



Shopper Marketing

Digital + In-Store Visualizations
90th Anniversary Opportunities

2026 Topics (IM External)

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
		Stater Bros. #1 Fan Contest Jan 10 – March 15		Mother's Day Apr 26 – May 10			90 Days of Summer May 25 – August 22		Believe Walk October 4		Jingle Bell Run December
Superbowl LX Feb 8 Jan 7 – Feb 8				Cinco De Mayo Apr 14 – May 5			Anniversary Date Aug 17		Halloween Sept 1 – Oct 31		
NYE Dec 31 New Year Jan 1 Dec 26 – Jan 7		Easter Mar 12 – Apr 5			USA 250th July 4 Jun 17 – Jul 4				Día de los Muertos Oct 14 – Nov 2		
			World Cup Mar 4 – Jul 19; Official Kickoff in June						Thanksgiving Nov 1 - 26		
	Lent Season Feb. 18 – April 2				Father's Day Jun 10 - 21		Back-to-School Jul 29 – Sep 9			Christmas Season Nov 27 – Dec 25	
Lunar NY Jan 20 – Feb 17				Feed SoCal x ABC7 June			Pumpkin Spice Aug 26 – Sep 15				NYE Dec 26 - 31
		St. Patrick's Day Mar 4 - 17		Graduation May May 13 – Jun 16				Tailgate Season September			
V- Day Gal Day Jan 21 – Feb 14				Memorial Day May 12 - 25			Hatch Chile Season Aug 1 – Sep 7			Harvesting Hope Nov 1-Dec 31 (11.1-12.31)	



90th Anniversary Opportunities

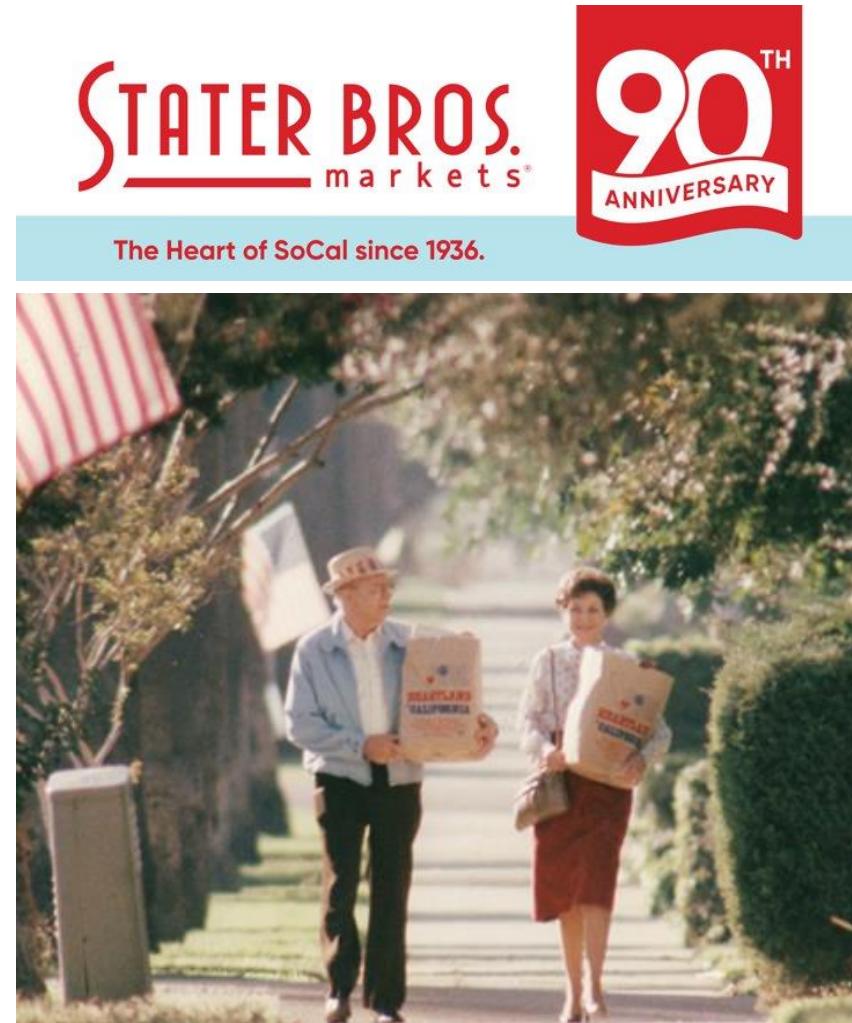


2026 Digital + In-Store

90th Anniversary

Tentpole Moments in 2026 Campaign

- **January**
 - Campaign kickoff
- **90 Day of Summer (June, July, August)**
 - Formerly known as Grill N Chill
 - 90 Days of Summer will include grocery giveaways
 - In-store activations
 - 360 marketing support for vendor partners
- **OND Season (October, November, December)**
 - Focus on giving back to our community
 - In-store activations
 - Opportunity for giveaways



90th Anniversary

Evergreen Opportunities

- Celebrate our 90th with One Free Item (1x a month)
- "X.90" Savings WYB3 or More
- "X.90" Savings with Digital Deals
 - Above options are dependent on sales and merchandising team.
Must be coordinated through category management.
- Weekly Ad Recipe Under \$19.36 = \$25,000
 - Utilize our weekly ad recipe to incorporate 1 monthly meal solution under the price of \$19.36.
 - Digital ad page
 - Dedicated social video
 - Dedicated email
 - Shoppable recipe
 - SharePoint sign support for secondary displays
 - Delivers value to customers on a budget
- Coupons (Digital + Print) Digital = \$20,000 (includes artwork and setup fees, excludes cost of redemption)
 - Stater Bros. exclusive coupon for in-store redemption only.
 - Option for print and/or digital. (Print will require additional production fees, inquire about cost).
 - Ability for store/district segmentation.

