

# Retailer-Supplier Collaboration

Michelle Harmon-Madsen  
SVP, Brand Partnerships



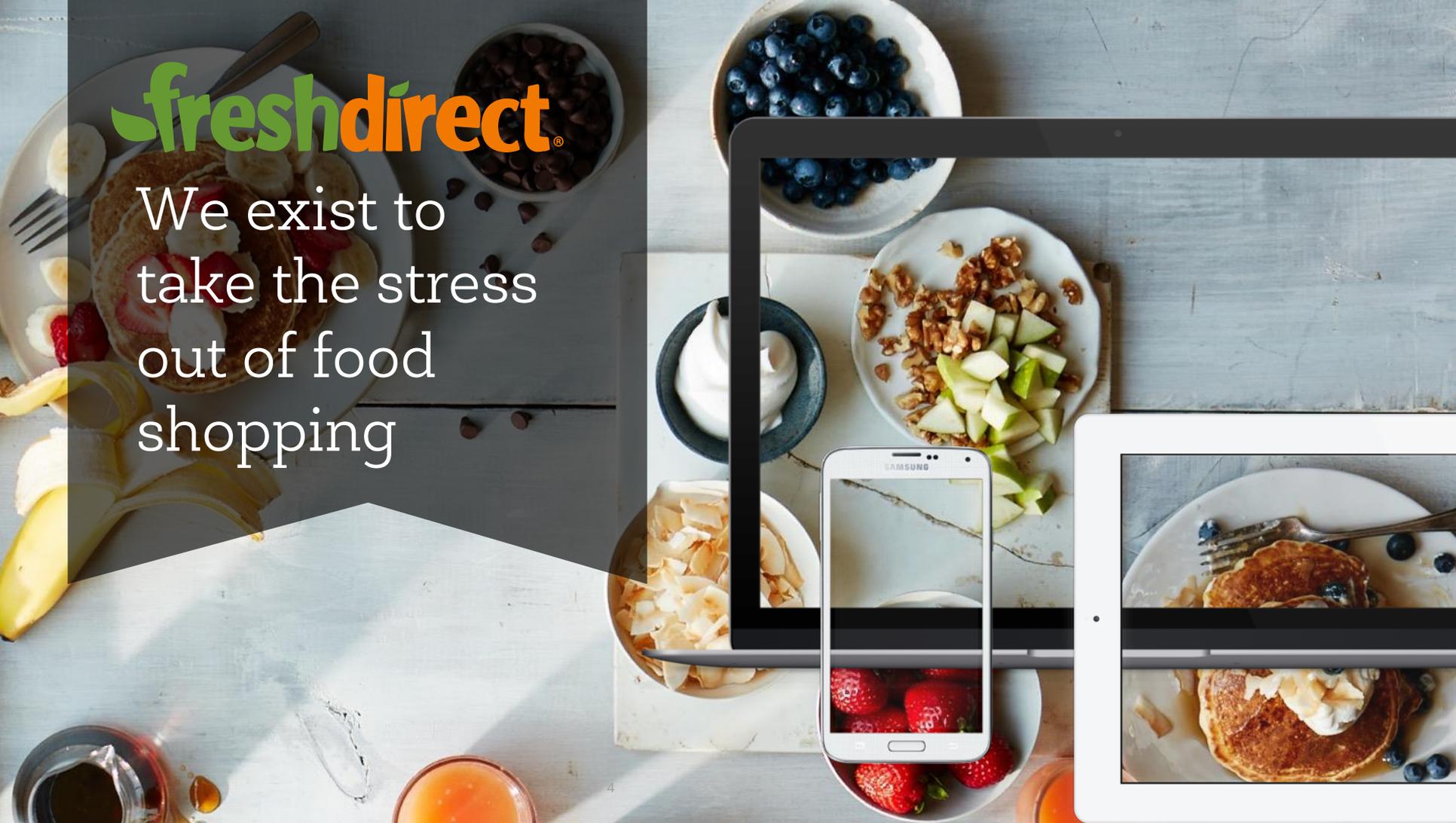
# Maximize Partnerships

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



# Why grocery shopping is so hard

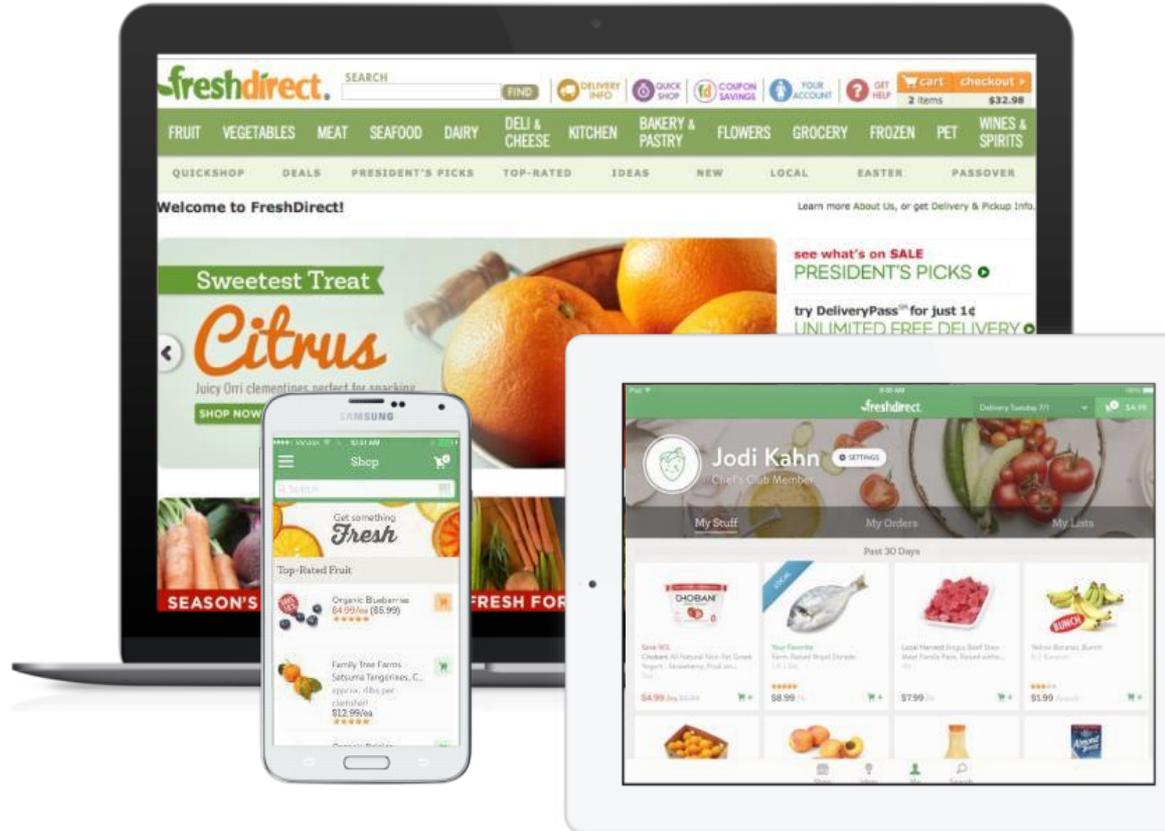


A top-down view of a breakfast table. On the left, a white plate holds a stack of pancakes topped with strawberries, banana slices, and a dollop of white cream. Beside it is a small white bowl filled with dark chocolate chips. In the center, a white plate is topped with diced green apples, walnuts, and a dollop of white cream. To the right, a white bowl contains fresh blueberries. In the foreground, a white Samsung smartphone is positioned vertically, displaying a close-up of strawberries. To its right, a white tablet is positioned horizontally, displaying a close-up of pancakes with blueberries. The background is a light-colored wooden table with a glass of orange juice and a small glass of coffee visible in the bottom left corner.

**freshdirect**<sup>®</sup>

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.  
WINE & SPIRITS  
CHEERS!

**Snacks to Celebrate the End of Summer**  
DIP, SIP, SNACK!  
SAVE \$5

**Hallow-Pats II**  
THE YUMMY RETURNS...

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

**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**

**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.  
GET UP

GET CREATIVE WITH MUFFIN TOPS

