

Lucky Supermarkets Helps Shoppers “Fall in Love with Plant Based”

Partnership with Plant Based Foods Association to Promote Campaign in 70 Northern California stores

October 18, 2018

San Francisco, CA - Today, Lucky Supermarkets, a subsidiary of The Save Mart Companies, in an innovative partnership with the Plant Based Foods Association (PBFA), announced a first-of-its kind marketing campaign in their 70 Northern California stores aimed at educating shoppers about plant-based foods.

The campaign’s slogan, “Fall in Love with Plant Based,” is designed to help shoppers discover and enjoy a variety of delicious plant-based foods. Lucky stores will feature education and promotion for 16 PBFA member brands sold in-stores.

Consumers are increasingly looking for healthier options for themselves and their families. Plant-based alternatives to meat and dairy products play an important role in helping shoppers keep a healthy diet and help protect the planet.

“We are thrilled to partner with Lucky Supermarkets to promote a wide array of delicious plant-based foods to Lucky and Lucky California shoppers,” said Michele Simon, executive director of PBFA. “We were pleasantly surprised to see so many PBFA member brands already offered at Lucky stores, and now we want everyone to discover them, from plant-based milks, to yogurt, to cheeses, to many varieties of meat. There is truly a plant-based option for everyone,” she added.

“Lucky has been an incredible partner in this first-of-its-kind shopper marketing campaign, and we look forward to building on this exciting partnership with Lucky Supermarkets,” Simon added.

The sixteen participating PBFA member brands are: Almond Breeze, Beyond Meat, Califia Farms, Daiya Foods, Follow Your Heart, Forager, Good Karma Foods, Lightlife Foods, Milkadamia, Morningstar Farms, NadaMoo!, Pure Blends, Quorn, Ripple Foods, Sweet Earth, and Tofurky.

Lucky and Lucky California stores will feature multiple advertising display elements throughout the store to showcase plant-based food options. Stores will have seven advertising stands located throughout the store to highlight plant-based food options at each location. In addition, there will be register screen ads and breakroom TV content to

further educate staff about plant-based foods. Educational booklets with coupons will be available at all stores. Lucky Supermarkets and PBFA will also be promoting the “Fall in Love with Plant Based” campaign on social media and radio.

The week of October 17, Lucky You Rewards, an app-based rewards program for Lucky customers, will feature special discounts for PBFA member brands’ foods. Select Lucky and Lucky California stores will offer in-store tastings with plant-based brands on November 3 and 4, 2018.

The campaign is running now through December 2, 2018.

For more information visit <https://fallinlovewithplantbased.com/>

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