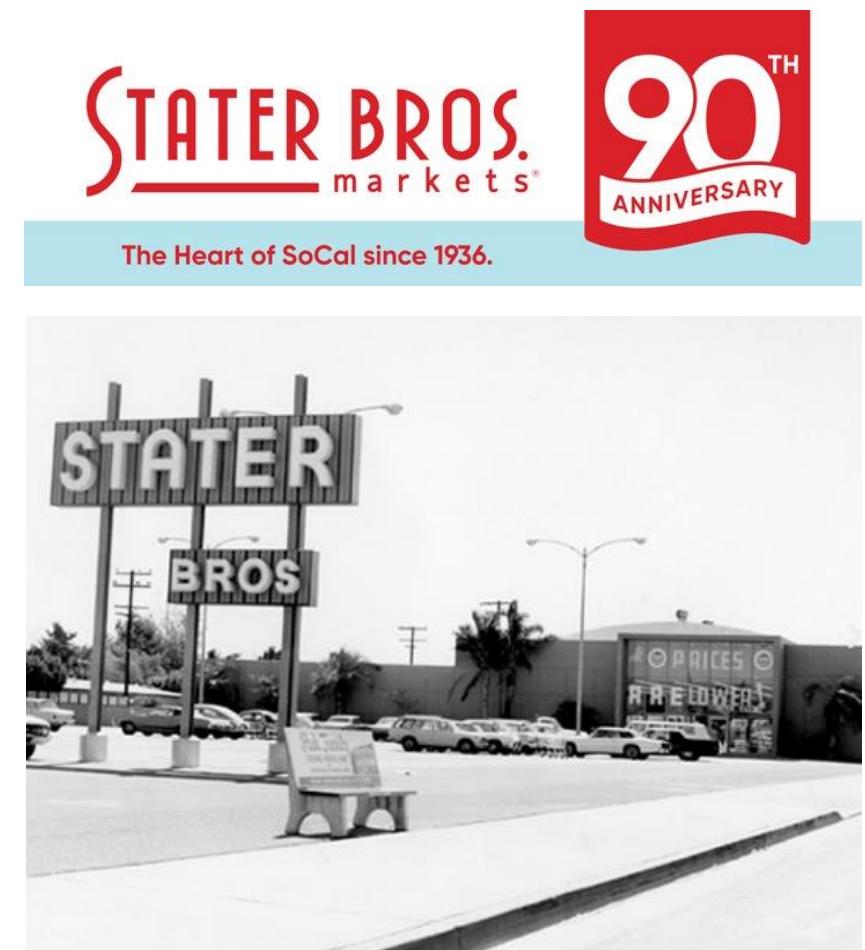


90th Anniversary

Evergreen Opportunities

- **Meet & Greet's/On-site Activations**

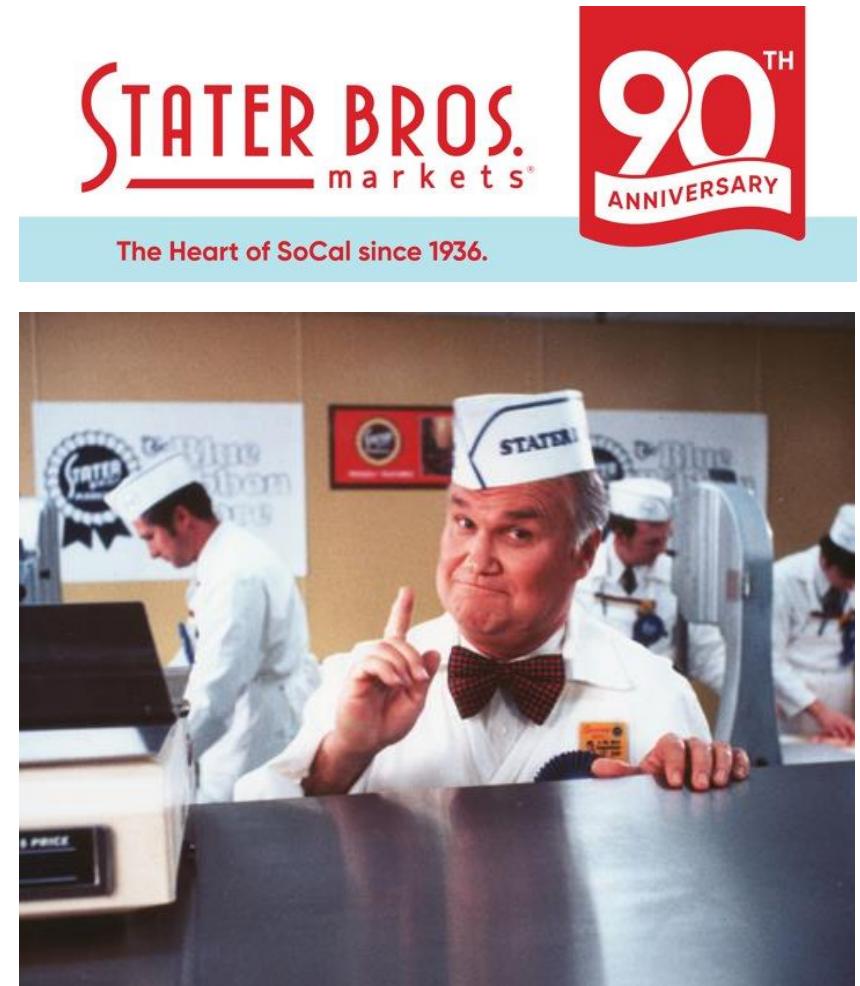
- Enhance the in-store experience with exclusive celebrity engagements that build connection and drive store traffic.
 - Bottle Signings
 - Demos
 - Meet & Greet's
 - Timing subject to retail availability*



