

Partner Marketing

Digital + In-Store
Visualizations

Digital Placements



Email + Web + Ecommerce

Email Placement

Email Buyout

- Full email buyout allows for complete email takeover.
- Supports brand's own imagery as hero creative.
- Selection of up to 12 product skus of brand's choice listed on shop.staterbros.com.
- Scheduling dependent on SBM calendar of events.
- Audience segmentation dependent on SBM calendar of events.
 - 2025 Average open rates: 55%
 - 2025 Average click rates: 1.1%
 - Subscribers: 651k

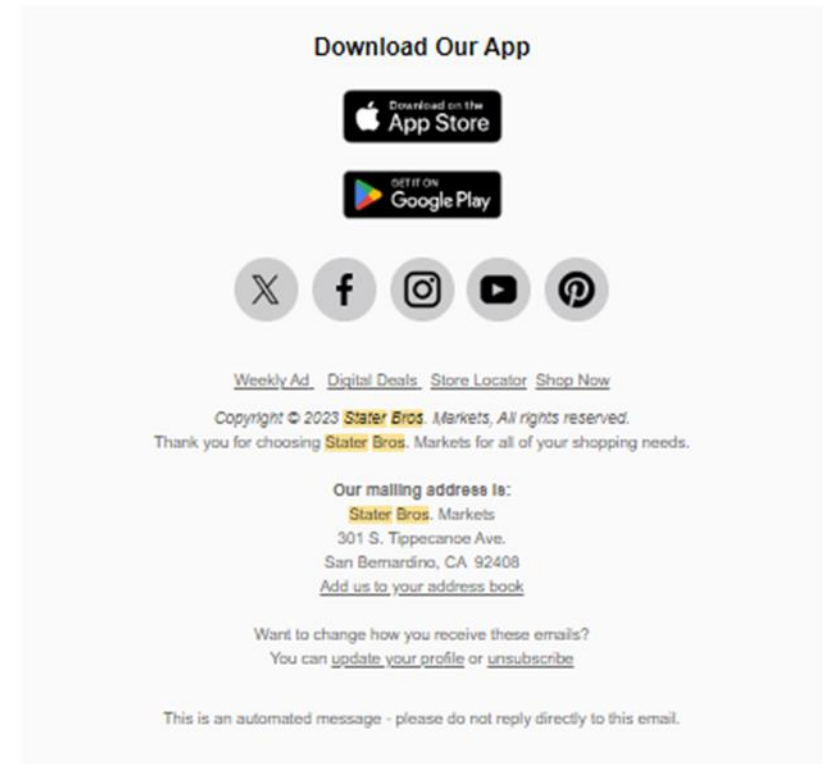


Shop Klimon

Email Placement

Footer Banner

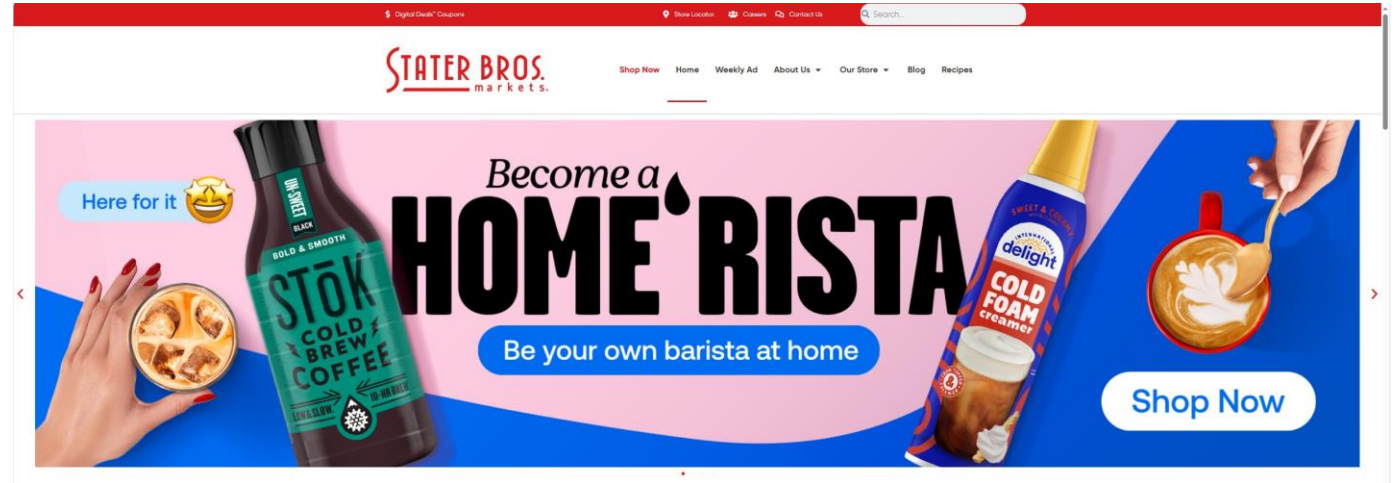
- Footer banner placement on the following emails:
 - Weekly Ad (Wednesday's)
 - Weekly Recipe (Thursday's)
 - Blog Email (Sunday's)
- Static image or motion graphic can be supported.
- Footer banner size: 1200 x 400.
 - 2025 Average open rates: 55%
 - 2025 Average click rates: 1.1%
 - Subscribers: 651k



Web Placement

Web Hero Ad

- Exclusive 2-week active feature on staterbros.com. Based on availability.
- Can click to query or a single product data page on shop.staterbros.com.
 - Average clicks: 2000
 - Average users: 1600



Web Placement

Vendor Highlight

- 2-week active feature on staterbros.com. Based on availability.
- Can click to query or a single product data page on shop.staterbros.com.

