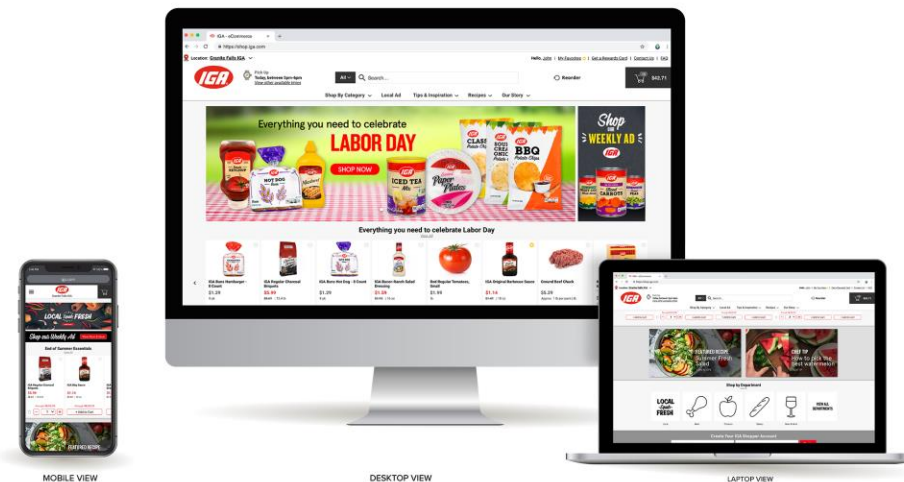
Full eCommerce
Shoppable Circular
Click and Collect & Delivery
Loyalty and Digital Coupon
Integrations

Products

Full POS Integrations
Comprehensive Product Data
and Images
Catering, QSR & Cakes
Highlight Exclusive Brand

Administration

Personal Shopper App
Walk Path Management
Analytics Dashboard
Self-service Admin
Comprehensive Training and
Support



The IGA eCommerce Solution

- IGA National Site and App
- Store-branded with logo, name, locations, URL, stores products and pricing
- Rich content provided by IGA throughout the year
- Stores may publish their own content
- Full commerce
- Ability to accept SNAP online
- Multiple fulfillment types (click-and-collect, delivery, direct-to-home shipping)

No markups.
No per-order
fees. Your
merchant
account.

\$100

Per store, per week

Let's get started

GET STARTED

Digital Marketing: Social Media Marketing

Social media is easily one of the most effective marketing assets you have at your disposal as a small business. And for good reason: with just a click of a button, you can get your message out in front of thousands of current and prospective shoppers.

Are you embracing this new medium fully? Do you have the skills to grow your online social network?

While some IGA owners were early adopters of social media, many independent store owners are just learning how to harness these online tools. No matter what your experience or enthusiasm for social media, the data is clear—stores harnessing the power of Twitter, Facebook, and Instagram are growing sales faster than those still relying on print and other traditional media.

That's why the IGA Social program is designed to support you in any way you need. From a basic program to get started to advanced support for entrepreneurs looking to take their social media to the next level, IGA has a service program for you!



IGA Social

We will handle store-type posting and drive impressions while you do what you do best...serve your customers!

- Store-type custom designed posts.
- Up to 7 days per week postings.
- IGA Co-Branding on all posts.
- IGA National Ad posting weekly.
- Posting your weekly circular.
- Live customer support.
- Monthly Reports & Stats.
- Includes Facebook and Twitter!

\$89/month

IGA Social Full Service

IGA's full-service social media management platform. We will post your unique, store-specific content, manage your online chatter and monitor your pages 24 hours a day.

- Up to 7 days per week postings.
- Posting your weekly circular.
- Live customer support.
- Monthly Reports & Stats.
- Personal Service.
- Unlimited Support.
- Includes \$75/mo for post boosting
- \$300 set-up fee
- Ask about adding on Twitter, Instagram, & Pinterest!