90th Anniversary

January – Campaign Kickoff

- 90th Anniversary
 - Campaign Kickoff
 - PR Box Opportunity* (timing & pricing dependent on vendor participation)
 - Support Stater Bros. as we give back to our community and teammates with PR boxes filled with exclusive Stater Bros. merch and memorabilia. As a partner, you can secure your spot with non-perishable items that will be part of a social unboxing campaign through our influencer network.



90th Anniversary | 90 Days of Summer

90 Days of Summer Overview

- **Digital Support = \$15,000 (\$34,000 value)**
 - Organic + Paid Social
 - (Video Content Only)
 - Organic Reel, TikTok, YouTube
 - Meta Ad
 - Shoppable Recipe (Featured in Digital Only Ad)
 - Shoppable Recipe Email (Dedicated)
 - Digital Aisle Inclusion
 - 1-week incremental display (only with prior approval from category manager)

Additional Add-Ons:

- Influencer Support = \$5,000-\$10,000
- Sweepstakes support (Flash giveaways)
 - Limited availability



90th Anniversary | 90 Days of Summer

90 Days of Summer Overview

In-Store Support

- Incremental display at the discretion of category mgrs.
- In-store activations – 3 key weekends:
 - 6/20 - Store 178 (Bear Valley/Apple Valley)
 - 7/18 - Store 138 (Red Hawk/ Temecula)
 - **8/15 – Anniversary weekend* Store 125 (Oak Glen/ Yucaipa)**
- Our In-store activations will be centered around grilling and our ancillary services that encourage basket building.
- The goal of each activation would be to educate the consumer on our quality of meats, fresh assortment and best in class service.
- Spaces are limited – early response is encouraged.
 - Vendors are responsible for all permit fees, supplies, equipment, labor & setup



90th Anniversary

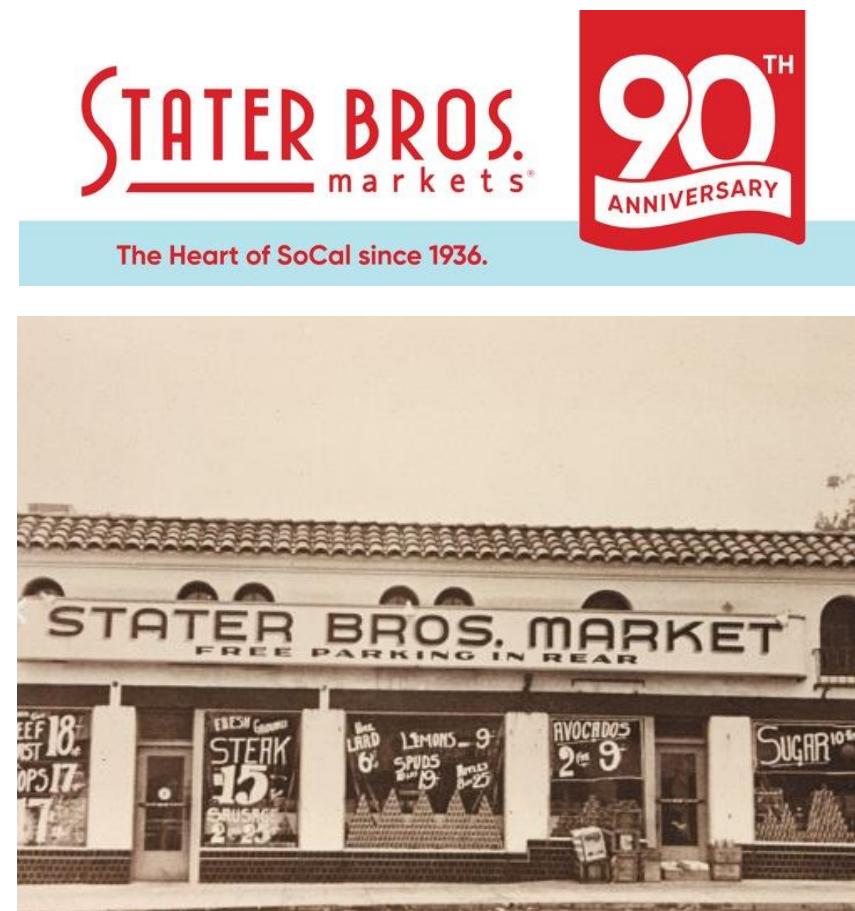
OND Season

- **Digital Support**

- Organic + Paid Social = \$2,000-\$5,000
- Digital Aisle Inclusion = \$1,500
 - Baking Aisle
 - Holiday Shopping
- Digital Page Feature = \$9,000
- Influencer Support = \$5,000-\$10,000
- Sweepstakes support (Flash giveaways)

- **In-Store Support**

- In-store activations centered on community and value.
- Gift card giveaways support (Portion of proceeds).