- Average views: 730
- Average sessions: 126
- Average adds to cart: 73



Catch Of The Month



Web Placement

Shop Banner

- Exclusive 2-week active feature on shop.staterbros.com. Based on availability.
 - Includes shoppable landing page.
 - Complimentary Facebook, and Instagram post included with purchase.
-
- Average clicks: 235
 - Average users: 125
 - Average purchases: 5

The screenshot displays the Stater Bros. Markets website interface. At the top, a red navigation bar contains a user icon, a 'Log In / Sign Up' link, and the store location 'FOURTH & HAVEN, #208'. Below this is the Stater Bros. Markets logo and a search bar. A secondary navigation bar includes icons for 'Shop', 'Weekly Ad', 'Recipes', 'My Lists', 'Stores', and 'Reorder'.

The main banner features a Quaker Chewy cereal promotion with the text 'Your pick, their treat' and a 'SHOP NOW' button. Below the banner, a sidebar on the left allows filtering by 'Promotions' (On Sale: 3,987) and 'Departments' (All Departments, Animal & Pet Supplies: 720, Baby Care: 459, Bakery & Bread: 623, Beer, Wine & Spirits: 1,414, Beverages: 2,356, Dairy & Eggs: 1,032, Deli & Prepared Food: 389, Floral: 6). The main content area shows '20,645 items available' and a 'Happy Sumo Season!' banner with a 'Shop Now' button.

