



Shopper Marketing

Digital + In-Store Visualizations
90th Anniversary Opportunities

2026 Topics (IM External)

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2026 Topics (IM External)												Themes Marketing Timeframe	Monthly Content	90 th Anniversary Activation	Sponsorships/Community
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						
		Easter Mar 12 – Apr 5				USA 250 th July 4 Jun 17 – Jul 4				Día de los Muertos Oct 14 – Nov 2					
NYE Dec 31 New Year Jan 1 Dec 26 – Jan 7			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							
		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

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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.

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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*

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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.



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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

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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

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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)

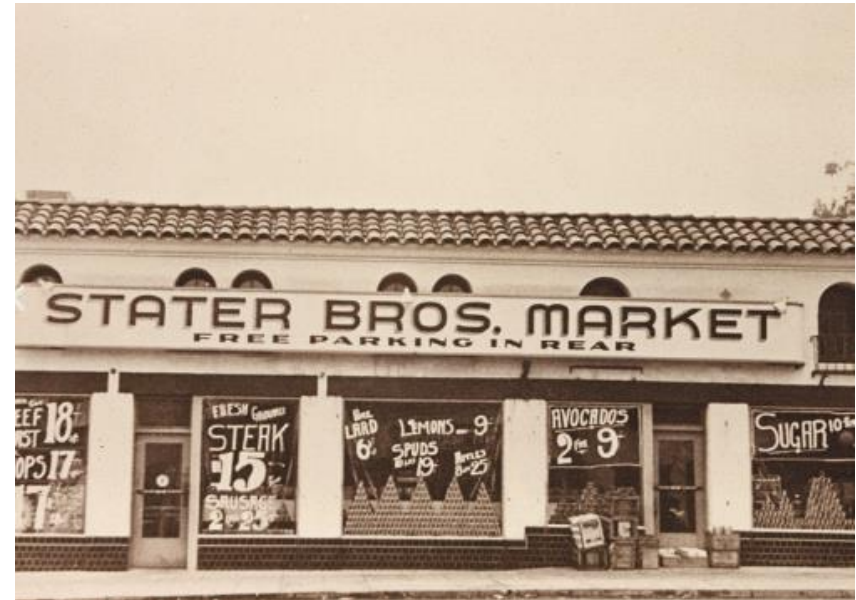
- **In-Store Support**

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

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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

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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



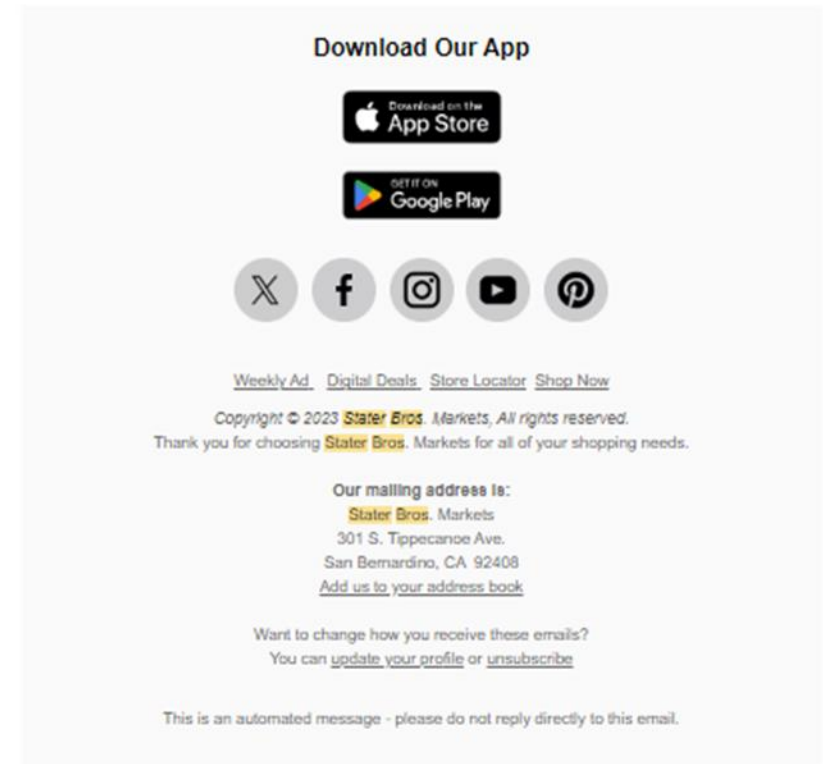
Klimon
Mint Condition Dairy Free
Frozen Dessert
\$4.99