Digital Placements



Email + Web + Ecommerce

Email Placement

STATER BROS.
markets

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



Klimon
Cherry Bomb Dairy Free
Frozen Dessert
\$4.99



Klimon
Morning Brew Dairy Free
Frozen Dessert
\$4.99



Klimon
Sunrise Bang Dairy Free
Frozen Dessert
\$4.99



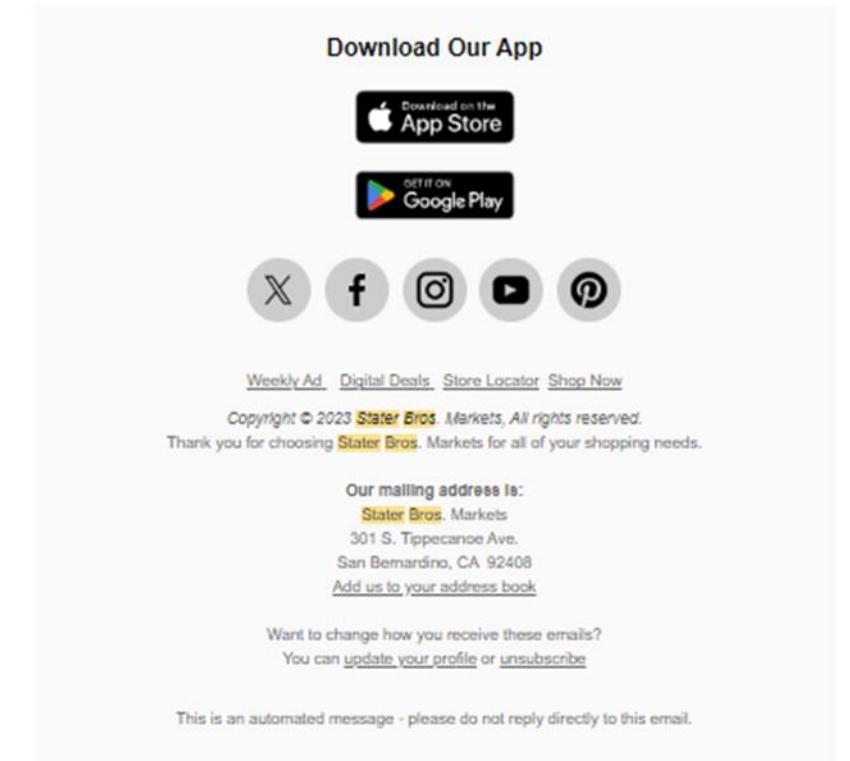
Klimon
Mint Condition Dairy Free
Frozen Dessert
\$4.99

Shop Klimon

Email Placement

Footer Banner

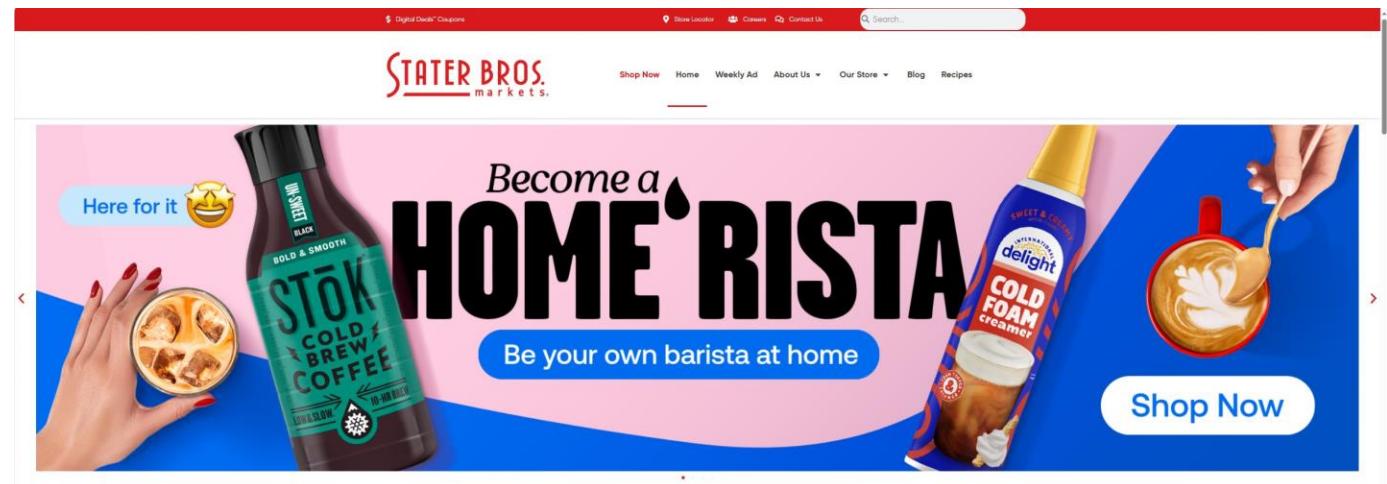
- Footer banner placement on the following emails:
 - Weekly Ad (Wednesday's)
 - Weekly Recipe (Thursday's)
 - Blog Email (Sunday's)
- Static image or motion graphic can be supported.
- Footer banner size: 1200 x 400.
 - 2025 Average open rates: 55%
 - 2025 Average click rates: 1.1%
 - Subscribers: 651k