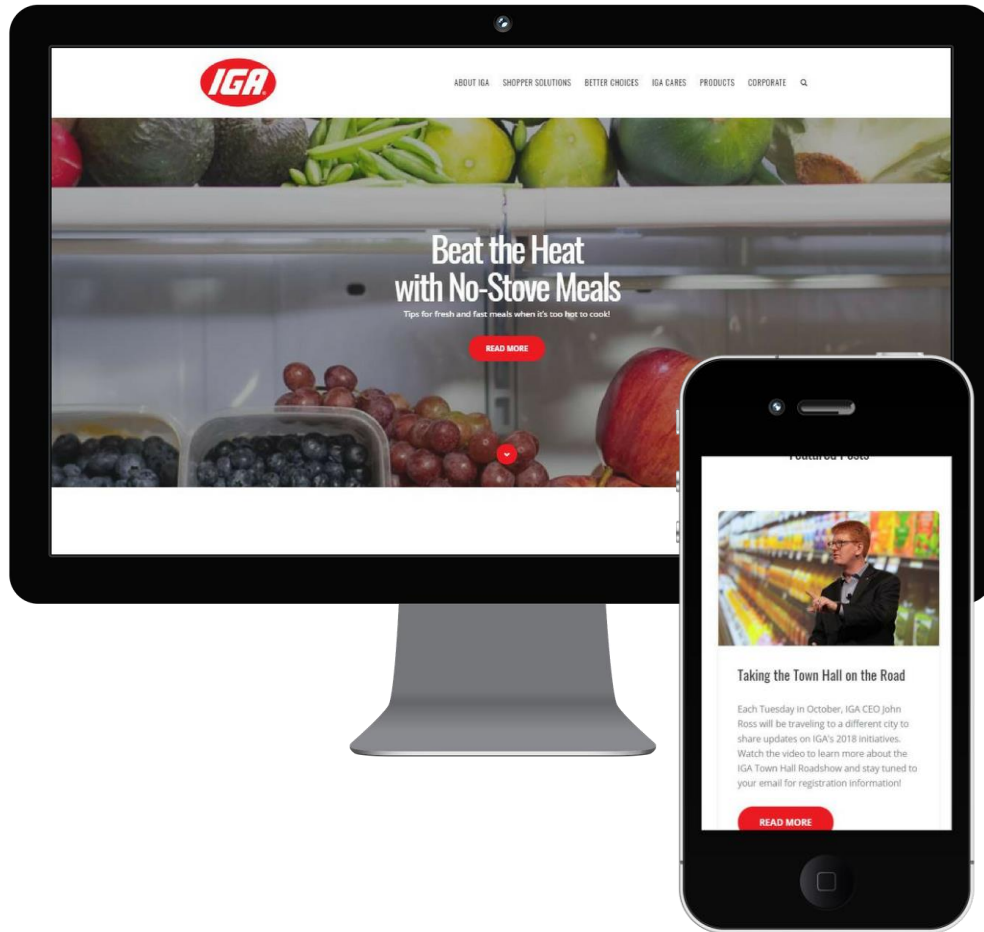
\$575/month

Shopper Meal Solutions

IGA's B2C Content Marketing Strategy

Positioning IGA as a meal solution destination

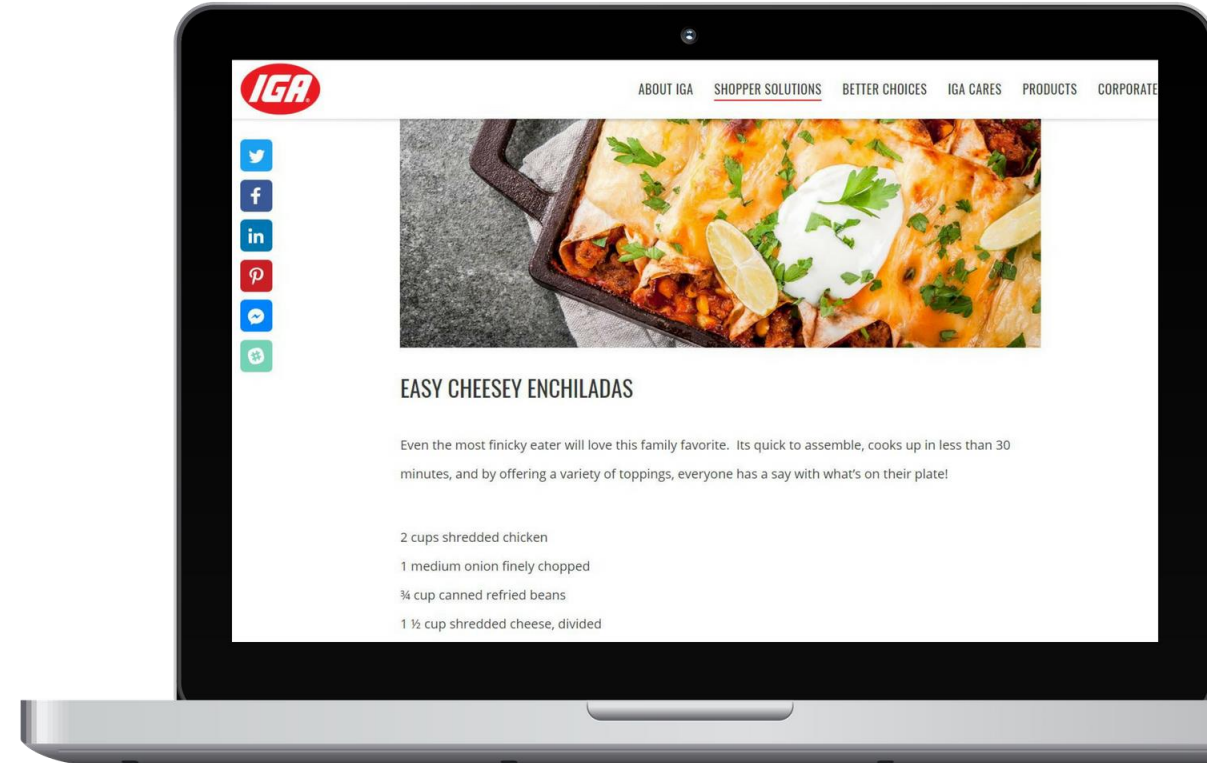
- Consumer facing website
- Corporately-run social media channels
- National Digital Ad



IGA.com

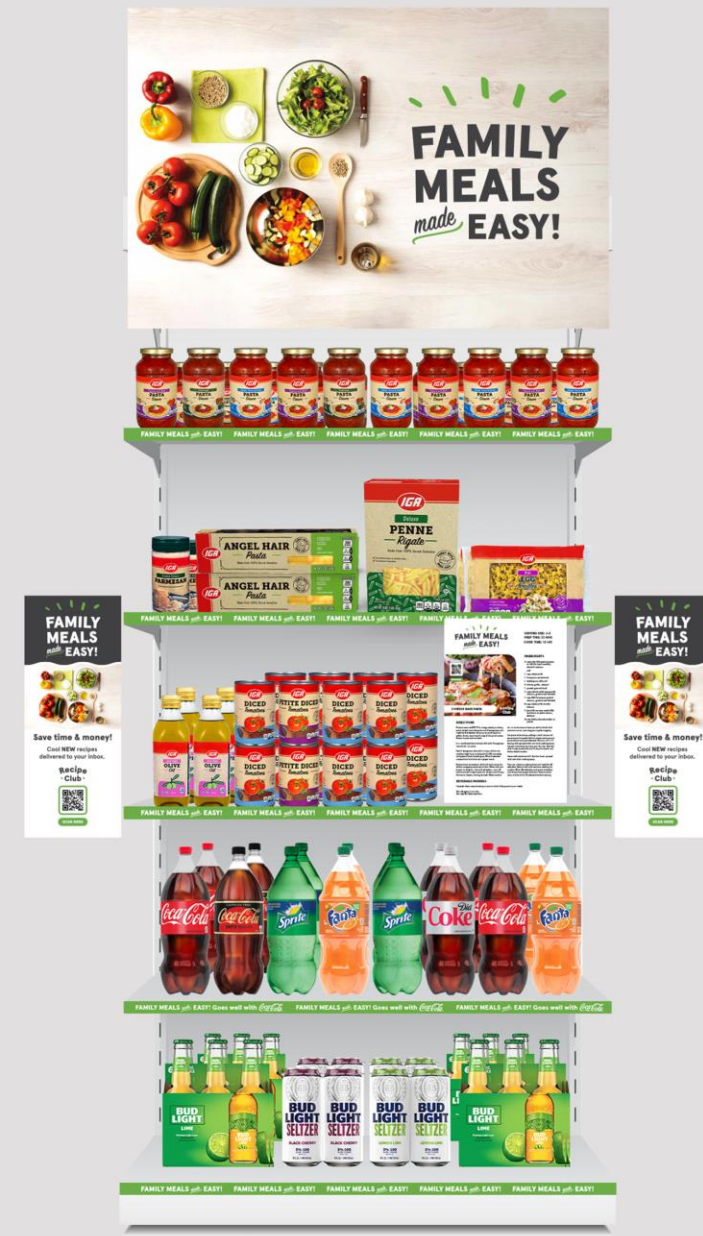
Unique content that builds brand loyalty and shopper confidence.

- Digital savings
- IGA-original blogs on seasonal/topical trends
- Recipes & cooking education
- Shareable videos & infographics
- Contests & sweepstakes



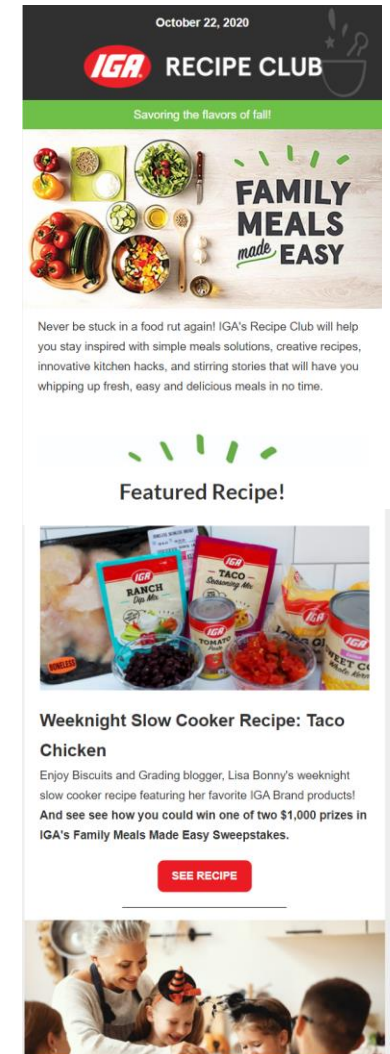
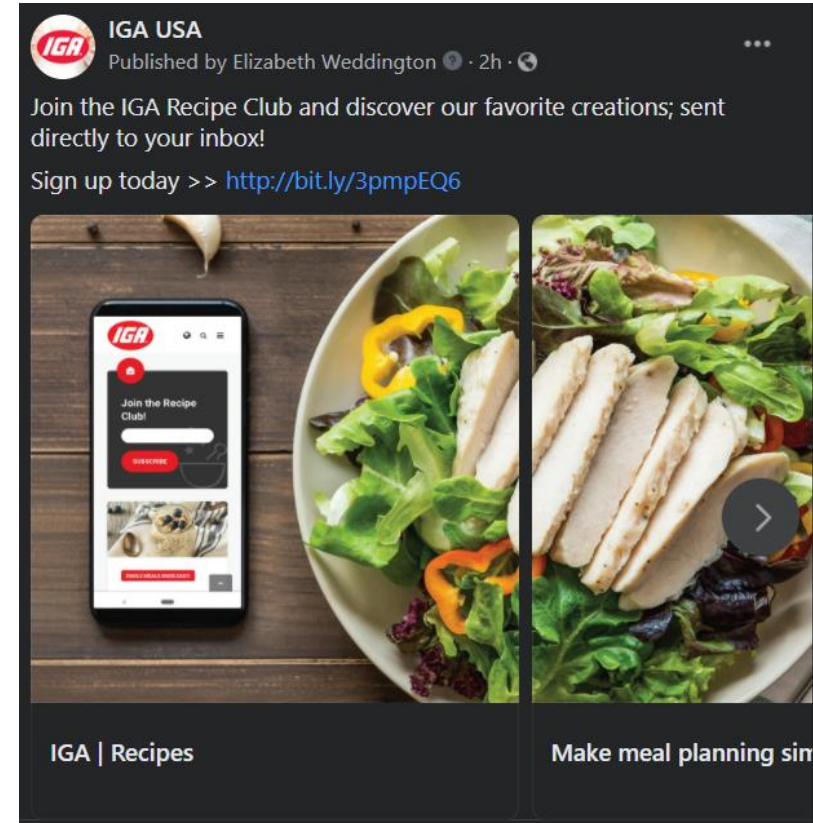
National Digital Ad + In-Store Meal Solutions