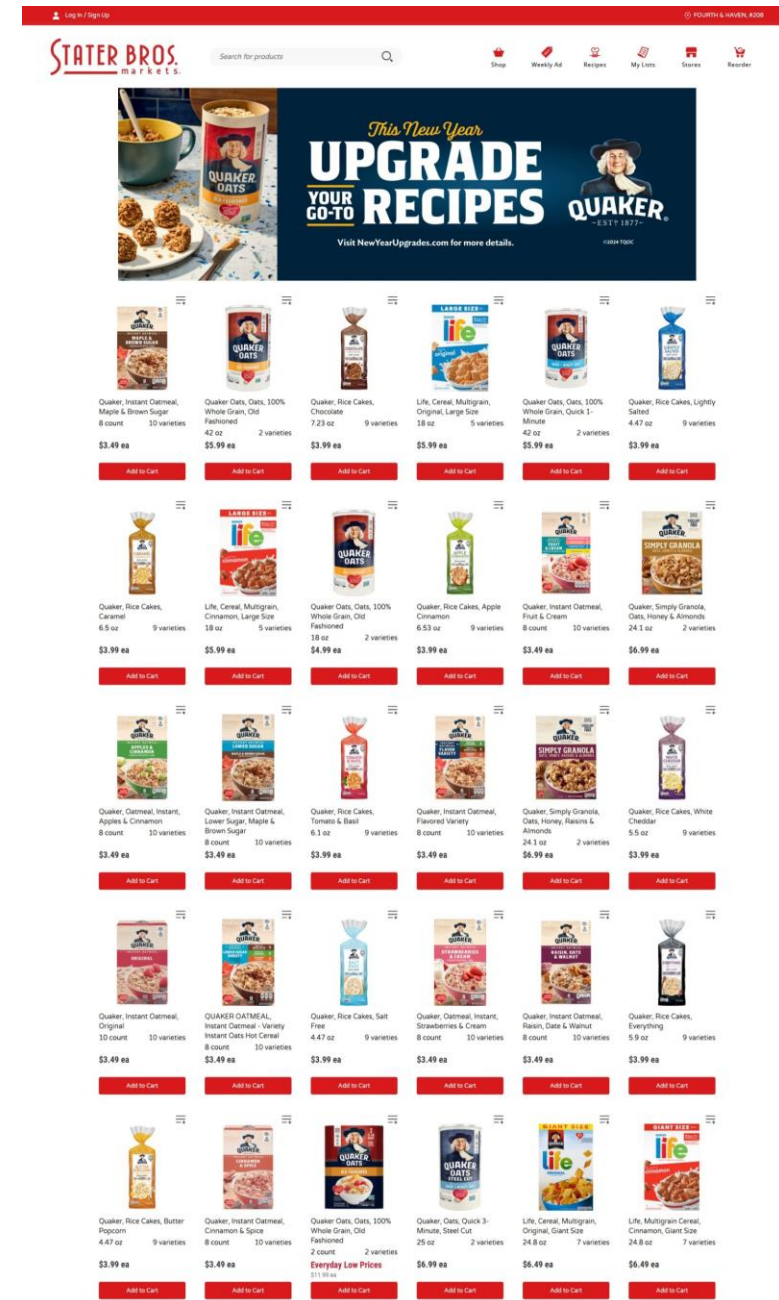
Below the banner, four featured products are displayed in a grid:

Product	Price	Action
SunVista, Pinto Beans, 15 oz, 6 varieties	\$1.29 ea	Add to Cart
SunVista, Black Beans, 40 oz, 2 varieties	\$1.99 ea (was \$2.49 ea)	Add to Cart
S&W, Garbanzos, Chick Peas, 15.5 oz, 12 varieties	\$1.29 ea (was \$1.69 ea)	Add to Cart
SunVista, Black Beans, 30 oz, 4 varieties	\$1.99 ea	Add to Cart

Web Placement

Shop Landing Page

- Shoppable landing page available on shop.staterbros.com.
- Supported with complimentary Facebook and Instagram posts.
- Ability to support multiple skus with carousels of product.
- Partner supported backgrounds are white*.
 - Average sessions: 1700
 - Average users: 1500
 - Average adds to cart: 10
 - Average items clicked: 100



Web Placement

Shoppable Recipes

- Shoppable landing page available on shop.staterbros.com/recipes.
 - Visible via navigation on site.
- Can leverage preferred recipe by partner or we can create.
 - Recommendation to use quick & easy solutions.
- Ability to support multiple skus.
- Includes **“Add All Ingredients to Cart”** button.
 - Average sessions: 1700
 - Average users: 1500
 - Average add to carts: 10
 - Average items clicked: 100

Log In / Sign Up

FOURTH & HAVEN, #208

STATER BROS. markets

Search for recipes

Shop Weekly Ad Recipes My Lists Stores Reorder

View All Recipes

Michelob Ultra ZERO Michelada

Refreshingly bold and tangy, this Michelob Ultra ZERO Michelada is your go-to for a zesty drink with zero alcohol. Packed with savory Clamato, a kick of Tapatio, and a tangy Chamoy-Tajin rim, it's perfectly finished with crisp Michelob Ultra ZERO for a cool and spicy sip every time.