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

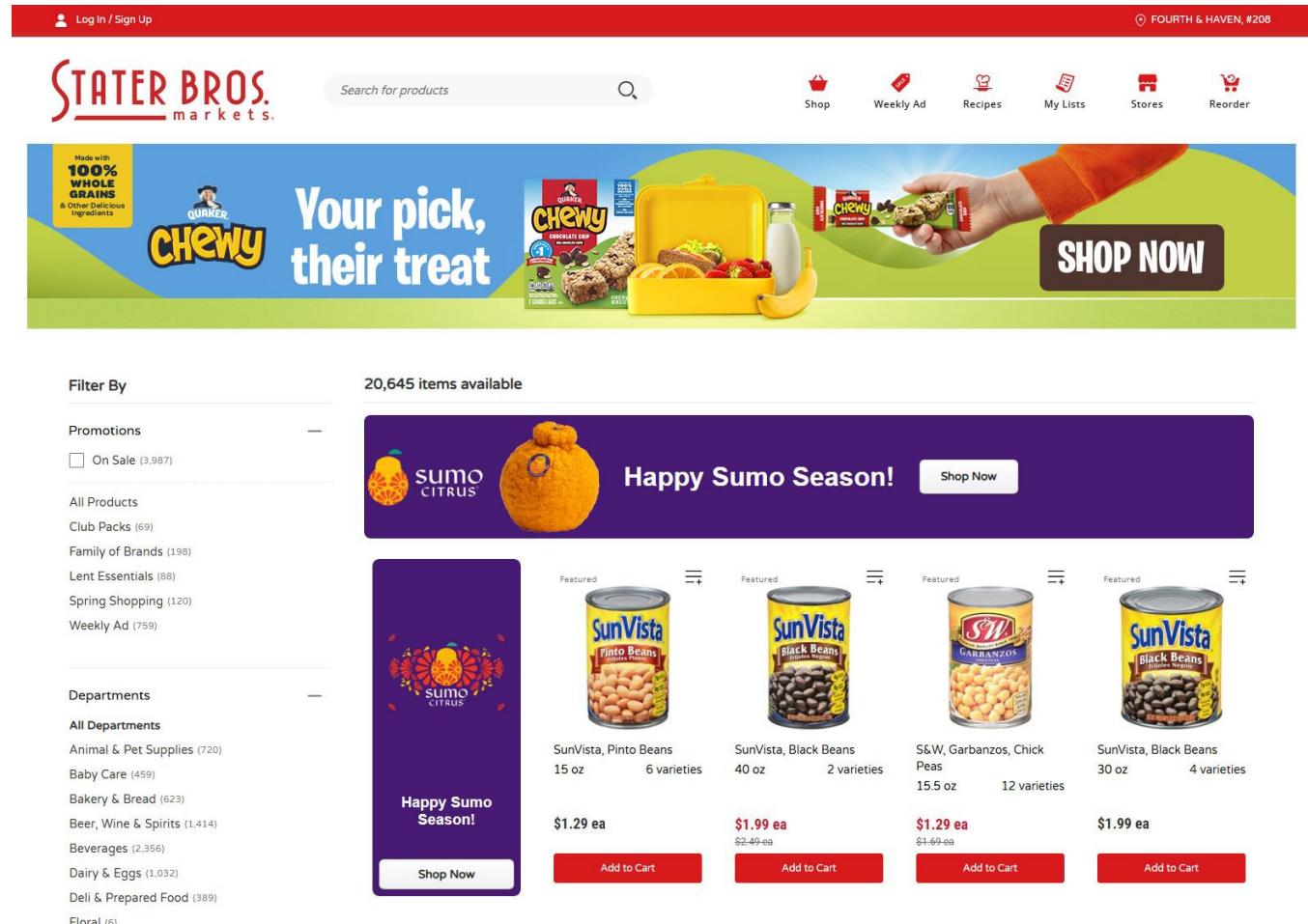
The screenshot shows the Stater Bros. website homepage. At the top, the Stater Bros. logo is visible along with navigation links for Digital Deals, Coupons, Store Locator, Careers, Contact Us, and a search bar. The main banner features a pink and blue background with the text "Become a HOME'RISTA" in large, bold letters, with a subtext "Be your own barista at home". It includes images of a hand holding a coffee cup, a bottle of Stōk Cold Brew Coffee, and a hand pouring coffee into a cup. A "Shop Now" button is in the bottom right. Below the banner, a red-bordered box contains "Seasonal Highlights" for Wonderful Pistachios, Medium Hass Avocados, and Peelz Mandarins, each with a "Get Cracking!" button. Further down, a "Catch Of The Month" section features a photo of Hallibut with a "Shop Now" button and a descriptive text box. At the bottom, there are four smaller images with buttons: "Weekly Ad", "Shop Now", "Greers", and "Recipes".