- Branded content + recipes tied to savings
- Family Meals Made Easy instore display
 - Reusable instore recipe card signage with dedicated QR code that takes the shopper to a saveable/printable recipe on IGA.com
 - Evergreen stanchion sign can be placed anywhere in the store. QR code takes shopper to a bank of “recipe club” recipes on IGA.com



Shopper Newsletters

- Shoppers can sign up to receive the bi-weekly IGA Recipe Club newsletter.
- Each edition includes IGA-original recipes, meal solution inspiration, cooking tips and tricks and a reminder to check-out the latest National Digital Ad for special savings!



Business Optimization

- Trade Area Assessment
- Media Audit
- Customer Tracking
- IGA 360



Market Assessment: Analytics to Drive Marketing & Advertising Decisions

- Increase the ROI of marketing and advertising
- Apply to Print, Digital, Social, Direct Mail, TV, Radio, etc.
- Cross-pollinate store data (loyalty) with external data (cell phone tracking)
- Apply to your stores or to your competitors' stores
- Analyze demographics, shopping tendencies, foot traffic, merchandising behaviors, etc.
- Analyze by ZIP code, census tract, block group

Sources: Demographics ERSI (data source 130+ countries with 15,000 variables); US Census; American Citizen Survey; other government elements, FDA.
Cell phone data - Placer.ai. (85+ applications – 65 million phones tracking per day)

Media Audit – What it does

PROVIDES ACTIONABLE DATA:

to make a more efficient and productive media spend

to increase advertising impressions

to hone your message

to take advantage of opportunities

to save margin & improve sales

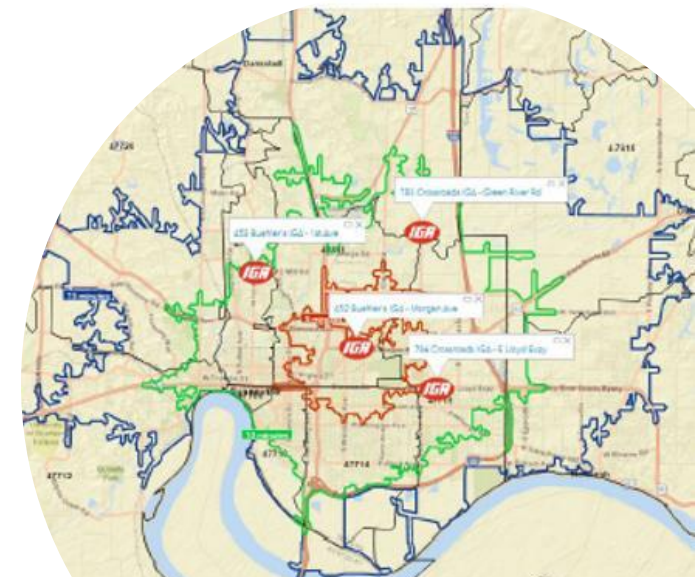
Drive Time: 5, 10, 15 minute radii

	Spending Potential	Average Amount	Total
All Expenditures	79	\$59,036.33	\$4,543,803,181
Food	80	\$7,063.99	\$546,881,867
Food at Home	80	\$4,154.16	\$321,137,305
Food Away from Home	79	\$2,909.83	\$224,944,562
Alcoholic Beverages	77	\$443.18	\$34,259,800

2017 Industry Group	NACS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Factor	Number of Businesses
Food & Beverage Stores	445	\$176,231,699	\$495,151,267	-\$318,919,568	-17.5	123
Grocery Stores	4451	\$138,088,225	\$448,590,230	-\$310,502,005	-15.5	87
Specialty Food Stores	4452	\$17,318,250	\$18,908,711	-\$2,590,461	-9.8	18
Beer, Wine & Liquor Stores	4453	\$30,425,224	\$21,852,287	\$8,572,937	17.0	25

	2012 - 2016 ACS Estimate	Percent	MOE (+/-)	Reliability
HOUSEHOLDS BY OTHER INCOME				
Social Security Income	24,623	32.4%	787	High
No Social Security Income	51,439	67.6%	1,348	High
Retirement Income	14,332	18.7%	621	High
No Retirement Income	61,830	81.3%	1,309	High
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	76,062	100.0%	1,181	High
With public assistance income	1,864	2.3%	288	High
No public assistance income	74,198	97.7%	1,177	High
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	76,062	100.0%	1,181	High
With Food Stamps/SNAP	9,371	12.3%	618	High
With No Food Stamps/SNAP	66,690	87.7%	1,144	High
HOUSEHOLDS BY DISABILITY STATUS				
Total	76,062	100.0%	1,181	High
Persons w/Disability	21,225	27.9%	879	High
Persons w/No Disability	54,836	72.1%	1,302	High
65+ YEARS (WHO DID NOT WORK FROM HOME)				
Total	84,806	100.0%	1,302	High
Did not work from home	2,432	2.9%	288	High
Did work from home	16,599	19.6%	1,044	High