Shop Klimon

Email Placement

Footer Banner

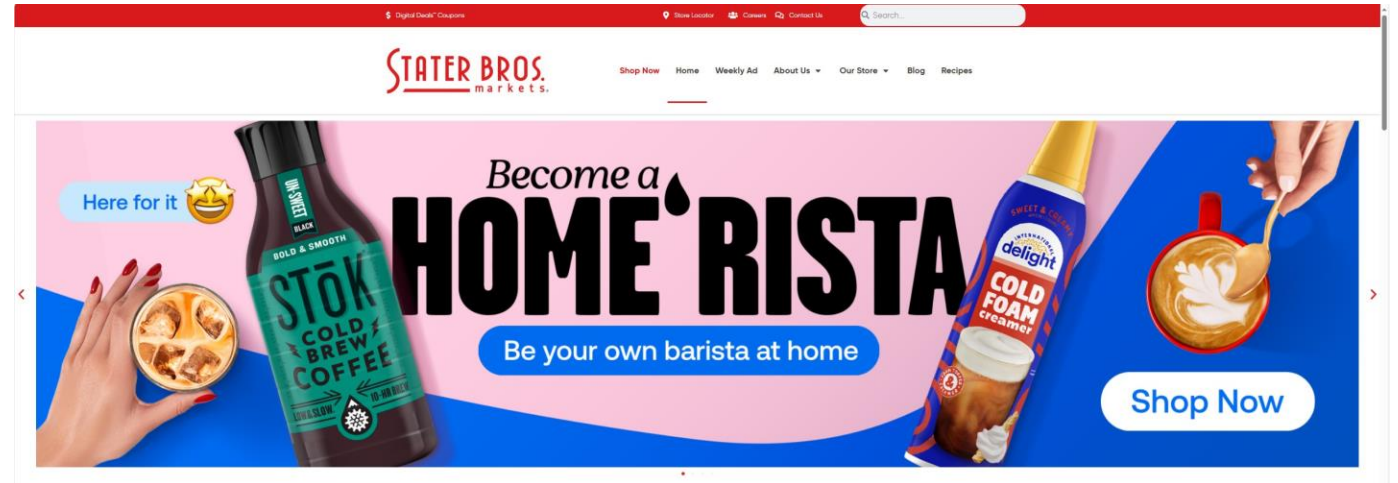
- Footer banner placement on the following emails:
 - Weekly Ad (Wednesday's)
 - Weekly Recipe (Thursday's)
 - Blog Email (Sunday's)
 - Static image or motion graphic can be supported.
 - Footer banner size: 1200 x 400.
- 2025 Average open rates: 55%
 - 2025 Average click rates: 1.1%
 - Subscribers: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

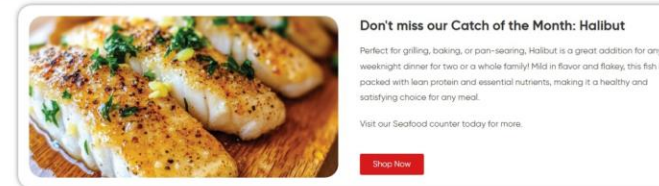
Vendor Highlight

- 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



Catch Of The Month



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 displays the Stater Bros. Markets website. At the top, a red navigation bar contains a user icon, a 'Log In / Sign Up' link, and a location indicator '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.