Web Placement

Shop Banner

- Exclusive 2-week active feature on shop.staterbros.com. Based on availability.
- Includes shoppable landing page or recipe.
- Complimentary Facebook, and Instagram post included with purchase.

- Average clicks: 235
- Average users: 125
- Average purchases: 5



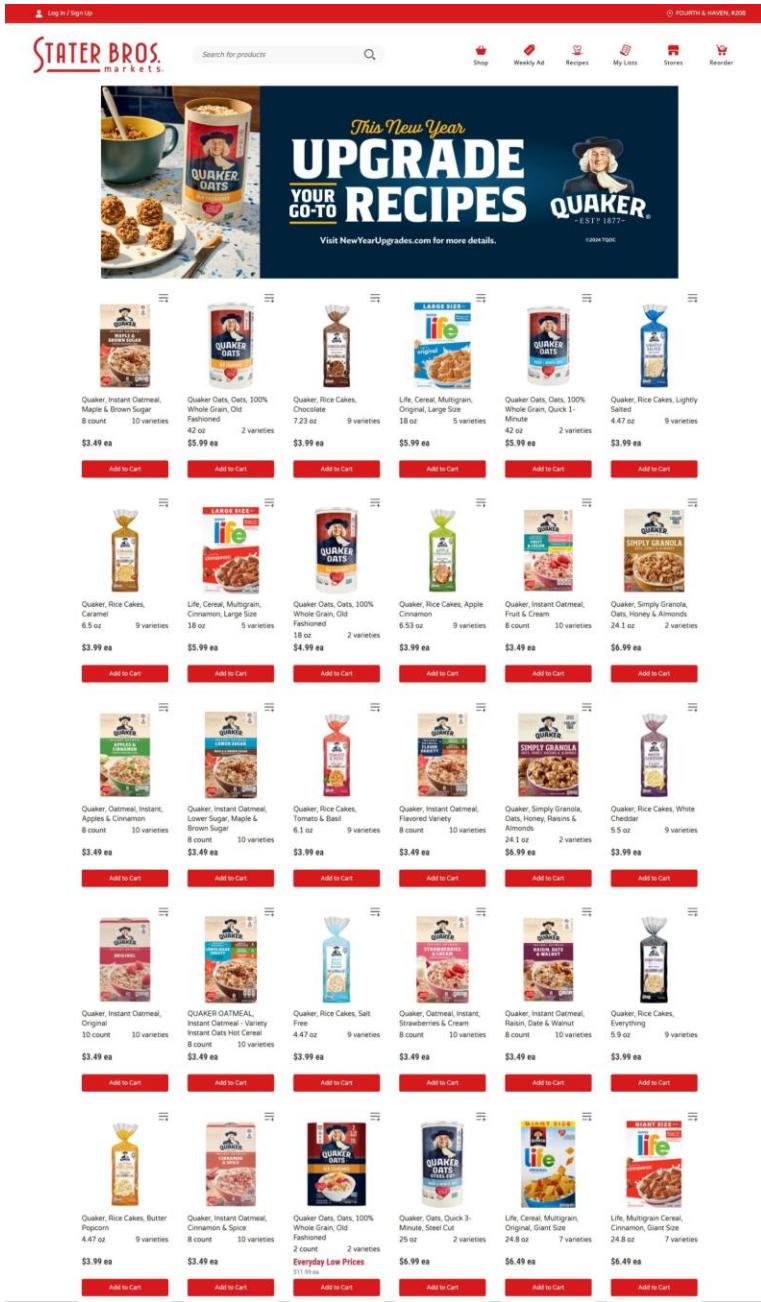
The screenshot shows the Stater Bros. Markets website homepage. At the top, there is a red header bar with the Stater Bros. logo, a 'Log In / Sign Up' button, and a location indicator 'FOURTH & HAVEN, #208'. Below the header is a large promotional banner for Quaker Chewy granola bars, featuring the text 'Your pick, their treat' and a 'SHOP NOW' button. The main content area has a light blue background. On the left, there is a sidebar titled 'Filter By' with sections for 'Promotions' (checkbox for 'On Sale'), 'All Products', 'Club Packs', 'Family of Brands', 'Lent Essentials', 'Spring Shopping', and 'Weekly Ad'. Below this is a 'Departments' section with links to 'All Departments', 'Animal & Pet Supplies', 'Baby Care', 'Bakery & Bread', 'Beer, Wine & Spirits', 'Beverages', 'Dairy & Eggs', 'Deli & Prepared Food', and 'Floral'. The main content area features a purple banner for 'Happy Sumo Season!' with images of citrus fruits and a 'Shop Now' button. To the right, there are four product cards for SunVista beans: Pinto Beans (15 oz, 6 varieties, \$1.29 ea), Black Beans (40 oz, 2 varieties, \$1.99 ea), Garbanzos (15.5 oz, 12 varieties, \$1.29 ea), and another Black Beans (30 oz, 4 varieties, \$1.99 ea). Each product card includes an 'Add to Cart' button.