**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 & LEARN

# 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

# 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



**TWO TEQUILAS for MANY?**  
Let us help.

**HANGOVERS HAPPEN**  
Shop FreshDirect.com for all your hangover helpers.  
**#FDSEISDEMAYO**

**Stock up today on:**

- Hydrating beverages
- Snacks on snacks on snacks
- Comfort food
- Pain relievers
- Hair o' the Dog\*

When it comes to hangover help, let us hold your hand (or maybe your hair).

Free Delivery on your next order\*\*  
USE CODE: SEISDEMAYO\*\*

**freshdirect.com**  
Your Online Grocer

Find your hangover cure today at **freshdirect.com**

## Sampling

Custom palm card for added promotion

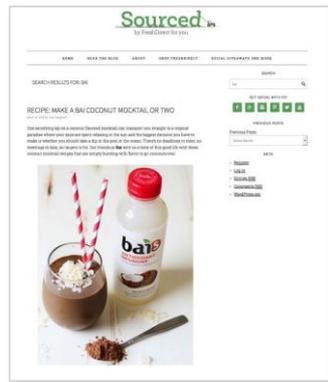
## Social

Customized posts for relevant occasions



## Blog

DIY guidance and creative fun



# 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



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

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

#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



## In-Box Brochure

Inspiration and ideas to delight consumers



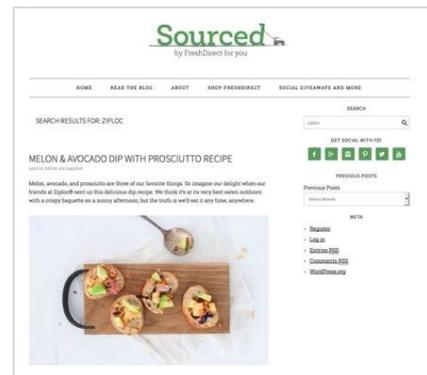
## Social

Customized posts for relevant occasions



## Blog

DIY guidance and creative fun



# 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



# 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](#)

< 1 2 > 1-30 of 45 [Show All](#)

