

Your Success Is In The Bag.

Never have our grocery stores been more important to our communities, and discount has become a leading choice for shoppers.

It's a value-focused marketplace. Consumers are seeking discounts as they face new challenges yet need to feed their families and run their households.

As people stay home and cook frequently, getting more for their money is driving grocery decisions.



A deep dive into growing demand for discounts:

93%

of consumers are interested in deals¹

89%

of consumers say they shop at various types of discount retailers²



Millions of Americans value price in today's unprecedented marketplace:

79%

of consumers say they are trying to save money on groceries

33%

of shoppers say they are looking for discounts and coupons³

Customers want faster and easier in-store shopping experiences

Nearly half of consumers say grocery shopping is a chore that they want to spend as little time as possible doing⁵

Discount shoppers come from all economic backgrounds, from singles in urban areas to seniors in older homes⁶

Families comprise many discount customers



Discount-seeking consumers need you.

Bring health and value to your community as a local business owner. Limited assortment Save a Lot stores deliver savings to shoppers and provide opportunities for owners:

- ✓ **Stable investment** at a time of surging demand
- ✓ **A point of differentiation** in a competitive, changing market
- ✓ **Lower upfront costs**
- ✓ **3,000 SKUs**
- ✓ **Greater margins** on private label brands
- ✓ **Efficient inventory management** with higher volumes and faster turns
- ✓ **Easy, efficient** replenishment

The store of the future is already here. Open the door to new growth opportunities as part of diverse portfolio with both short- and long-term advantages.



1—Valassis, Purse String Survey, 2018. 2—National Retail Federation, Consumer View Report, Oct. 2018. 3—Category Partners Consumer Survey, May 2020.

4—IRI® Consumer Connect Survey, Nov. 2019. 5—Nielsen, Think Smaller for Big Growth study, 2017. 6—First Insight

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