Ingredients

- Baja Micheladas Chamoy Rim Dip
- Tajin Clasico Seasoning
- 2 to 3 dashes Stater Bros. Worcestershire Sauce
- 2 to 3 dashes Maggi Jugo Seasoning Sauce
- Juice of 1/2 a Lime
- Pinch of Morton Coarse Sea Salt
- 2 to 3 dashes Tapatio Hot Sauce
- Splash of Mezzetta Sliced Golden Greek Peperoncini Juice
- Clamato Tomato Cocktail
- Michelob Ultra ZERO

Directions

1. Rim glass with chamoy rim dip and tajin.
2. Add Worcestershire, jugo, lime juice, salt, hot sauce, and peperoncini juice.
3. Fill a third of the glass with Clamato, then top with Michelob Ultra ZERO.

Ingredients List:

Item	Price	Action
Limes	40¢ ea	Add to Cart
Tapatio, Hot Sauce, Salsa Picante 5 oz	\$1.49 ea	Add to Cart
Tajin, Seasoning, Clasico, Mild 5 oz 3 varieties	\$2.99 ea	Add to Cart
Stater Bros. Markets, Worcestershire Sauce 10 fl oz	\$1.99 ea	Add to Cart
Clamato, Tomato Cocktail, Original 32 fl oz 3 varieties	\$3.99 ea	Add to Cart
Mezzetta, Peperoncini, Golden Greek, Medium Heat, Sliced 16 fl oz 4 varieties	\$3.99 ea	Add to Cart
Morton, Sea Salt, Coarse 17.6 oz 2 varieties	\$3.79 ea	Add to Cart

Add All Ingredients to Cart

Drunken Noodles

Map: New, 10 minutes Cook Time 5 minutes

These noodles are sure to bring you lots of luck and prosperity this Lunar New Year. This Drunken Noodles recipe is a vibrant, restaurant-style dish that's easy to make at home.

[View Recipe](#)

Michelob Ultra ZERO Michelada

Map: New, 10 minutes Cook Time 5 minutes

Refreshingly bold and tangy, this Michelob Ultra ZERO Michelada is your go-to for a zesty drink with zero alcohol. Packed with savory Clamato, a kick of Tapatio, and a tangy Chamoy-Tajin rim, it's perfectly finished with crisp Michelob Ultra ZERO for a cool and spicy sip every time.

[View Recipe](#)

Fried Pickle Dip

Map: New, 10 minutes Cook Time 5 minutes

This Fried Pickle Dip recipe offers a unique and tangy flavor profile, combining the crispiness of your cream and cheddar cheese with the crunch of fried pickles and a hint of sweetness.

[View Recipe](#)

Web Placement

Dedicated Blog Page

- Sponsored blog post that can be supported with own content or can be written with the help of SBM content writers (additional fee).
- Can support owned imagery (static or motion).
- Average: 4-10k monthly page views.

Digital Deals* Coupons

Store Locator

Compare

Contact Us

Search...

STATER BROS.
markets.

Shop Now

Home

Weekly Ad

About Us

Our Store

Blog

Recipes

Shopping & Services

[Home](#) > [Blog](#) > [Discover Cold-Pressed Juice from Perricone Farms](#)

Topics

Around the House

Community & News

Family Life

Kitchen Basics

Pets

Recipe Ideas

Seasonal

Shopping & Services

Well-Being

What blog do you want to see next?


Message *

We value your feedback!

Submit

Discover Cold-Pressed Juice From Perricone Farms

September 9, 2024



Cold-pressed juices may seem like another health fad that is trending, but there's so much more to these incredible juices than meets the eyes. Bursting with rich nutrients and vitamins, these juices are here to stay. Come with us as we dive into what makes cold-pressed juices so amazing and all the benefits they possess.