Media Efficiency

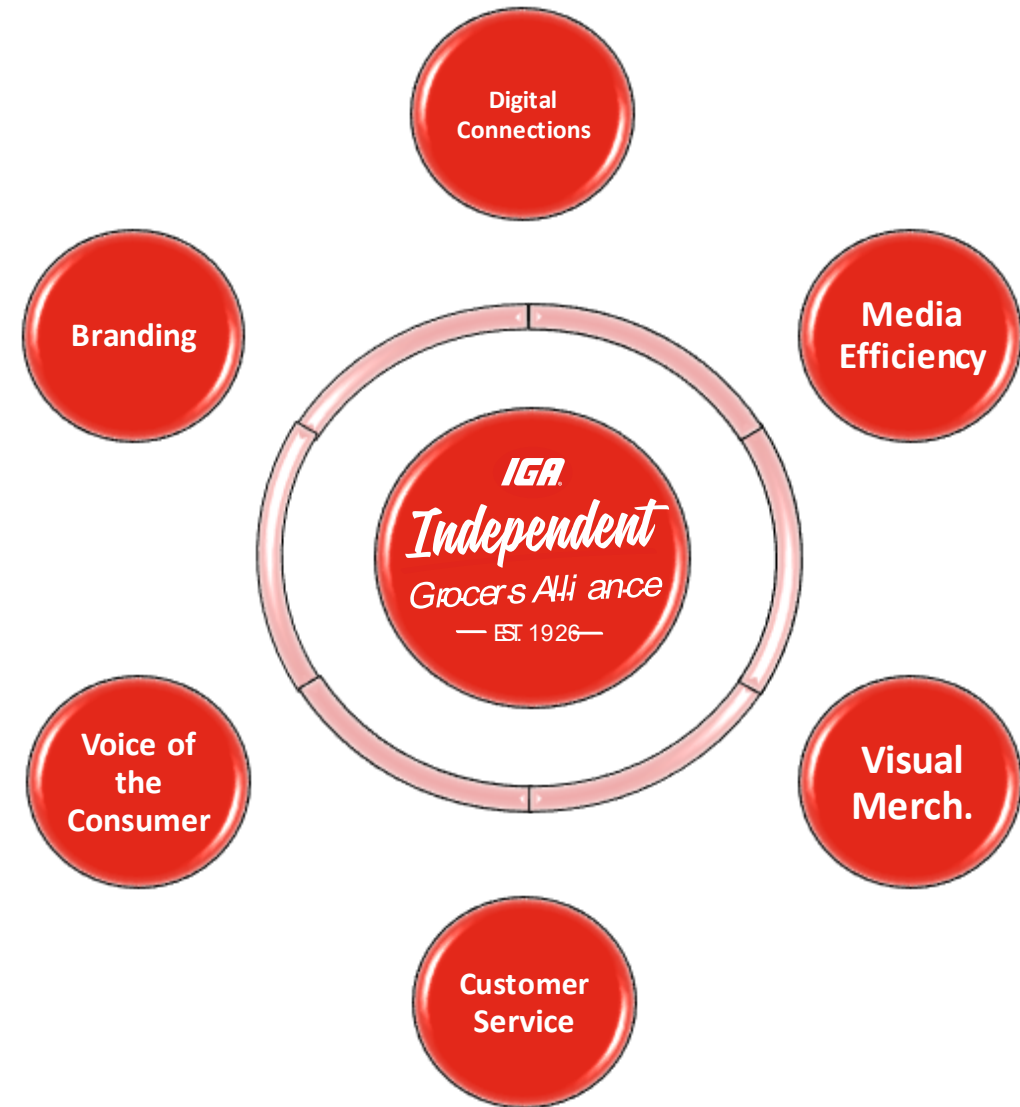


IGA 360

A quick, affordable process to identify improvements any store could do to improve sales, reduce marketing costs, improve customer service.

- Branding and visual identity
- Store associate training and morale
- Print and digital market mix analysis
- Private label opportunities
- Key competitor promotional planning

Driven by data. Benchmarked against other, similar stores and markets.



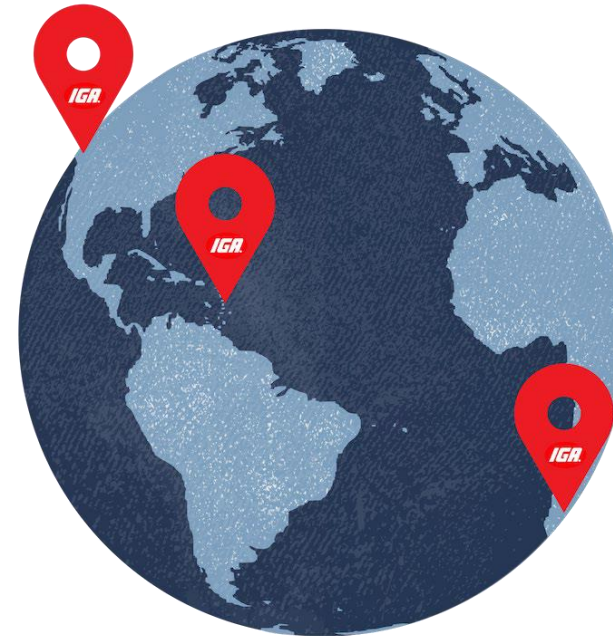
Best Practices

Innovation is Born and Bred by Independents

IGA's strength lies in the diversity of our retailers, their stores, and the communities they serve.

From northern California to New England, southern Georgia to downtown Seattle, and from China to South Africa to Australia, IGA is comprised of a hugely diverse group of retailers serving communities of every size, and customers from every economic background.

And each entrepreneur is delivering that service in a way that the corporate chains could never hope to do—with customized offerings and experiences that reflect the local marketplace.



A 6,000-store Strong Think Tank

So how do you harness the collective innovation and creativity of 6,000 global stores? Simple: you listen.

IGA is actively collecting great ideas from inside our own chain to create a nearly infinite library of proven retailer best practices that:

- Drive incremental sales
- Increase store traffic
- Grow average basket size
- Increase shopper loyalty
- Attract new shoppers
- Reduce operating costs
- Improve labor productivity
- Engage the community



Your Toolbox for Growth

Whether small or large, these emerging best practices were all introduced by folks just like you, fighting similar competitors and all the same challenges most IGAs face.

And these best practices have already been tried, adjusted, and honed so they are proven to drive incremental cost savings, market share, or top line sales.



How it Works

Read the step-by-step implementation instructions, then get your team involved by printing or emailing the PDF instructions and reviewing together in a team meeting. Don't forget to review the pro tips so you can avoid common mistakes and focus on what works.

Strategize with your team to personalize the best practice for your store, create a timetable for implementation, and get busy executing the best practice in your store!



BY THE
Numbers

50

CHEESE ORPHANS
SOLD PER DAY

\$3-5

PRICE PER
CHEESE ORPHAN

STEP-BY-STEP **Tactics**

- 1.** When you get to the ends of a gouda or a weird shape cheese, cut them into small pieces.
- 2.** Package and label the cheese orphans just like you would other cheese.
- 3.** Create a display that explains the concept of cheese orphans. We use a basket and a chalkboard sign.
- 4.** When customers are looking for a sample of a cheese, just direct them to the cheese orphan section. It really doesn't require any promotion, as it sells itself.

Pro Tips

Make sure that the employees in your cheese department are knowledgeable about all the cheeses, and that they are able to make recommendations about pairings.

Experiment with merchandising. We have found that placing the cheese orphans near the grab-and-go and near the wine and crackers works well. This gives customers everything the need for a quick picnic in one place!

Just because you don't end up with any odd shaped cheeses, doesn't mean you shouldn't have cheese orphans. We found that they helped us so much with sales of the full-sized cheeses, that we now purposefully cut up a few extra orphans.

Innovation in All its Forms



Share your ideas. Big or small, simple or complex, we all win together when we share ideas that drive incremental sales, reduce costs—or both!

Find Best Practices at <https://www.iga.com/best-practices>

IGA Exclusive Brand

IGA Exclusive Brand

Where once private label products were simply cheaper substitutes for name brand products, they have evolved to become differentiated, high-quality offerings on their own merit. IGA is proud to provide its Alliance with a world-recognized line of products under our own family name.

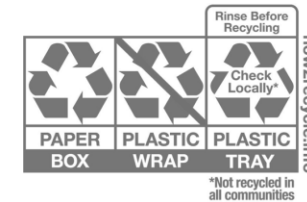
IGA Exclusive Brand products appeal to shoppers focused on both value and quality. With new packaging, dedicated marketing, instore and online support, and weekly promotions, our line of exclusive products lets you stand out from the competition.



Product Quality

Brand mission: One of the best products available at almost any price!

- Top quality product regularly measured against leading national and local competitor brands.
- Proven demand among IGA shoppers who expect and receive great items only available at IGA.
- Double money back guarantee: IGA Brand's quality reputation is one reason why people shop IGA.
- Committed to healthier products, IGA is working to remove ingredients shoppers don't like, and improve the attributes they increasingly crave. Wherever possible, we commit to:
 - **Natural** – When available, we source products with no artificial colors, flavors, and/or preservatives
 - **Better for you** – No FCS, low sodium, high protein, low fat
 - **Environmentally Friendly** – BPA-free, recyclable packaging
 - **Locally Sourced** – Whenever possible, we buy from regional or local family farms



Tiered Strategy

A tiered identity allows IGA to compete on multiple levels when it comes to value: low price, best quality, best in class. This strategy has more flexibility compared to the traditional low price, “house brand” approach.