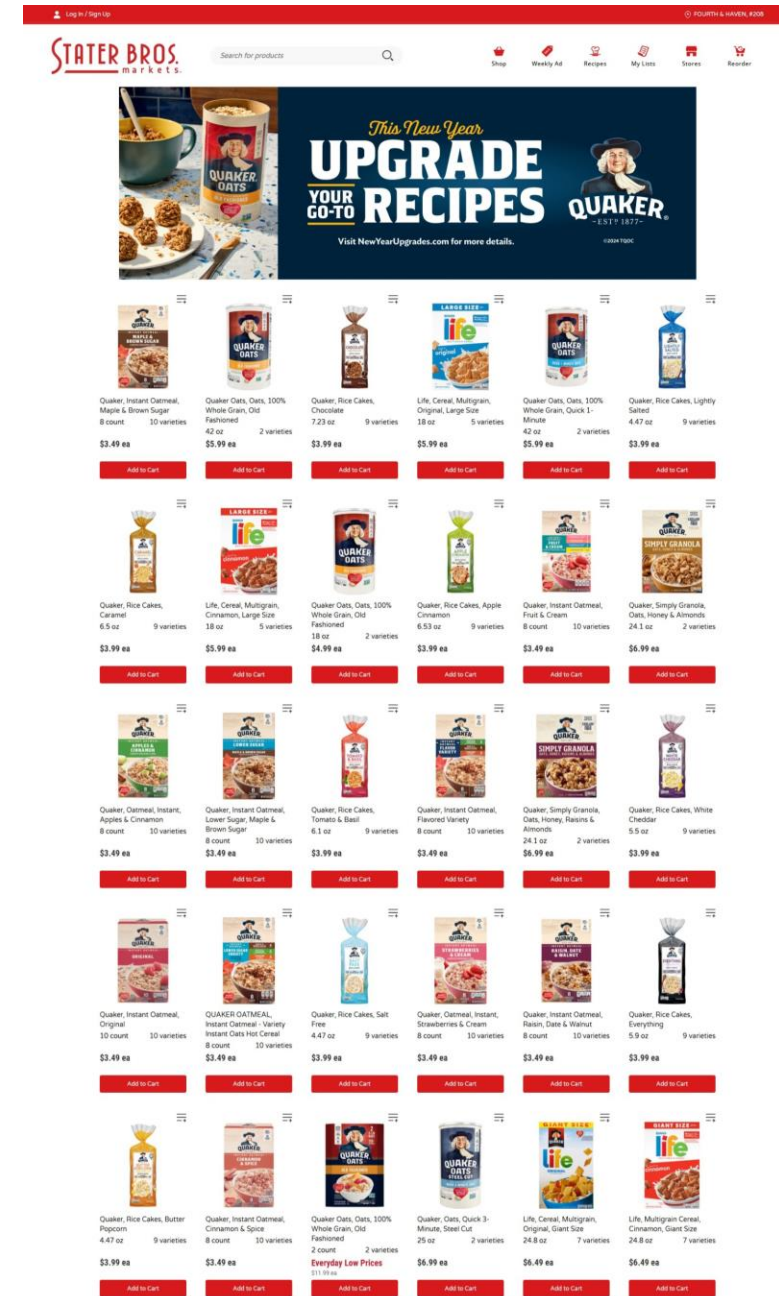
The main banner features a Quaker Chewy cereal promotion with the text 'Your pick, their treat' and a 'SHOP NOW' button. Below the banner, a sidebar on the left allows filtering by 'Promotions' (On Sale: 3,987) and 'Departments' (All Departments, Animal & Pet Supplies: 720, Baby Care: 459, Bakery & Bread: 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. Below this, a grid of featured products is displayed, including SunVista Pinto Beans, SunVista Black Beans, S&W Garbanzos Chick Peas, and SunVista Black Beans. Each product listing includes the product name, size, number of varieties, price, and an 'Add to Cart' button.

Product	Size	Varieties	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	Add to Cart
S&W, Garbanzos, Chick Peas	15.5 oz	12 varieties	\$1.29 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

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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.

Add All Ingredients to Cart

Item	Price	Add to Cart
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

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.

Fried Pickle Dip

Top Your Fried Pickle Dip with a tangy and spicy Michelob Ultra ZERO Michelada. The Fried Pickle Dip is a tangy and spicy Michelob Ultra ZERO Michelada. The Fried Pickle Dip is a tangy and spicy Michelob Ultra ZERO Michelada.

Dedicated Blog Page

- STATER BROS. markets Updated 4/2025



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.

