



Focus on Fresh Maximize Your ROI with Show Deals

Monday April 21, 2025

Session Outcomes

Walk away
with
information to
help you
submit your
show deal

Gather ideas
to maximize
your show
deals

Learn more
about what's
expected
when the
show ordering
event ends



Focus on Fresh 2025

- Over 400 produce, deli, bakery, cheese, meat and seafood leaders
- Only industry show that many co-ops attend
- Enhanced vendor showcase
- Network, educate and gather valuable retail insights
- Ability to electronically write show orders and capture retail leads

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RIVERCENTRE™



Show deals

- Retail co-ops are motivated by deals
- Exclusive discounts offered only for orders connected to the Focus on Fresh event
- Spark purchases and increase volume



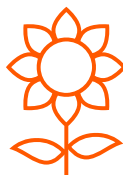
Vendor Showcase

- Ordering happens at the vendor showcase and in the online post show retail ordering portal
- Vendor showcase
 - Electronically collect orders and leads
 - All co-op details are pre-loaded to iPads
 - Use iPad (provided by NCG) to collect orders
 - Request iPad to easily capture leads and notes from conversations



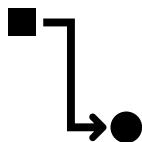
Maximize Your ROI

- Ability to make connection with co-ops
- Co-ops make their own buying decisions
- Primary distributors UNFI and KeHE
- Can procure from multiple distributors
- Deals above and beyond regular offerings
- Use store list to pinpoint co-ops
- Think long term, give them a reason to be in contact with you throughout the year



Show Deals Item Upload Template

- Demo show deals template
- Download and save
- Complete information
- Save
- Email completed show deal template to vendorshowcase@ncg.coop by May 15



iPads

- Exhibitors submitting a show deal automatically receive an iPad to collect orders, capture leads, and take notes.
- Exhibitors that are not submitting a show deal must request an iPad to capture leads and take notes.
 - Email vendorshowcase@ncg.coop.



Post Show

- Post show retail ordering portal
 - Open through July 9th
 - Co-ops may not cancel or reduce orders placed during the live vendor showcase
- By July 14th
 - Exhibitors emailed a Focus on Fresh show order report
 - Includes all orders by brand
- Watch for more information including a preview of the day of at show iPad ordering process along with details about the day of on-site training



Show Deal Terms

- Be sure to carefully review all show deal terms
 - Found at the Focus on Fresh Exhibitor Information page
- Show deals are a direct agreement between exhibitor and retail co-op
- Exhibitor
 - Solely responsible for processing and fulfilling all show deal orders
 - Assume full responsibility for ensuring that products ordered are in stock and available for shipment within the requested shipping windows outlined by the exhibitor
 - Agree to work directly with retail co-ops to resolve any discrepancies



Plan to Attend

Know Before You Go Session May 29

Look for details on the Focus on Fresh Exhibitor
Information Page

<https://www.ncg.coop/focus-fresh-exhibitor-information>



Thank you Q & A

We look forward
to seeing you at
Focus on Fresh