CUSTOM

Fully customized designs, the Custom tier is reserved for categories where IGA must compete with a select few national brands that dominate the market and have disproportionate brand recognition



DIFFERENTIATED

In categories where leading national brands share control of the market, the Differentiated tier allows IGA to share the attention with a more colorful and stylized version of the brand



CORE

Solidly branded and identifiable, the Core tier represents the largest assortment of products and establishes the private label brand as price and quality competitive



IGA Exclusive Brands New Look

The new tiered look delivers strong IGA Branding and correlates with our new in-store signing and marketing.

- Unique, high value items you can't get anywhere else.
- Strong emphasis on product photography and clear appealing images.
- wide array of colors that pop out on shelf.

Better for you promise:

Less sugar

No GMO's

No high fructose corn syrup

TIERED STRATEGY Core



The **Differentiated tier** is more stylized, allowing IGA to present its brand alongside national brands where a single style doesn't define the market. Here, IGA can claim space where space is available by allowing its playful and adventurous side to shine.

Differentiated



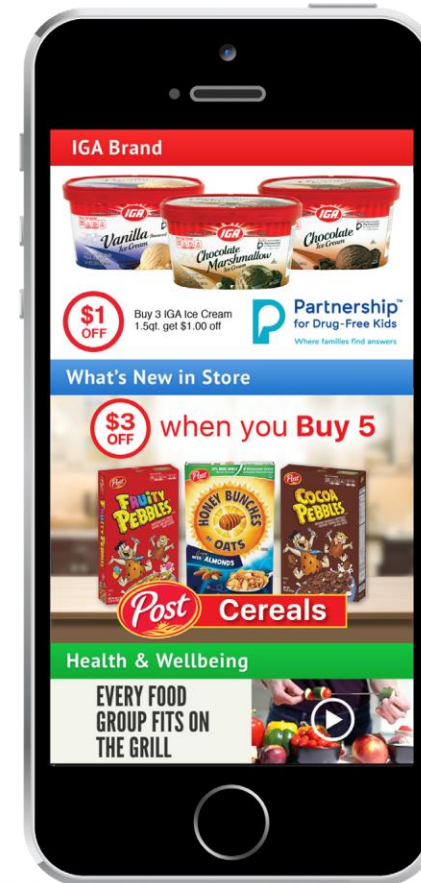
The **Custom tier** is reserved for categories where IGA must compete with a select few national brands that dominate the market and have disproportionate brand recognition.

Custom



NEW! National Advertising for IGA Exclusive Brand

- Your IGA Exclusive Brand is promoted in every edition of the IGA National Digital ad delivering millions of shopper impressions.
- It includes offers and insights about what's new in IGA Brand products.
- IGA Exclusive Brand will also be featured in Shopper Rewards as on-receipt coupon offers.
- On-shelf and display store signage is available to help shoppers know where to find IGA Brand deals and offers.
- See Exclusive Brand offers on the IGA National Digital Ad on the Flipp app and the IGA website: iga.com/savings




Reasons to Buy IGA Products

QUALITY - IGA Exclusive Brand items regularly exceed national brands in independent quality taste tests and comparison. We stand behind our quality, with a double money back guarantee.


LOCAL - Wherever possible we support local and regional family farms. And over time, IGA Exclusive Brands will continue to seek out more local suppliers, because 'Local Equals Fresh.'


HERITAGE – Our almost 100-year brand heritage means something to shoppers: trust. That's why IGA loyal shoppers and new shoppers alike say they would choose IGA products over other similarly priced offerings, with shopper intent to purchase over 80%!*. But it shouldn't be a surprise, because our name is on the product!

* IGA EB Product research 2018



Fill your table with
÷ GREAT TASTING ÷
food at a great price.



 We guarantee you'll love our IGA Brand products or we'll double your money back!

The IGA Coca-Cola Institute

Accelerating Learning through Online Training



The IGA Coca-Cola Institute provides learning resources for food retailers worldwide.

It is dedicated to advancing leadership and vocational learning to support the growth of people, workplaces, and communities.

Centralize your learning strategy and manage learning activities through a learning management system. Develop a more engaged workforce by expanding their skills and knowledge.

As an educational organization, it serves more than 10,000 businesses with blended training programs that include 200+ industry-specific online courses in English and 100+ in Spanish.

All Levels: On Boarding, Departments/Job Positions, and Management

Compliance: Food Handler, Store Safety, Food Safety Manager, Harassment, and Alcohol & Tobacco Sales

Best Practices: Award winning best practices converted into online courses

WHAT MAKES THE INSTITUTE UNIQUE?



160+ Online Courses

Supermarket training designed for the independent retailer



10,000 Organizations

Retailers, Wholesalers, Associations, Non-profit and Restaurants



Affordable LMS

Free for IGA members. The Coca-Cola Company sponsors the program.



Easy to use

- Intuitive design for users
- Customizable
- Fast to implement
- Easy to maintain
- Courses released monthly



Measurable

- Testing and certification
- Tracking students' progress
- Measurable training results



Flexible

- Avoid loss of productivity
- Flexible training schedules
 - Access 24/7
- Multilingual program
- Measurable training results

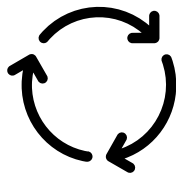
Online Training Designed for Food Retailers



*Content Curated
By Experts*



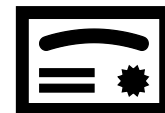
*Specific to Food
Retail Industry*



*Consistent
Training Delivery*

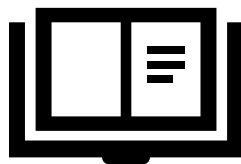


Testing and Certification



24/7

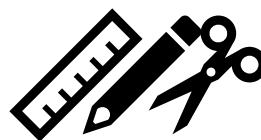
Training Anytime



*Multi-device Delivery
(desktop, laptop, tablet
and smart-phone)*



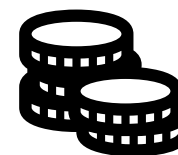
*Tracking on the
fly or scheduled
to your email
inbox*



