ONLINE SHOPPING

Grow sales, attract new customers and increase shopper retention by offering online shopping.

Online shopping is quickly increasing as a top customer demand. AWG has established strategic partnerships with leading online grocery shopping providers to allow your store to fulfill digital orders.

egrowcery

- Online store linked from existing website
- Labor optimization
- Delayed monthly & transaction fees to help get started

freshop

- Includes fully-integrated new website
- Integration with SEP
- No transaction fees

rosie

- Co-branded to drive consumer awareness & marketing
- Customer support
- Starter pricing package

SHIPT

- Third-party marketplace
- Labor and delivery provided
- No set-up fee

Contact: Jimmy Sevcik

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SALES & SERVICES
• Digital • Print • eComm • In-Store • Shopper Engagement

freshop
Easy Online Groceries

ONLINE SHOPPING:
## Easier with Freshop

Features

With a wide range of features, integrations, and customizations, Freshop is the top choice for retailers ready to grow online.

Manage your online store in one administration portal and leverage your store-branded website to strengthen customer confidence. Experience increased efficiency across workstreams with seamless integration with major POS, loyalty, and coupon programs.

Why Freshop?

Freshop will help your business reach new heights with increased basket sizes, stronger brand loyalty, and enhanced customer satisfaction. We offer list building, Click & Collect, and Delivery functionality, without requiring a percentage of sales revenue or a long-term commitment. Our goal is to empower your business with the tools to compete in today's digital grocery marketplace.

And, you're not alone. Our approachable team will walk you through the whole process, and continue to support you in managing your customer experience.
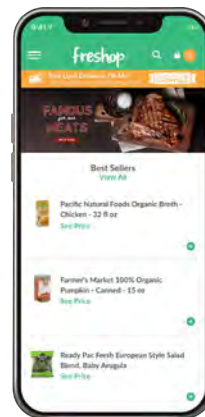
Freshop Groceries App

Freshop for Stores App

Shopping
- E-commerce
- Clickable Circular
- Pick Up and Delivery
- Loyalty Integrations

Products
- High-quality CPG Imagery
- Enhanced Product Content
- On-site Photoshoots for Store Brands

Administration
- Analytics Dashboard
- Multiple Payment Methods Accepted
- Email Marketing
- Retailer Support Portal

E-commerce, Scan + Go, Click & Collect and Delivery

Shopping Lists, Recipes, Cakes & Catering,
Clickable Circulars, Digital Coupons and Loyalty Integrations

No additional fees for integrations

FOR MORE INFORMATION

Jimmy Sevcik
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freshop
Easy Online Groceries

AWG PRICING

FULL STORE FRESHOP LICENSE

$**400** *per store, per billing period*

with monthly billing starting the next period after contract signature

All features including:

- Full store products
- Catalog of product images
- Clickable circular*
- Recipes
- Store Finder
- Shopping list building
- & more

LIMITED STORE

$**200** *per store, per billing period*

All features except checkout

IMAGE ONLY CIRCULAR

$**100** *per billing period*

No product catalog or checkout

ONLY STORE FINDER

$**50** *per billing period*

No product catalog, checkout or image only circular

WEBSITE DESIGN

- Integrate Freshop into the site
- Tie PLU/variable weight UPCs to Freshop's product catalog
- Google Analytics Integration
- Up to four hours of web training for fulfillment and site management
- Make a good faith effort to follow the Web Content Accessibility Guidelines (WCAG) 2.0

THEMED WEBSITE

$**2,500**

per banner, regardless of store count

- Existing Freshop template customized using Licensee's input
- File setup & remote implementation

FULL CUSTOM WEBSITE

$**10,000**

- Design and develop a new website using Licensee's design input
- File setup & remote implementation

HOSTING

$**50** *per five stores, per billing period*

CLICKABLE CIRCULAR

* $**12.50** *per unique page*

WHITE LABEL APP

NO SETUP FEE for AWG Retailers

$**40**

per store, per billing period to update

$**20**

per billing period for list building

STORE RESPONSIBILITIES

In order to ensure a timely and successful launch of your new online grocery website in partnership with Freshop you must:

- Designate a single point of contact to coordinate project details
- Provide logo, colors and store info
- Connect Freshop with contacts for data and integrations *(POS / price files, Ad files, Digital Coupons, Loyalty provider)*
- Configure your store products using Freshop admin tools *(Deli, Meat, etc.)*
- Attend online website & admin training *(Estimated 4 hours total)*

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

You can make a store full (or change to any level) any month. This includes all current and future features and we do not have any pre-order charges or fees on sales. We also leverage site development for owners that have multiple banners.

FOR MORE INFORMATION

Jimmy Sevcik jimmy.sevcik@awginc.com | 913-288-1672

Profitable ecommerce

Rosie's comprehensive service enables retailers to avoid or reduce numerous expenses.

Join the growing list of leading retailers who are choosing Rosie to acquire new customers, increase wallet share, and grow revenue.

