

**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.



## Registration Process

**Step 1:** Please register your company at [SUPERVALU.cvmsolutions.com](http://SUPERVALU.cvmsolutions.com)

**Step 2:** Complete the online registration and upload your certification and insurance certificates. This is a necessary step in order to be considered as a W/MBE supplier to SUPERVALU.

**Step 3:** Your company must be a certified woman, minority, veterans, or gay and lesbian owned and operated company to complete this process. After completing the application, be sure to click "submit" at the bottom of form.

**Step 4:** Upon receipt of your application and partnership proposal, you will be contacted within 30-60 days requesting additional information if necessary.

**Step 5:** When requested please send promotional plan, marketing plan, and product samples (if applicable) to SUPERVALU Supplier Diversity Program, 7075 Flying Cloud Drive, Eden Prairie, MN 55344. We will not print information from your Web site.

**Step 6:** Supplier Diversity team will not contact you until the application process (product samples, promotional and marketing plan, certification, insurance, etc.) is completed.

Supplier Diversity

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

To learn more about SUPERVALU's supplier program go to; [www.supervalu.com](http://www.supervalu.com) - Click on supply chain then click supplier diversity.

If you have any questions about our program, please email us at [supplierdiversity@supervalu.com](mailto:supplierdiversity@supervalu.com)

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## Product & Service Introduction Flow

### Step 1

All potential suppliers must register with SUPERVALU's Supplier Diversity program at SUPERVALU@cvmsolutions.com before contact can be made with banners or corporate business owners.

### Step 2

Once registration process is complete, the vendor should send product samples and business proposal to the Supplier Diversity department at 7075 Flying Cloud Dr., Eden Prairie, MN 55344.

### Step 3

Supplier Diversity team will evaluate product and business proposal before it is introduced to prospective business owners. Our team may follow up with questions to clarify information before proceeding with an introduction to a business owner.

### Step 4

Supplier Diversity team will ensure that product or service proposal meet and/or exceed SUPERVALU's expectation.

### Step 5

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

### Step 6:

After your business proposal has been reviewed and evaluated you will be contacted within 30-60 days.

### Step 7

Once business relationship is established, the internal business owner and vendor will establish agreed upon expectations to include (sales and margin targets, promotional/marketing plan, service level goals, etc.).



## Vendor Expectations

- Must be certified. The following are certifying agencies that you may consider; National Minority Supplier Development Council (NMSDC), Women Business Enterprise National Council (WBENC), National Veteran Owned Business Association (NaVOBA), National Gay and Lesbian Chamber of Commerce (NGLCC), U.S. Small Business Administration (SBA), or any state or local agency. Certification means that your company is 51% owned and operated by a woman or minority group.
- The product/service will be judged on quality, service, capability, promotion, marketing, efficiency and cost.
- Vendor must have a clear understanding of their product and/or service and how it relates to our business goals and objectives.
- Vendor must consistently support their product and/or service through terms of agreement (i.e., sales and margin targets, promotional/marketing plan, circular ads, demos, temporary price reduction (TPRs), buy one get one (BOGOs), off invoice allowances, service level goals, etc.)
- Vendors will be required to disclose their annual sales statement to qualify for our program fee structure.
- Vendor must support overall strategy of the category (i.e., sales growth, innovation, margin and promotional objectives).

## Partnership & Guidelines

- Vendor and SUPERVALU business owners are expected to develop a professional relationship that will achieve agreed upon expectations.
- SUPERVALU business owners are expected to schedule a product review to include promotional support, market activity (if applicable) and all internal communication related to category performance.
- SUPERVALU business owners are expected to maintain records on their W/MBE's similar to other documents used to monitor and manage lead vendors.
- SUPERVALU business owners are expected to use their internal and external resources to create collaborative cross merchandising opportunities for the W/MBE's.
- SUPERVALU business owners are expected to return all calls and/or e-mail within 3-5 business days unless they are away from the office for an extended period of time.
- SUPERVALU business owners must meet and/or make contact with the Supplier Diversity team before sourcing and/or any negotiation begin.
- SUPERVALU business owners and Supplier Diversity team must meet to review vendor performance before any decision can be made regarding changes in our business relationship.
- SUPERVALU business owners must operate with mentoring and partnership mindset.
- SUPERVALU business owners must review and adhere to the SUPERVALU W/MBE program fee guidelines before entering into a partnership agreement. Refer to the Supplier Diversity - business to associate site on mySUPERVALU.com portal for specific details.

## SUPERVALU Commitment

"Our Supplier Diversity program is committed to developing partnerships with qualified and diverse organizations that will help us achieve our business goals."

Jeff Noddle,  
SUPERVALU Chairman and CEO

## Supplier Diversity Resources

- Corporate Management Team
- Banner and Region Liaisons
- Supplier Diversity Handbook
- Online Supplier Management System
- Web site link – SUPERVALU.cvmsolutions.com
- Partnership and Guideline Brochure
- My SUPERVALU Business to Associate Portal
- SV Harbor Management Tool