What are Cold-Pressed Juices?

Unlike traditional juicing methods that involve high heat and friction, "cold-pressing" refers to the process of utilizing hydraulic power to separate the fiber of the fruit to extract juice from fruits and vegetables. That process minimizes the oxidation of nutrients, resulting in a juice that is rich in vitamins, minerals, and antioxidants.

Normal juicers involve spinning blades to cut and mash fruits and vegetables to extract juice, but that process creates heat from the friction, which often destroys some of the health benefits of the juice.

By comparison, cold-pressing results in healthier and nutrient-rich juices. Cold-pressed juices are often unpasteurized, further preserving their nutritional value.

What are the Benefits of Cold-Pressed Juices?

Cold-pressing juices retains more of the vitamins, enzymes, minerals, and antioxidants than juices extracted from traditional juicers. This means that cold-pressed juices will have a higher density of nutrients and benefits than regular juices because they are less likely to be exposed to the heat of normal juicers.

Web Placement

Digital Only Ad Page

- Hosted on Stater Bros. Shoppable Weekly Ad page and Flipp app.
- Can support owned imagery (static).
- Contains embedded link that can point to desired location.
- Average: 1.2 million monthly page views.
 - 250k weekly page views



Digital Placements



Social Media

Social Placement

Instagram Reel

- Original Instagram reel created by our in-house content team that highlights your brand's unique voice and product details.
- Brand can partner with creative direction and supply v/o script.
 - Total Instagram followers: 33.6k
 - Average Social Media Metrics:
 - Video Views: 116k+/mo.
 - Engagement: 4k+/mo.
 - Likes: 2k+/mo.

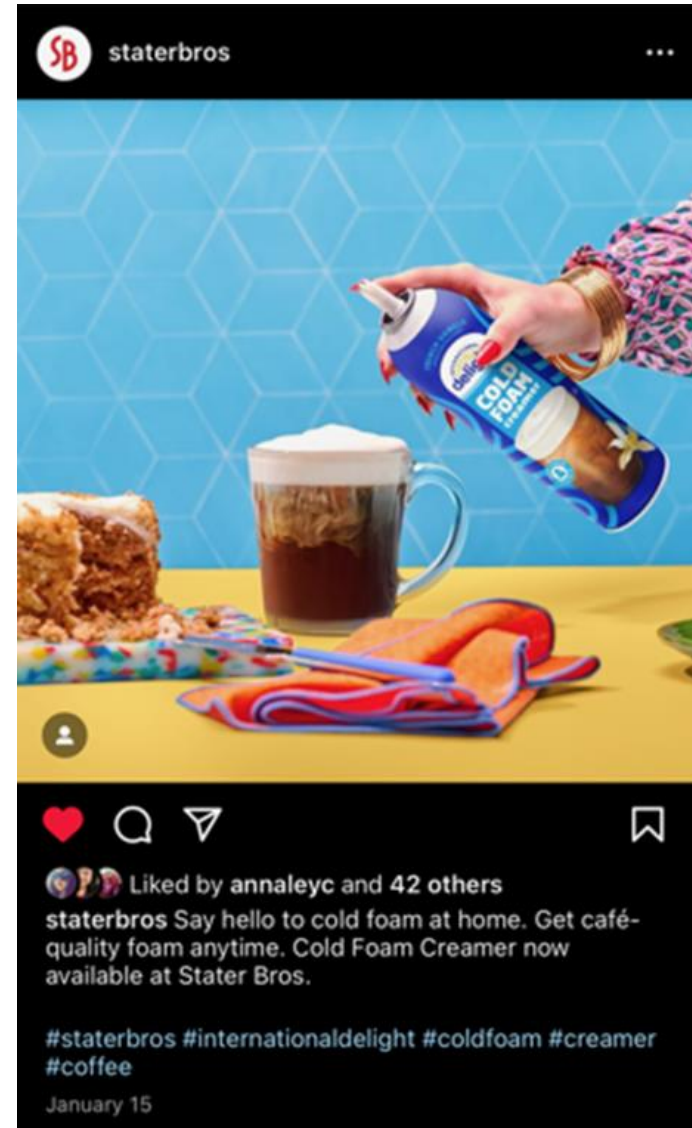
Video Link



Social Placement

Instagram Post (In-feed + Stories)