*Customizable
(courses and
interface)*



*Automation and
Integration*



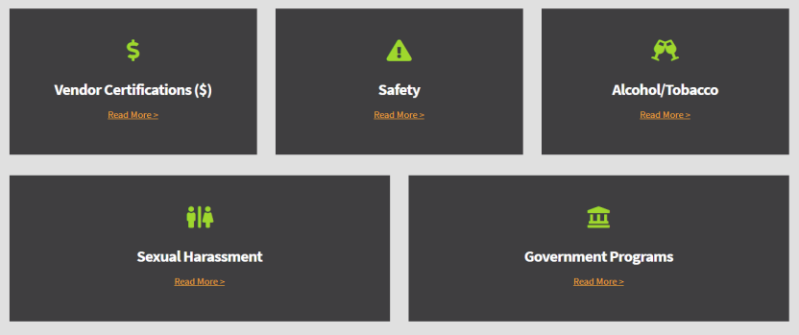
Affordable

Online Course Libraries

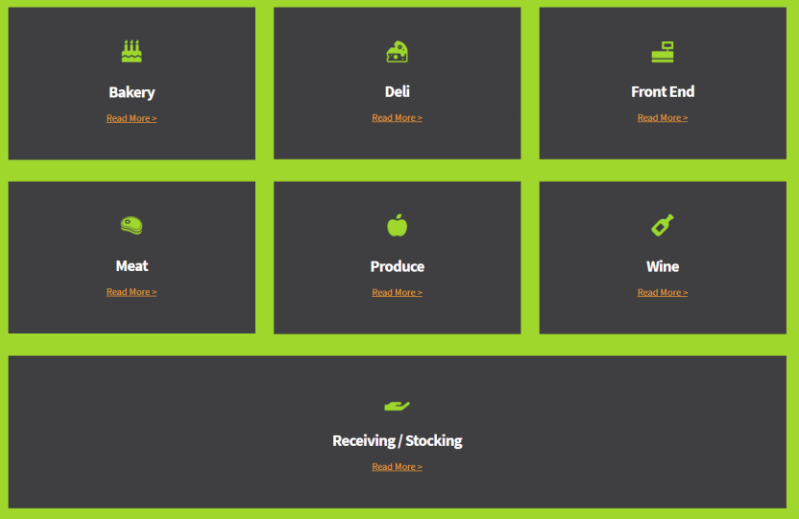
Essentials



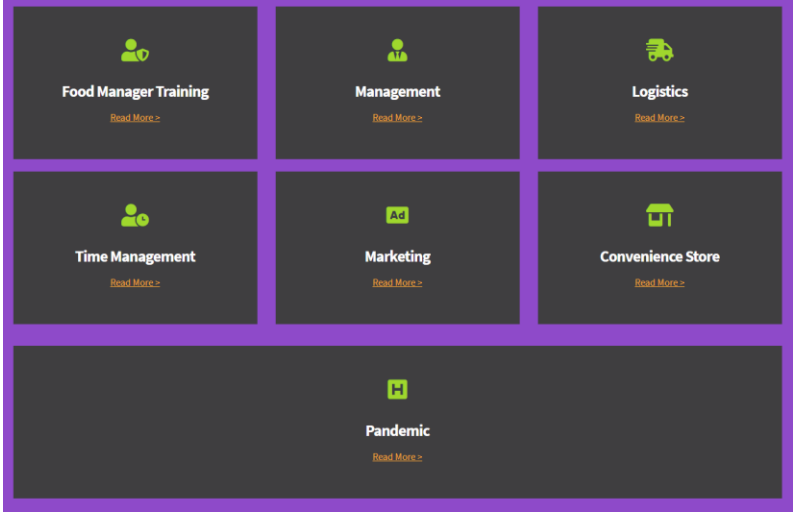
Compliance



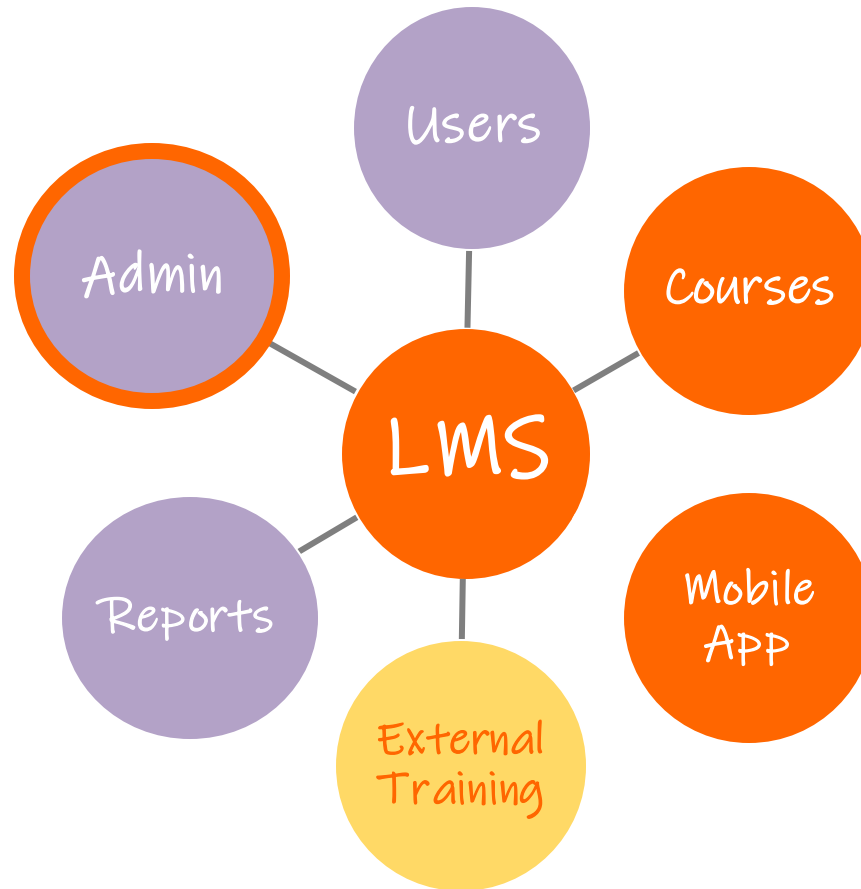
Departments



Specialties



Online Courses & Full Learning Management System



**Design +
Management
Support**

Online Training Resource Center

- **Administrator's How-to** – checklists, templates and courses to support administrators
- **Marketing Materials** – downloadable flyers/posters to promote, inform and troubleshoot.
- **Quarterly Newsletter** – keep up-to-date with the program, courses, upgrades and new features.

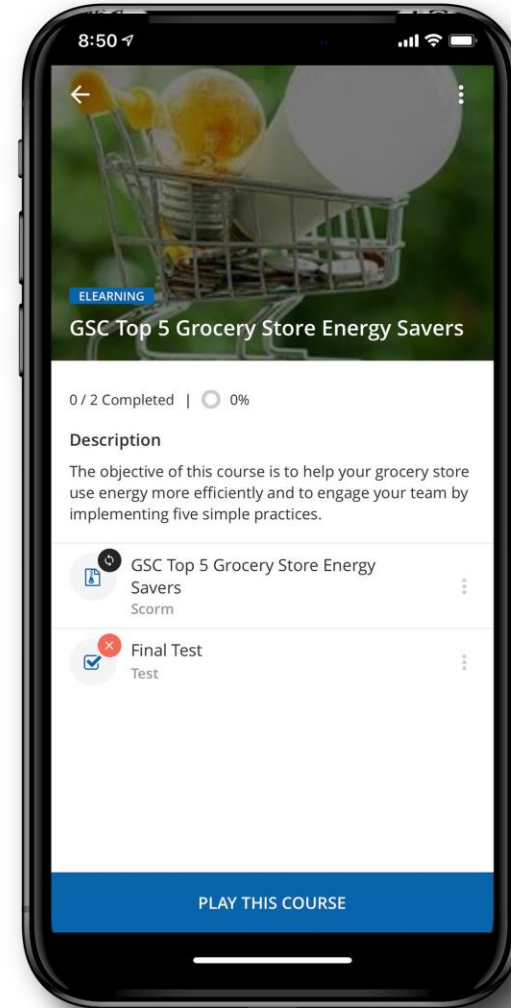


Training Whenever and Wherever You Want It

Access the Institute's online courses from your mobile phone or tablet using our learning app, Go.Learn. Follow these directions to give it a try:

1. Download the Go.Learn app available in the Apple and Google Play stores
2. Type in the following URL: igaecs.docebosaas.com
3. Launch Go.Learn and log in using your online training credentials.

*If you save your password within the app, you'll only need to complete these steps once.



Free College Credit, Tuition Discount, Free Materials

The IGA Coca-Cola Institute (ICCI) and the American Public University have formed a partnership where your ICCI online training courses will earn you college credit hours towards an online certificates, Associate, Bachelor and Masters degrees..



Int'l Supermarket Management Class



Virtual Class

- Live online class, with modules on Leadership, HR, Branding, Sustainability, and Loss Prevention
- Details and Registration online: [ISMC Virtual](#)
- Attend one or all modules,
- Participate from your office/home.