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



Michelob Ultra ZERO Michelada

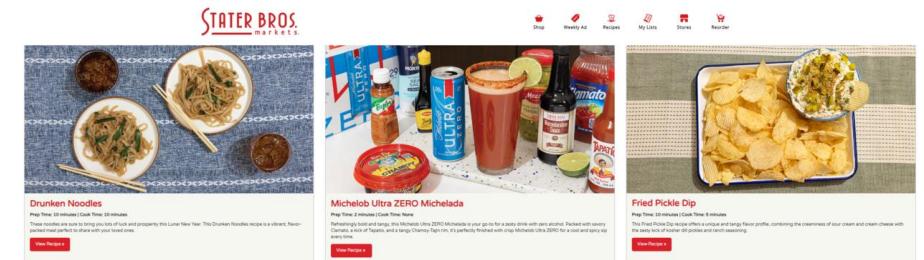
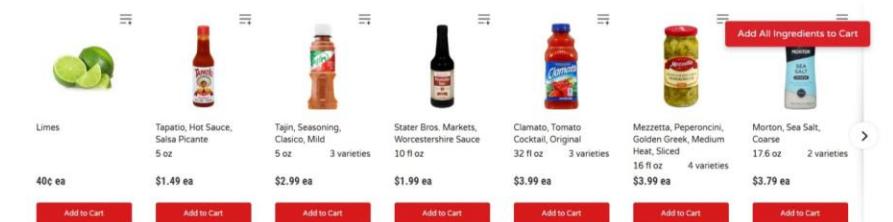
Refreshingly bold and tangy, this Michelob Ultra ZERO Michelada is your go-to for a zesty drink with zero alcohol. Packed with savory Clamato, a kick of Tapatio, and a tangy Chamoy-Tajin rim, it's perfectly finished with crisp Michelob Ultra ZERO for a cool and spicy sip every time.

Ingredients

- Bag Micheladas Chamoy Rim Dip
- Tajin Clasico Seasoning
- 2 to 3 dashes Stater Bros. Worcestershire Sauce
- 2 to 3 dashes Maggi Jugo Seasoning Sauce
- 1/2 cup Michelob Ultra ZERO
- 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

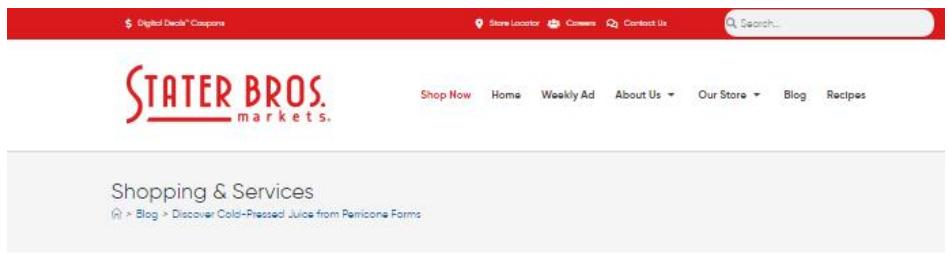
1. Rim glass with chamoy rim dip and tajin.
2. Add Worcestershire, jugo, lime juice, salt, hot sauce, and pepperoncini juice.
3. Fill a third of the glass with Clamato, then top with Michelob Ultra ZERO.



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.



The screenshot shows the Stater Bros. website header with links for Digital Deals, Coupons, Store Locator, Careers, Contact Us, Shop Now, Home, Weekly Ad, About Us, Our Store, Blog, and Recipes. The main content area is titled "Shopping & Services" and shows a breadcrumb path: Home > Blog > Discover Cold-Pressed Juice from Perricone Farms. The article is titled "Discover Cold-Pressed Juice From Perricone Farms" and is dated September 9, 2024. It features a photograph of various cold-pressed juice bottles on a shelf, including brands like Suja and Perricone. The text discusses the benefits of cold-pressed juices.



The screenshot shows the Stater Bros. website header with links for Digital Deals, Coupons, Store Locator, Careers, Contact Us, Shop Now, Home, Weekly Ad, About Us, Our Store, Blog, and Recipes. The main content area is titled "Discover Cold-Pressed Juice From Perricone Farms" and is dated September 9, 2024. It features a photograph of various cold-pressed juice bottles on a shelf, including brands like Suja and Perricone. The text discusses the benefits of cold-pressed juices.

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)