- Static Instagram post leveraging content supplied by brand
 - Partner can also supply own brand's voice for post copy.
- Total Instagram followers: 33.6k
- Average Social Media Metrics:
 - Impressions: 93k+/mo.
 - Engagement: 4k+/mo.
 - Likes: 3k+/mo.



Social Placement

Facebook Reel

- Original Facebook reel created by our in-house content team that highlights your brand's unique voice and product details.
- Brand can partner with creative direction and supply v/o script.
 - Total Facebook followers: 62k+
 - Average Social Media Metrics:
 - Engagement: 282/mo.
 - Video Views: 17k+/mo.
 - Likes: 211/mo.

Video Link



Social Placement

Facebook Post (In-feed + Stories)

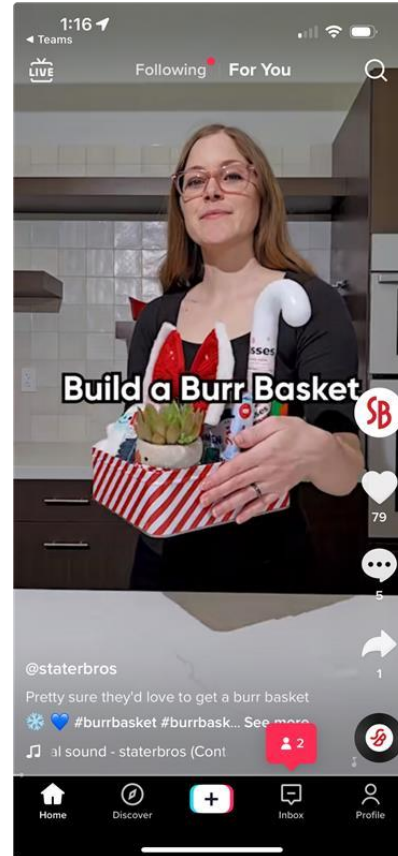
- Static Facebook post leveraging content supplied by brand
 - Partner can also supply own brand's voice for post copy.
- Total Facebook followers: 62k+
- Average Social Media Metrics:
 - Impressions: 168k+/mo.
 - Engagement: 11k+/mo.
 - Likes: 2.9k+/mo.



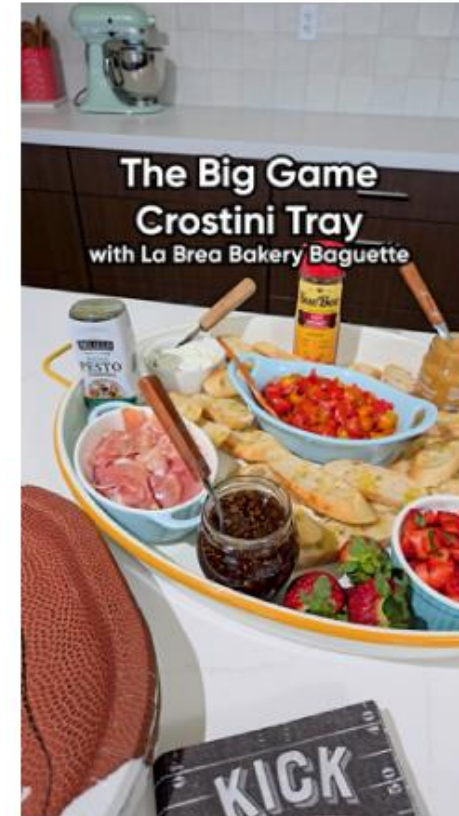
Social Placement

TikTok Video

- Original TikTok video created by our in-house content team that highlights your brand's unique voice and product details.
- Brand can partner with creative direction and supply v/o script.
- **3 video options:**
 - Shop with me
 - Dedicated recipe video
 - Product awareness feature
- Total TikTok followers: 6k
- Average Social Media Metrics:
 - Views: 263k+/mo.
 - Engagement: 2k+/mo.
 - Likes: 1.5k/mo.



