

October 2010

Policy Statement on Supplier Diversity

As a national grocery retailer and supply chain organization, SUPERVALU serves customers across diverse geographies and demographics. To best serve these millions of customers from coast to coast and border to border, we embrace diversity in all aspects of our operations, from our talented associates to the partners we work with to deliver the products and services our customers are looking for and that fulfill our business needs.

An important part of meeting these needs across our company is our Supplier Diversity program. This program provides minority- and women-owned and operated companies equal footing to effectively work with us and grow their own businesses at the same time.

While we work with many different kinds of companies – from grocery products to office supplies – these companies all have one thing in common. They share our passion for serving customers.

We have a significant existing network of more than 1,000 diverse suppliers, and we continue to look for new businesses to help us serve our business and customer needs. When we evaluate vendors, we are looking for industry expertise and insight, along with the capability needed to deliver to a company of our size. This means we seek suppliers who are focused on customer service excellence and product quality, who understand their target markets, and who have a solid foundation for production capacity and financial stability.

Suppliers that will gain the most from a partnership with SUPERVALU – and that will receive top consideration as partners – are those fulfilling marketplace or supply chain needs at costs acceptable to our business.

If you are a certified diverse supplier and would like to be considered for or learn more about our program, please contact or visit our Web site (supervalu.cvmsolutions.com) or e-mail us at supplierdiversity@supervalu.com.

Sincerely,



Craig Herkert
Chief Executive Officer and President
SUPERVALU INC.

Note: Registration with us does not guarantee contracts or business development opportunities with SUPERVALU.