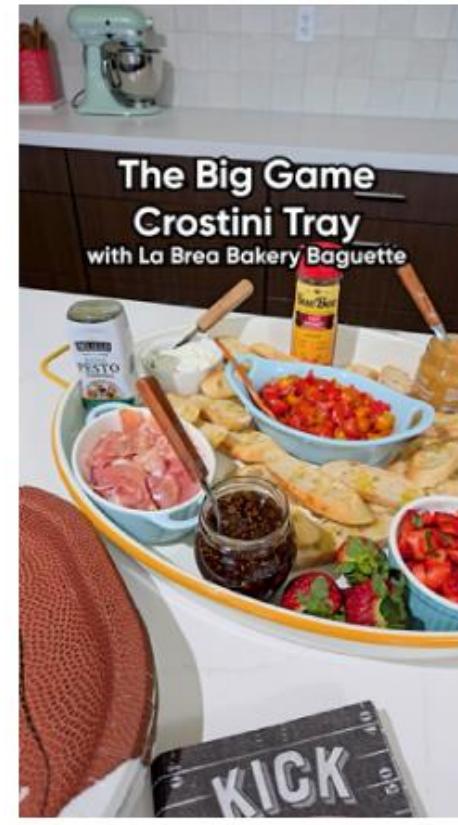
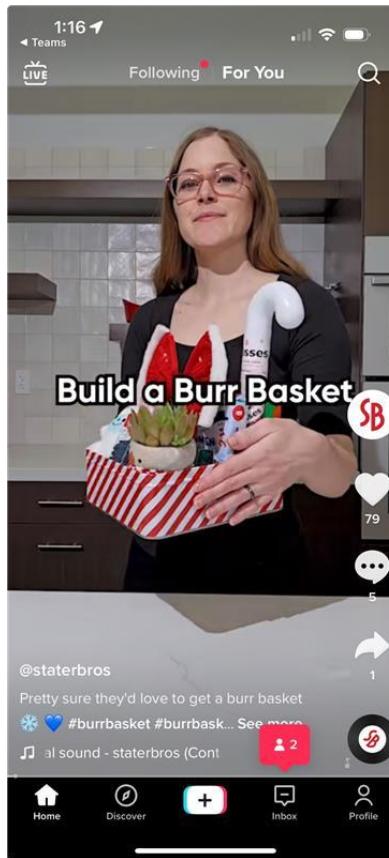
- Static Facebook post leveraging content supplied by brand
 - Partner can also supply own brand's voice for post copy.
 - Total Facebook followers: 62k+
 - Average Social Media Metrics:
 - Impressions: 168k+/mo.
 - Engagement: 11k+/mo.
 - Likes: 2.9k+/mo.



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
- Option for carousel ads
- Metrics vary based on campaign type and targeting information



Social Placement

YouTube Shorts

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

Video Link



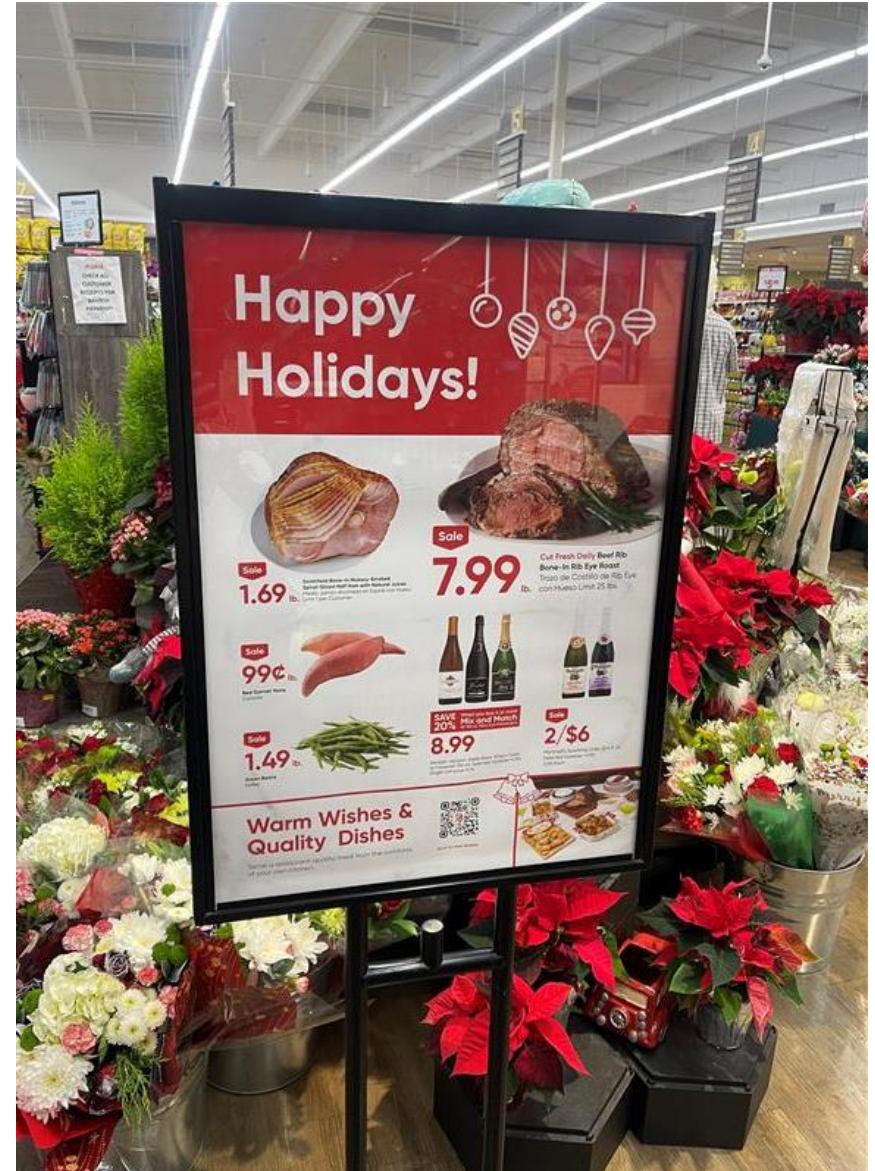


In-Store Placements

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.



Onsite Activations Cont.





Thank you!



For more information about these opportunities reach out to
shoppermarketing@staterbros.com or use the link below to set up time to connect

[Connect with Shopper Marketing](#)