[Video Link](#)



[Video Link](#)

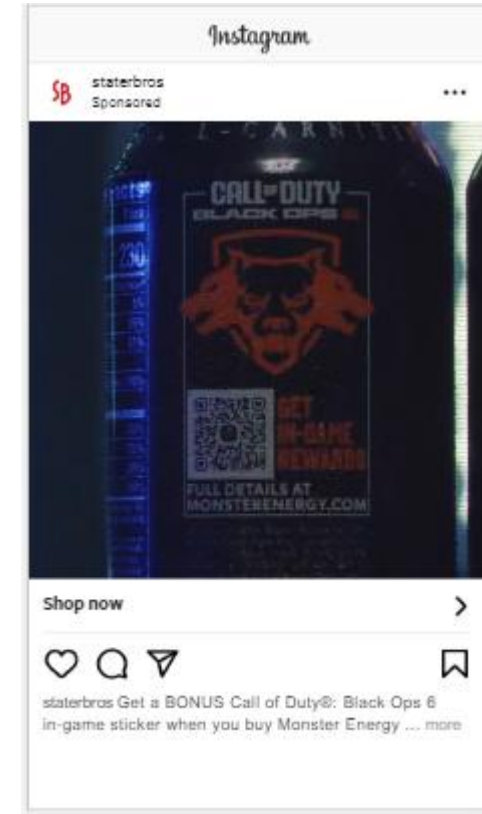
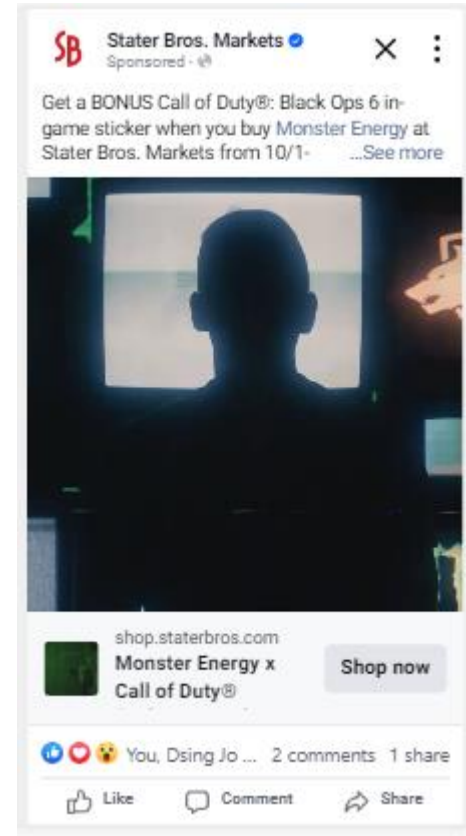


[Video Link](#)

Social Placement

Meta Ads

- Can support video or static creative
- Metrics vary based on campaign type



Social Placement

YouTube Shorts

- Total YouTube subscribers: 5k
 - 4k+ avg. views/video

Video Link



In-Store Placements



In-store Placement

Theatre Signs

- Theatre Signs are placed near the Entrances/Exits.
- High visibility - Customers pass these signs when shopping in our stores.
- Theatre Signs are great for awareness for contests/new products.



In-store Placement

SharePoint Signs

- SharePoint Signs are printable signs that stores can use to create awareness and merchandise with.
- We have monthly recipes that stores can use to create end caps/displays with.
- SharePoint Signs are used at the store's discretion.



In-store Placement

Onsite Activations

- Ability to have an in store or parking Lot event(s).
- Lead Time: 6 Weeks (4 weeks for simple activations ex. Radio Remote, Sampling, etc.)
- Example of events we have done in the past: Meet & Greet Events, Sampling Events, Culinary Experience Class, Radio Remotes.