In-Person Class

Class - Five days packed with industry experts, activities, and learning experiences targeted to the food retail industry.

Topics - Retail Strategy, Leadership, People Development, Store Operations, Merchandising, Finance, Bakery, Deli/Prepared Foods, Meat, Produce, Sustainability and E-Commerce.

Class Tour - Visit and study the relevant grocers in the Chicagoland area.

Self-guided Tours – Visit distinguished Grocery Stores, Innovative Retailers, Iconic Retailers, and City Tour.

Networking Dinner - Join classmates and special guests for good food and networking.

Certificate - Students receive a *Certificate of Completion*.

Sponsored by:

KraftHeinz

Kraft Heinz Headquarters in Chicago, IL, U.S.A.

ISMC - Who Should Attend

Supermarket owners, regional directors, managers, supervisors, and high potentials.

If you are considering a career in food retail or if you are already in the industry, you can benefit from this learning program. The knowledgeable faculty, peer learning, and networking provide a unique multi-level experience.



Way to Care

Way To Care

A voluntary program designed to help retailers improve customer service and evolve their culture. Includes measurement, reporting tools, and behavioral & leadership online training.

Proven results: Way to Care graduates improve customer service scores significantly!

Measurement & Reporting Tools



Customer Feedback Surveys (CFS)
Provides ongoing feedback from customers.



Service Behavior Assessments: Measures associate behaviors while interacting with customers.
Baseline and ongoing assessments.



Associate Survey (StoreCulture)
Completed at the beginning for a baseline, and after training to measure improvement and gain associate feedback.



Way To Care

Online Courses

[Essentials](#) covers the behaviors the pilot retailers identified as basic essentials. These behaviors are part of the new assessment. During the assessment, the assessor will interact with 3 associates to observe which behaviors are performed.

[Electives](#) covers the behaviors that would go above and beyond the basic. Not all retailers would hold their associates accountable for performing those behaviors and the and optional. They don't count for the assessment Below is a direct link to the two courses. You will need your login to enter.



Shopper Feedback Program

The constant feedback program uses the NPS Metric the Net Promoter Score (NPS)^[1]. Knowing your store's NPS is valuable to benchmark against other retailers or industries. From our dashboard retailers can learn about their store's score and the reasons why the respondent graded you that way, in addition to reviewing the follow-up actions.

Assessment

How Good Are You, Really?

And how would you know?

Most independents run great grocery stores, but it is often hard to know for sure what you do right—and where you have room for improvement.

Being part of an alliance of independent stores means you get to benchmark your store against the IGA average. It means periodic scores on everything from customer service to merchandising to operational excellence.

It also means a partner willing to help you improve wherever you need help.

IGA stores excel in customer service and local merchandising but we are always striving to do better. Knowing you have an entire global brand behind you—with tools to identify problems and experience to help you improve—means you can expect to grow as an independent when you are part of the IGA family!





Just the Facts

Not sure what shoppers really think about your store? Wondering how your shopper service stacks up with the competition?

The answers are in the new Store Assessment initiative.

You'll get the facts for your store in reports from the shopper perspective along with benchmarks for comparison to other independent grocers.

What's New

The Assessment Program takes a fresh, new approach to answer your questions. It was designed by a team that included IGA retailers, IGA staff, and a new partner selected based on their experience and expertise. Watch for new shoppers, questionnaires, and reports.

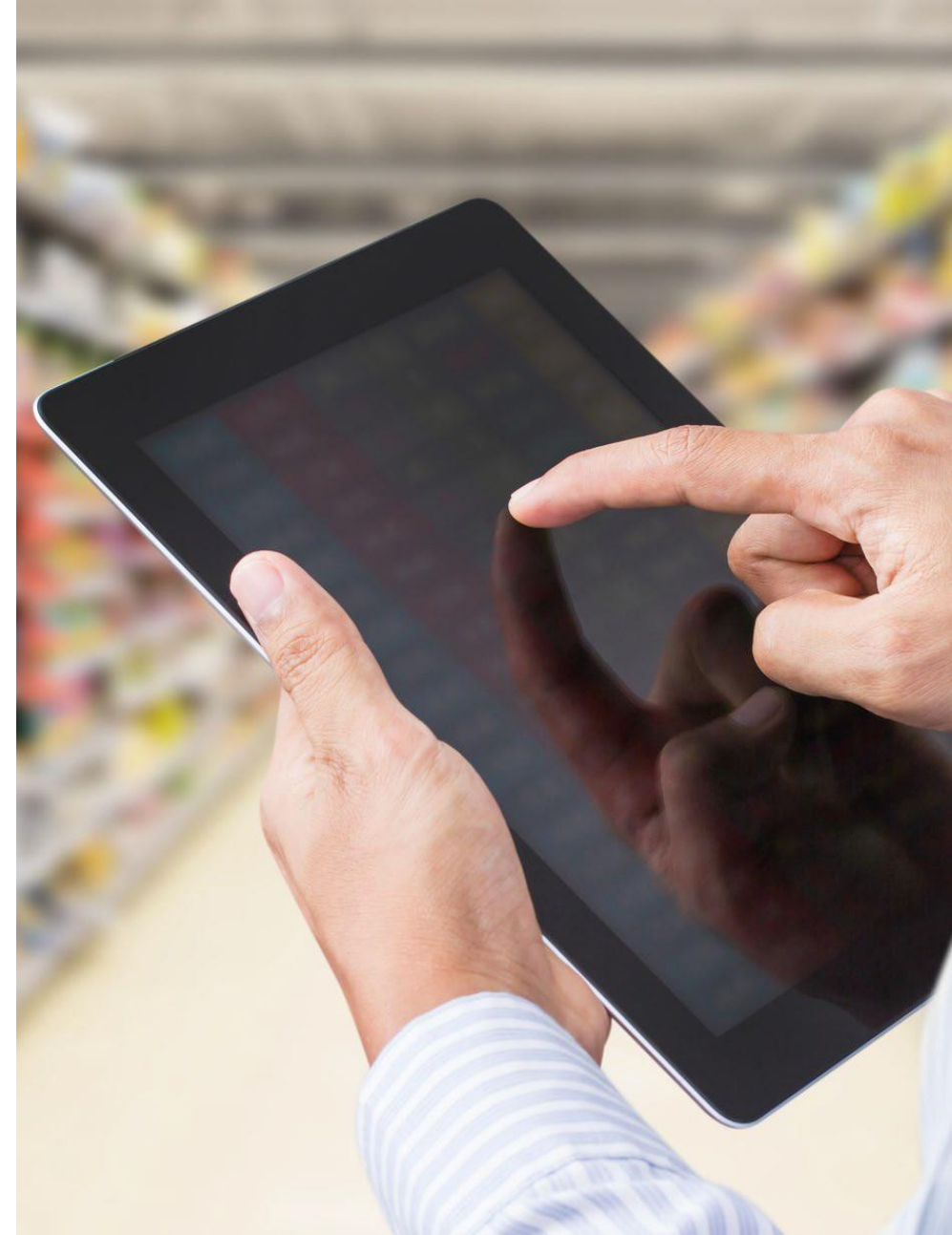
The goal is to give you meaningful, actionable information to be able to make improvements where needed and recognize where things are going well.

