

Sound Outlook Promotion Program 2023

The Sound Outlook Promotion Program is the product of Marlene's partnership with our brands, community and customers. Our monthly print publication is seen and enjoyed by thousands of South Puget Sound readers.

Whether in-store, online or at home, the Sound Outlook Promotion Program is unique and powerful in its ability to drive the success of your brand.

- **Sound Outlook** magazine encourages and educates readers who are living or aspiring to a healthful lifestyle. It features educational content, price point advertisements and our class schedule. This is the perfect platform to share information about ingredients and nutrition, health protocols, what sets your brand apart, as well as trends in the health and wellness community.
- Our long running **consumer education series** is an extension of our Sound Outlook educational content. The in-person or web class format allows brand educators to dive deeper with our audience and empower people to build better lives and communities.
- Capture shoppers attention with **in-store marketing** features such as end cap space, enhanced sale pricing tag options and house-staffed demos.
- Reach our **digital community** with price point highlights in our email newsletter, the "Featured Sales" section of our web page and social media product spotlights.

Consistently reaching customers with compelling education and retail value is the best way to create continued success at Marlene's Market & Deli.

Connect with a Category Manager to get started!

Marlene's Market & Deli works to inspire healthy and positive lifestyles for each generation by creating a welcoming environment with the best selection of natural and organic products, a commitment to education, and a knowledgeable staff dedicated to outstanding customer service.

Marlene's™

MARKET
& DELI

shop local,
eat organic

Category Managers

To help our valued vendors take full advantage of the Marlene's Market & Deli – Sound Outlook Promotional Program opportunities, our Category Managers provide ongoing guidance and assistance.

Trisha Hansen - Grocery and Frozen
trisha@marlenesmarket-deli.com

Ashley Parton - Perishable, Produce & Bulk
ashley@marlenesmarket-deli.com

Holly Cantino - Body Care
holly@marlenesmarket-deli.com

Terri Slyne - Supplements
terri@marlenesmarket-deli.com

Jason Johnson - Beer, Wine & Spirits
jason@marlenesmarket-deli.com

Tashe Yates - Mercantile & Media
tyates@marlenesmarket-deli.com

Merchandising Themes

January | Detox, Cleansing, Weight loss

February | Valentine's Day

February | Cold & Flu

March | Greens, St. Patrick's Day Gardening, Bees, Easter

April | Easter, Earth Day

May | Mother's Day, Spring Cleaning

June | Father's Day, Fourth Of July

July | Outdoors, BBQ, Summer Fun

August | Summer Fun, BBQ, Back To School

September | Fall Harvest, Immunity

October | Non-GMO, Fair Trade, Halloween

November | Holiday Gifts, Thanksgiving

December | Holiday Gift Ideas, Stocking Stuffers

Monthly Education Topic Ideas

Educate according to your expertise and seasonal relevance. If you would like some general guidance, see below.

January | Fresh Start, Detox

February | Heart Health, Eating Disorders

March | Allergies, Autoimmune, Water

April | Environmental Health, Gut Health (Colon Care)

May | Women's Health, Mental Health

June | Men's Health, Brain Health (Alzheimer's etc...)

July | Sports Injury Recovery/Prevention, Eye Health

August | Skin Health, Animal Welfare

September | Children's Health, Immunity

October | Non-GMO, Fair Trade, Breast Cancer

November | Recipes

December | Winter Wellness

Distribution and billing

Our primary wholesaler is UNFI. We use the UNFI Manufacturer Chargeback and Off-Invoice systems to authorize discounts. We ask that brand representatives assist us in ensuring that their products remain in-stock with promotional pricing available through the UNFI web portal, for the duration of their promotions. For direct vendors, we ask that promotional pricing be taken off-invoice. Vendors or brokers can expect to receive an invoice at the time of publication.