Rosie Data Analytics

Rosie is dedicated to leveraging data to make intelligent business decisions to help our retailer partners grow their in-store and online businesses. Understanding your customer, their shopping habits, and operational statistics are crucial to executing a profitable ecommerce program.

85% OF FIRST-TIME ONLINE SHOPPERS LOOK FIRST TO THEIR CURRENT GROCER.

*2019 Bain and Google Survey

☆ Clickable weekly ad

☆ White-label solution

☆ "New Shop" customization

☆ 3rd-party integrations

COLLECT DATA

REVIEW ANALYTICS

BUSINESS INSIGHTS

"The Rosie platform gives Gerrity's the opportunity to leverage delivery logistics and time-saving software enhancements that other ecommerce providers do not offer."

JOE FASULA
Co-Owner | Gerrity's | Scranton, PA

Ecommerce Variations

DELIVERY

HUB & SPOKE

IN-STORE PICKUP

CURBSIDE PICKUP

SHIPPING

Packages to fit your needs

rosie

Starter

Designed for single store operators and small markets

- Web Ecommerce & Hosting
- iOS App & Android App
- +2M Product Images & Desc.
- POS Integration
- Rosie Data Analytics
- Integrated Marketing Tool Set
- Credit Card Processing
- Full PCI Compliance
- Customer Support
- Retailer Support
- Customized Store Brands
- Retailer Controlled Pricing

Essentials

Increase order volume and basket size with key enhancements

Starter features +

- Enable Alcohol Sales
- Enable Tobacco Sales
- Enable SNAP/EBT
- Local Pickup Drop Spots

Our most popular plan.

Professional

Grow faster with the industry's leading online Shopping Platform

Essentials features +

- Priority Onboarding
- Remote Training
- Retailer Phone Support
- Account Management
- POS Order Injection (30% Labor Savings)
- Email Marketing Integration
- Enhanced Marketing Support

* Starter $3,000 One-time Setup Fee and $91.38 per billing period

* Essentials $3,500 One-time Setup Fee and $276 per billing period

* Professional $3,500 One-time Setup Fee and $484.62 per billing period

* (All packages also have a 3% transaction fee per order)

AWG Contact: jimmy.sevcik@awginc.com

Place Order — **Pick Order** > **Click & Collect** or **Deliver**

eGrowcery provides an ecommerce platform built specifically to meet the demands of the independent grocer. We live and breathe grocery, and are proud to offer retailers an end-to-end solution that moves stores into the digital fast lane.

Shopper Friendly Website

eGrowcery is focused on providing the most intuitive and enjoyable customer experience. Simple, intelligent design and shopper-centric features take pride of place in our custom-built solution.

- Cloud Hosted (No Hardware)
- Device Responsive eStore
- Custom Logo/Color Scheme
- Custom/Rotating Product Marketing
- Shopper Configured Shopping Lists
- Shopper Order History
- Shopper Substitution Preferences
- Shopper Email Communication (Confirmation & Receipt)
- Shopper Pantry
- Ability to Sell Weighted Products by the Weight or Item
- FAQ's customized to your Store
- Tokenized Credit Cards

System Administration

- Complete Reporting Suite
  - » *Order Size Trending*
  - » *Plot Map Activity*
  - » *Google Analytics*
  - » *More*
- Fulfillment Timeslot Availability & Fee Management
- Picking App for fulfillment
- Handheld Bluetooth Product Scanner
- Integrated Payment Processing
- Picking Route Configuration and Route Changes
- Distributed Picking
- Custom or Preconfigured Picker Notes
- Weighted Product Adjustments

Data Integration

- Daily Master Item File Updates
  - » *Current Pricing*
  - » *Current Group Product Promotions*
  - » *Current Specials*
- Product Availability
- Sales Journal Return to Retailer

Pricing

- Setup fee: $1,500/store (capped at $4,500 total)
- License Fee: $485/mo/store
- Transaction Fee: 2%

AWG Contact Information

Jimmy Sevcik, Marketing Specialist.
Phone: **913-288-1672**
Email: **jimmy.sevcik@awginc.com**

SHIPT

Shipt Marketplace

*A membership-based marketplace enabling retailers to offer **same day delivery of fresh foods and household essentials.***

Order from the app or Shipt.com
Customer places an order, chooses a convenient delivery window

Shipt Shoppers do the work
Orders are picked by a community of reliable Shoppers

Shipt delivers right to the door
Customer order arrives within their chosen delivery time

Retailer Benefits

- Tackle last-mile with limited investment
- Turnkey solution
- Attract new customers, build basket sizes
- No increase in labor or operational costs

The Shipt Experience

- Customer-obsessed, loyal Shoppers
- Top-rated app and online customer experience
- 24/7 Customer Experience team
- Available in over 120 markets and growing

Customer Benefits

- No delivery fees, membership-based
- Convenient, seamless experience
- Order from full in-store product catalog
- Exclusive CPG promotional deals

AWG Member Pricing

5.25%

of sales

Additional costs offset by 10% product markup fee paid by customer

Contact **Jimmy Sevcik** AWG Digital Marketing Specialist • (913) 288-1672