

# 2021 EDITION



# *Brand Promises*

## *Executional Excellence*

Providing an excellent shopping experience is fundamental to maintaining customer loyalty in a highly competitive marketplace. Coborn's, Inc., differentiates itself in the grocery retailer market by providing the freshest foods and the friendliest service – longstanding tenants of the company's standards for delivering an exceptional shopping experience in today's rapidly changing industry and its need to outpace everchanging trends and meet customer demands. In 2019, strategies to stay relevant with today's shoppers ushered in a new set of brand promises to better align with the company's vision, mission and core values.

Chris Coborn, the company's chairman, president and CEO, often quotes a colleague and well-respected former CEO of Coca-Cola, Mutar Kent, who once said, "A brand is a promise...but a great brand keeps its promise." That quote has resonated for several years at Coborn's as Chris continued to remind the company's leadership of the significant promise we make to our guests every day. And that our brand is more than just the sign and logo above the door. It's about the experience, the offerings and the outstanding service that we provide that will differentiate us and ensure we remain relevant with our shoppers.

In late 2019, the company began a process of reviewing that brand promise we make to our guests. Through a series of strategic retreats and ongoing meetings, several teams that included a cross-representation of employees from across the company, redefined the brand promises. Today, that work continues with the introduction of a new set of brand promises that ensure our guests that our stores deliver the **Freshest**, most **Price Competitive** products. We offer the **Best Signature Products**, engage our guests through experiences and events that drive **Promotionally Excitement**, and with the **Friendliest Service**. The new brand promises align with the company's vision, mission and core values of Guest Focus, Executional Excellence, Innovation, Community Giving, and treating all with Dignity and Respect, while remaining Cost Conscious and being the Best Place to Work.

As supermarkets evolve, implementing this revised set of brand promises ensures that the company remains relevant and responsive to the changing dynamics of the industry, but more so, that we rise to the expectations of our guests to ensure we deliver an exceptional, memorable and quality experience that keeps them coming back. Ultimately, these promises are current for today, but we also recognize that changing trends within the food retail industry may prompt our brand promises to evolve and change over time.

"When our brand promises are fully executed, we would hope that when a guest is asked 'what does our store mean to them,' they would respond with one of the brand promises as their answer," said David Meyer, the company's chief operating officer. "Bringing them to life each day and sustaining that momentum will be our daily mission," he added.

Brand promises assure our guests that their loyalty is valued. In an industry that is hyper-competitive with dozens of options for grocery shopping, staying focused on our guests and offering an exceptional experience will ensure that customers continue to choose our stores to meet their grocery needs.