- Reporting that is actionable
- Increased objectivity and transparency
- Explore innovation and improvement
- Establish and share performance benchmarks
- Focus on facts and data to create insights



How it Works

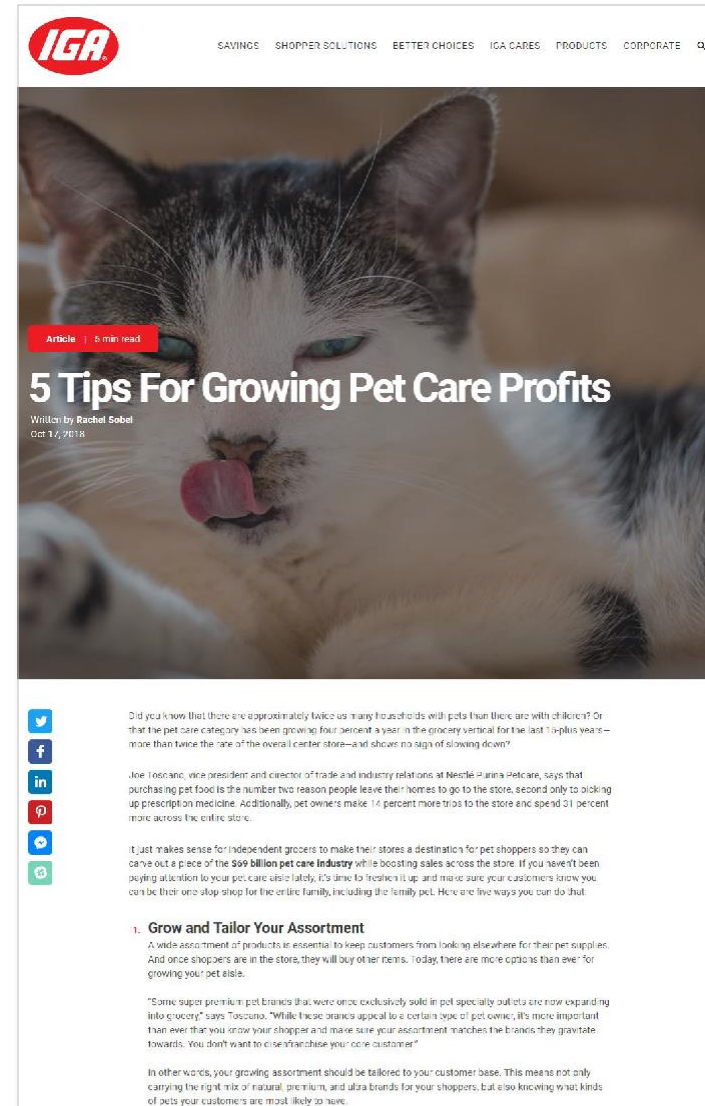
- A professional, experienced vendor-partner, Survey.com, will assess store conditions and shopper experience with in-store evaluations.
- Each store will be visited multiple times per year. Store owners and directors will receive reports following each evaluation.
- Be sure to use it to learn the new process and lead your team to look forward to how it will help.
- The new questionnaire will report on:
 - Appearance & Conditions
 - Service
 - Merchandising
 - And more



Communication

Original Thought-Leadership

Communication is the life-blood of every organization. IGA has a robust communications platform to keep members up to date and in the know. We focus on original thought leadership content that sheds light on the issues impacting independent grocers and on topics of value to you and your business.





What You Need, When You Need It!

IGA's weekly email newsletter, The IGA Minute, gives you the news you need the way you want it.

Delivered to your inbox every Thursday, each issue includes the latest information on a wide variety of topics, presented in engaging formats ranging from blogs and feature stories to video interviews and member profiles.

Content includes:

- Industry trends
- Shopper insights
- Best practices
- Firsthand retailer stories

Sign up to receive The IGA Minute at iga.com/minute

Knowing is Good, Doing is Better

With The IGA Checklist delivered to your inbox each Tuesday, you know what to do each week to get the most out of your IGA membership.

You'll get action items for:

- Program signups
- Events
- Special offers
- New Institute courses
- And much more

Subscribe at iga.com/checklist



IGA.com

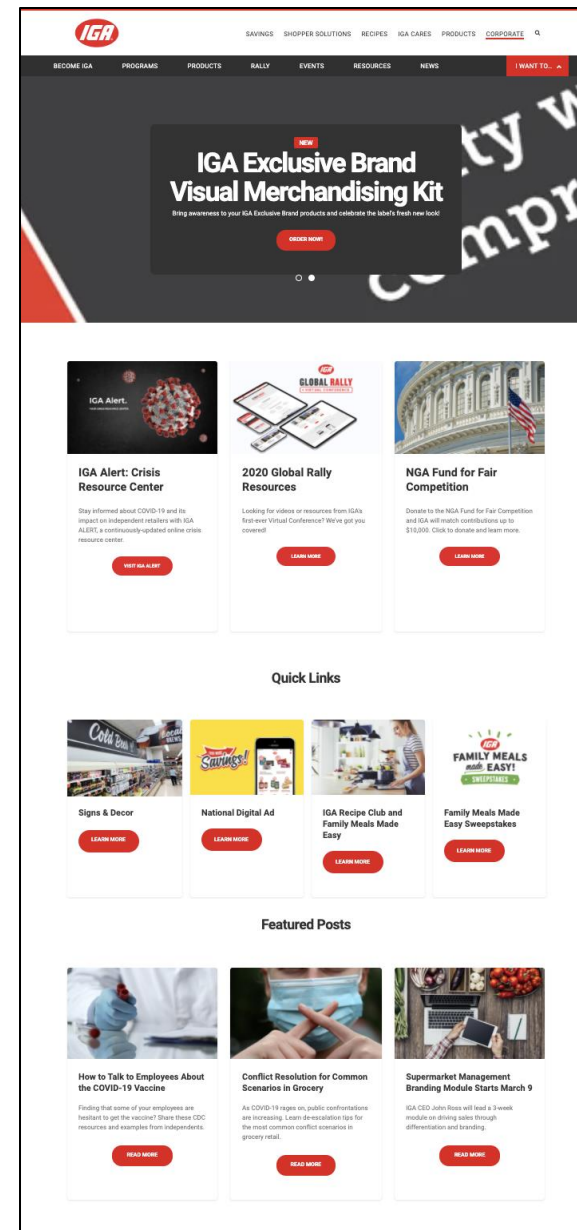
This dual-purpose website is a shopper-facing beacon for our brand, yes—but there’s more: IGA.com is also your portal for all things related to IGA membership.

Have questions about an IGA program? Looking for insights on specific categories and industry trends? Need a simple best practice to increase sales? IGA.com has your answers.

Access

As a verified IGA member, you will have access to content and resources that the general public does not—ensuring that the secret sauce of IGA stays with its members.

Visit iga.com/contact/gain-access to unlock content; once your submission is verified, the site will drop ‘cookies’ into your browser, so say goodbye to passwords!



IGA Alert





COVID-19 UPDATES



Vaccine Distribution

While [the CDC recommendation](#) to include grocery store workers in the next round of COVID-19 vaccines (1b) will help states guide their development of priority groups, the decision is ultimately up to your state government. Find your [statewide vaccination plan](#) [here](#).

Using insights from trusted industry sources and our retailers' experiences, IGA is presenting information and resources that will help retailers prepare for the ongoing spread of the pandemic within the U.S. and other countries via the Alert website and Alert eNews.

Visit IGAAlert.com for the latest information

IGA Brand Guidelines



IGA Brand Guidelines

Brand Guidelines are a set of rules that explain how to use a brand.

As with all growing brands, IGA's brand guidelines are always evolving.

To ensure that retailers are always using the most up-to-date standards, we have made our brand guidelines available at iga.com/brand-guidelines. Please reference this URL for current standards and brand resources.



Confidentiality

The content of this toolkit is proprietary and confidential information of IGA Inc. and is not intended to be distributed to any third party without the written consent of IGA Inc.

IGA Shopper's Bill of Rights

1. Just because I can observe another human's data doesn't automatically mean I should.
2. An individual has the right to share or deny access to their own data as they choose.
3. Individuals deserve value from their data commensurate with the value gained by observers.
4. Data from individuals who can't represent themselves will not be used.
5. Individuals deserve to know what others know about them.
6. Data will never be sold or shared without permission.

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