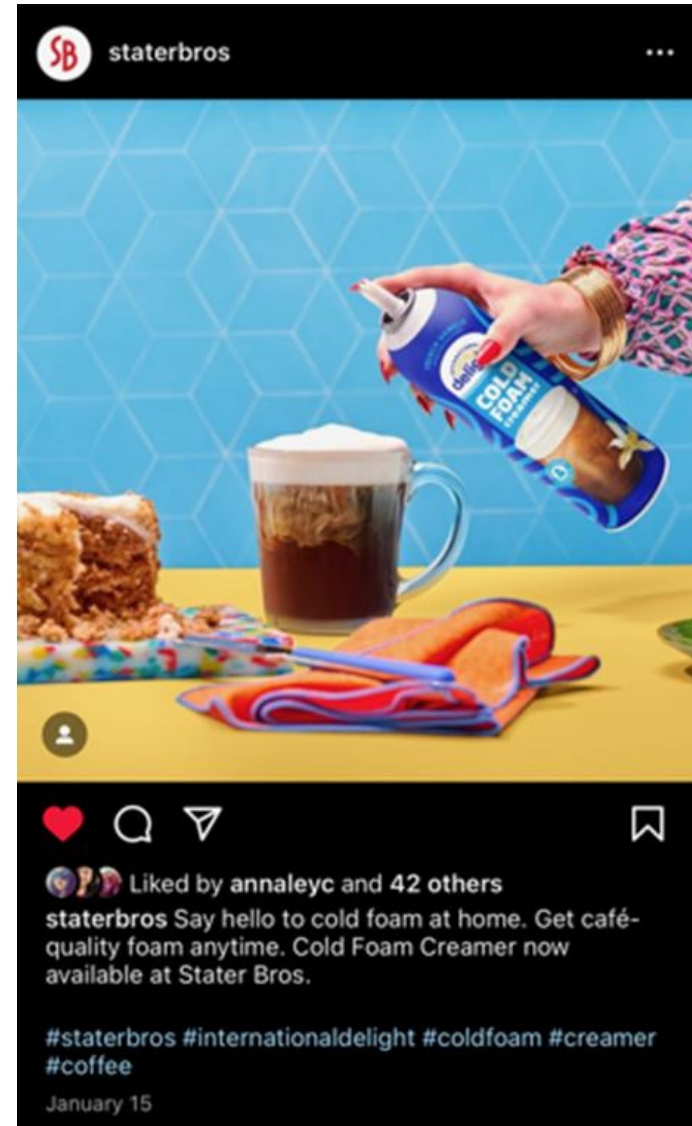
[Video Link](#)



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)

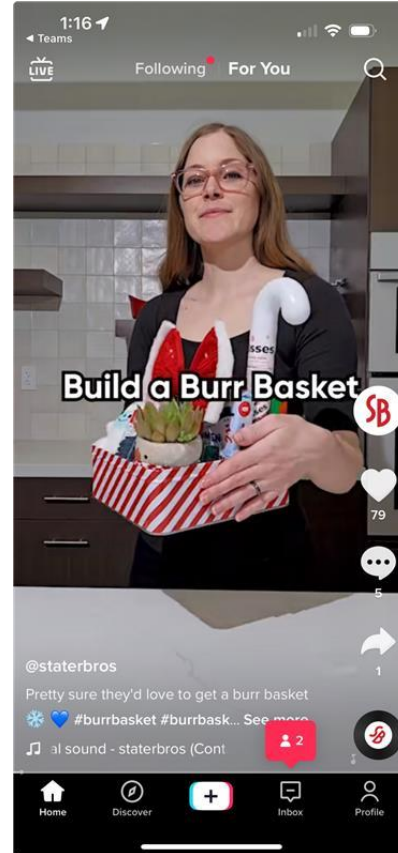
- Static Facebook post leveraging content supplied by brand
 - Partner can also supply own brand's voice for post copy.
- Total Facebook followers: 62k+
- Average Social Media Metrics:
 - Impressions: 168k+/mo.
 - Engagement: 11k+/mo.
 - Likes: 2.9k+/mo.



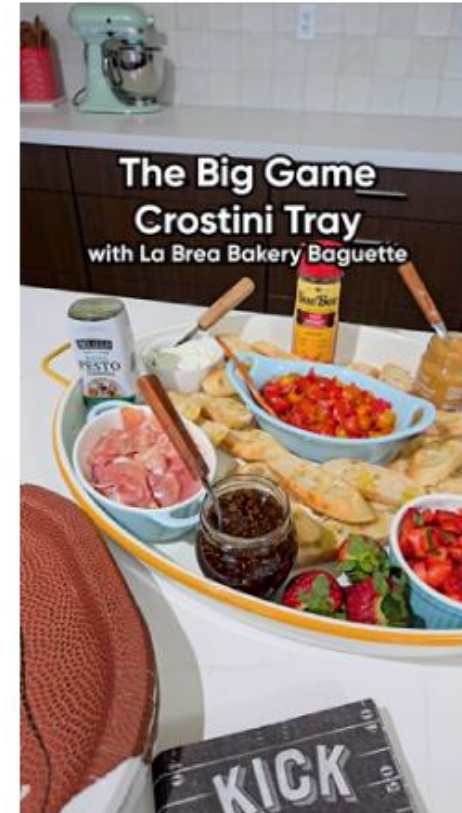
Social Placement

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](#)