

## Application Process

**Step 1:** Visit our website: [www.SUPERVALU.com](http://www.SUPERVALU.com) (click "Supply Chain" for the Supplier Diversity link).

**Step 2:** Complete the Supplier Diversity brief online application for women and minority owned suppliers. This is a necessary step to get you in our database and begin the process between our companies. **Your company must be certified woman or minority owned to proceed with this process. In addition, all questions must be answered.** After completing the application, be sure to click "send inquiry" at the bottom of form.

**Step 3:** After we receive your application, we will reply to you with a letter of additional required information.

**Step 4:** Please send your packet of requested information through US Mail to (SUPERVALU Supplier Diversity Program, 19011 Lake Drive East, Chanhasseen, MN 55317). We will not visit websites or print information. **Again, your reply to our letter must be complete, and certificates must be current.** Please send all information in one package if possible.

**Step 5:** If information is not included, we will contact you and your file will be set aside. **Your file will be reviewed only when complete.**

**Step 6:** The Supplier Diversity Department meets monthly to review and discuss potential candidates. There is no standard procedure for reviews as each company is different due to the complexity of commodities and/or services.

**Step 7:** After reviewing your company file and determining course of action, our goal is to contact you within 30 days.



**ACME**



**Jewel-Osco**

**Save a lot**

**shaws**



**star market**



**bigg's**

*Hornbacher's*

**Cub FOODS**

**SCOTT'S**

*Shop 'n Save*

**SFW SHOPPERS FOOD & PHARMACY**

**SUPERVALU**

**SUPERVALU**

# Partnership and Guidelines for Supplier Diversity.

## Purpose

Develop and manage a program that ensures opportunities for Women and Minority Business Entrepreneurs (W/MBE) to engage in business practices, receive mentorship and experience growth through their relationship with SUPERVALU. We are committed to procuring products and services that meet the diverse needs of the customers we serve, including our independent retailer business and those that shop at our retail banners. Supporting women and minority business entrepreneurs is a critical part of achieving this business goal.



Supplier Diversity

it's  
our **TODAY** and  
**FUTURE**

For more information, please contact  
the Supplier Diversity Team at:  
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(click "Supply Chain" for the Supplier Diversity link)

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## Product Introduction Flow

### Step 1

Once application process is completed the vendor will send samples to the attention of the supplier diversity department.

### Step 2

Supplier Diversity team will introduce W/MBE products and/or professional services to the respective corporate or division business owner.

### Step 3

Supplier Diversity team will ensure that product and supplier meet and/or exceed SuperValu's expectation.

### Step 4

Supplier Diversity and the internal business owner will review W/MBE promotional, marketing and business proposal for accuracy and content.

### Step 5

Corporate and/or division business owner must contact vendor regarding their interest in doing business with SuperValu within a reasonable and timely manner (30 days).

### Step 6:

Vendor and internal business owner will establish sales goals and case quantities regarding consumable products. Professional service goals will be established based on banner and department needs.

### Step 7

Sales goals will be established and product movement will be tracked to validate the business strategy agreed upon by the business owner and vendor.

### Step 8

All product and suppliers will be reviewed with business owners and supplier diversity team before any decision can be made regarding discontinuing our business relationship.



## Vendor Expectations

- Must be a certified Women and/or Minority owned company with a 51% ownership of day-to-day operations.
- The product and vendor will be judged on quality, distribution capability, packaging, promotion, uniqueness and pricing.
- Vendor must have a clear idea of where product fits into market.
- While products will be recommended for chain-wide distribution, presentation will focus on delivering products and/or services with a banner approach.
- Vendor must consistently support their products with reduced cost promotions per year i.e. Feature Ads, Off Invoice, BOGO, TPR's etc.
- We will require suppliers to disclose their annual sales statement in order to qualify for our sliding scale of charges.
- Sliding scale of promotional charges will be assessed based on product sales projections.
- Vendors will be expected to promote their products with demos to include; products, equipment, signage, coupons, and live demonstration.
- Vendor must maintain sales increase consistent with unit projections and overall category growth.

## Partnership & Guidelines

- Develop and cultivate a professional partnership and relationship with internal and external stakeholders.
- Develop and schedule quarterly category reviews to include; promotional activity, overview of the entire category, review of market activity, sales, units, profitability, store support (if applicable) and schematics.
- Establish file systems for W/MBE.
- Use internal and external resources to create collaborative cross-merchandising efforts as well as joint ventures.
- Return all communication within 72 hours, including email or phone calls .
- Use the Supplier Diversity Team as a resource for diverse vendors when bidding or reviewing a specific category and for all purchases of products, i.e. for sale, not for resale and/or services.
- Communicate all products to be discontinued to the supplier diversity team before deleting from the supply chain.
- The category manager or business owners must establish sales and growth expectations (unit sales, yearly growth, profitability, support etc) with the W/MBE before the product arrives at the DC.
- Be courteous and accommodating to all suppliers no matter how small or large the company.
- Create a mentoring and teaching environment within your division for W/MBE.
- Review the Supplier Diversity process before discussing any fees and/or charges when dealing with W/MBE.

## Our Promise

- We will provide certified and qualified W/MBE.
- We will work to develop true partnerships with all internal business units throughout the organization in order to educate, foster and support inclusion and diversity in everything we do.
- We will mentor and educate W/MBE on the rules of engagement and the business/category manager's expectations.
- We will provide analytics on products to include micro-strategy reports, syndicated research data, loyalty card marketing data to help drive logical and sound business decisions.
- We will provide periodic score-carding by division once we have the capacity and resource.

## Resources

- Process and Procedures Handbook
- Guidance to secure UPC, RFID, NUTRITIONAL LABELING, NAICS CODE information
- Current suppliers with testimonials
- Supplier Diversity Handbook with Reclamation Policy
- Quarterly product movement data
- Monthly category review schedule