---

## Melon and Prosciutto Dip

### The Perfect Mix Of Sweet & Savory

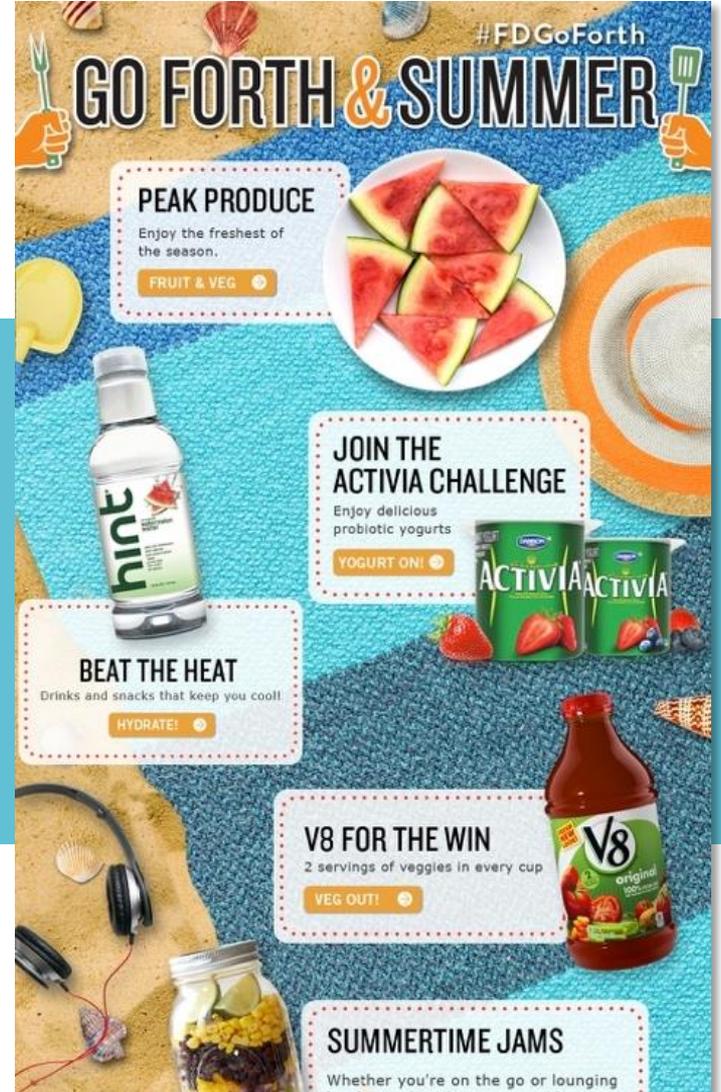
<p><b>SAVE 40%</b></p> <p>Cantaloupe ★★★★★ <b>\$5.99/ea</b> <b>Save! 2 for \$7.00</b></p>	<p><b>SAVE 30%</b></p> <p>Honeydew Melon ★★★★★ <b>\$5.99/ea</b></p>	<p><b>SAVE 30%</b></p> <p>Organic Cantaloupe ★★★★★ <b>\$3.99/ea</b> <del>\$4.99</del> <b>Save! 2 for \$7.00</b></p>	<p><b>SAVE 10%</b></p> <p>Fresh Cubed Cantaloupe ★★★★★ 8oz <b>\$4.99/ea</b> <b>Save! 2 for \$9.00</b></p>	<p><b>Citerio</b> Fresco Prosciutto 4oz <b>\$6.49/ea</b> (\$25.96/lb)</p>
---	---	---	---	---

# 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 INGREDIENTS

Vodka + V8 + Worcestershire  
+ hot sauce + lemon juice + salt + pepper

## Social

Customized posts for relevant occasions



## Blog

Recipe ideas for inspiration



#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



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

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** ~~4.99~~  
**Save 25%**  
(\$1.04/pt)



**V8**  
Low Sodium Vegetable Juice  
46oz  
**\$2.99/ea** ~~4.99~~  
**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



## BEAT THE HEAT

Drinks and snacks that keep you cool!

HYDRATE!

## JOIN THE ACTIVIA CHALLENGE

Enjoy delicious probiotic yogurts

YOGURT ON!



## V8 FOR THE WIN

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



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

Michelle Harmon-Madsen  
SVP, Brand Partnerships

