

2027 Vendor Opportunities

INFRA Deals

infra

NATIONAL PRODUCT ADS

High-performing UPCs (INFRA Max ACV of at least 60% for grocery and 45% for wellness) with superior product attributes qualify for consideration to be featured nationally in the INFRA flyer. ACV, or All Commodity Volume, is a SPINS data point that illustrates sales and placement in INFRA stores. For distributed brands, featured items must be available in ALL KeHE warehouses that facilitate the INFRA Deals promotional discounts. National Ads run in-store for two or three weeks, with a one-week pre-promotion purchasing window (see 2027 INFRA Deals calendar). INFRA members are required to pass along discounts on all items included in a National Ad contract.

REGIONAL PRODUCT ADS

High-performing UPCs (INFRA Max ACV of at least 60% for grocery and 45% for wellness) with superior product attributes qualify for consideration to be featured in one or more of INFRA's five regional flyers. For distributed items, products must be available in the appropriate KeHE warehouse(s) in the specific region. As an added value, all UPCs on an INFRA Regional Product Ad contract will run as two-week or three-week TPRs in the non-ad regions (pending item availability in each region). A discounted rate will be applied upon contract acceptance (see 2027 INFRA Deals Pricing sheet) for a brand accepted for three to five Regional Product Ads per promotional period. Regional Ads run in-store for two or three weeks, with a one-week pre-promotion purchasing window. INFRA members are required to pass along discounts on all items included in a Regional Ad contract in the region(s) where the ad was run.

LARGE FRONT PAGE AD UPGRADE

High-performing UPCs with superior product attributes qualify for consideration to be selected for one of two Large Front Page Ad upgrades. Proposals for the Large Front Page Ad upgrade must accompany a National Product Ad (additional fee applies). Products with deeper discounts and/or seasonal fit will be prioritized.

STANDARD FRONT PAGE AD UPGRADE

High-performing UPCs with superior product attributes qualify for consideration to be selected for one of nine Standard Front Page Ad upgrades. Proposals for the Standard Front Page Ad upgrade must accompany a National Product Ad (additional fee applies). Products with deeper discounts and/or seasonal fit will be prioritized.

FAMILY AD UPGRADE

Family Ad upgrades offer the opportunity for a brand to run two to three items from their product portfolio in one national ad space, along with content. Items featured in a Family Ad upgrade should represent different categories or attributes (e.g., chips and salsa) and can be published at different sale prices. A National Product Ad must accompany a Family Ad upgrade, and all items featured in the Family Ad upgrade must meet the minimum national INFRA ACV and availability requirements for a flyer ad. Acceptance is based on space, brand, and item performance, and thematic fit (additional fee applies).

PREMIUM CONTENT AD UPGRADE

The Premium Content Ad upgrade opportunity provides vendors with an option to create themed content to be featured in a dedicated, larger space in INFRA's flyer. This ad type is focused on content vs. product and conveys over-arching causes/themes that align with the brand's certifications, practices, and priorities. ROC, Organic, Fair Trade, Non-GMO, Earth Day, B-Corp, Vitamin Angels, and water/land conservation or stewardship, are just some of the themes appropriate for this ad type. A Premium Content Ad upgrade contract must be submitted in addition to a National Ad contract in the same promotional sale cycle. The National product Ad will be featured separately from the Premium Content Ad upgrade in the flyer. A brand may opt to run an endcap display or contest to align with their Premium Content Ad upgrade. Acceptance is based on space and thematic fit (additional fee applies).

Please note this is subject to change. Updated 02/18/2026.



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COMPLIMENTARY TEMPORARY PRICE REDUCTIONS (TPRS)

TPRs are promotions included with monthly deals and delivered to INFRA Members but do not appear in the INFRA Deals flyer. TPRs are accepted at no charge for vendors planning to run multiple National Product Ads with INFRA (for every three National Ads, a brand is eligible for one Complimentary TPR). One Complimentary TPR is included with an approved Fill Offer. Complimentary TPRs run for both A and B periods.

PAID TPRS

Paid TPRs are primarily intended as a promotional vehicle for you to participate in INFRA Deals on your way to Regional Product Ad and National Product Ad eligibility. Paid TPRs run for both A and B periods. For a product that meets the criteria listed below, vendors may submit a TPR for a fee:

- Does not qualify to run a National or Regional Product Ad
- Possesses quality product attributes (Certified Organic, Non-GMO Project verified, etc.)
- Performing well in INFRA Member stores and showing trending growth
- Meets max ACV requirement nationally of 30% for grocery and 20% for wellness

DISCOUNT REQUIREMENTS

All promotions submitted through KeHE must include a minimum 5% MCB (Manufacturer Charge Back) in addition to any distributor off-invoice discount. The INFRA Deals program discounts must be better than what is offered through a distributor and competitive discounts provided must reflect INFRA's total purchasing volume. Note: if there is not an OI through distribution, then the minimum MCB must be 15%. If products included in your contract are available through Rainforest, UNFI, and/or Threshold the total discount will be passed on to INFRA Members through them for the promotional month. For direct brands, INFRA Deals discounts must be better than what is normally offered to individual stores. The minimum discount for participation in INFRA Deals promotions is 15%.

WAREHOUSE AVAILABILITY

To participate in INFRA's programs, distributed items must be in stock in the KeHE warehouses listed below. Alternatively, promotions can run direct for select Wellness brands, or for brands available in Threshold or Rainforest only.

INFRA cannot open or authorize KeHE to bring in product to a warehouse. INFRA's five regions and KeHE warehouses that facilitate INFRA Deals promotions are:

- Southeast: St. Augustine (DC 01), Atlanta (DC 55)
- Southwest: Aurora (DC 12), Stockton (DC 33), Chino (DC 41)
- Central: Bloomington (DC 16), Dallas (DC 19)
- Northwest: Portland (DC 25)
- Northeast: Maryland (DC 27)

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MAXIMIZING INFRA DEALS PROMOTIONAL LIFT

To increase ACV and maximize sales and promotional effectiveness:

- For brands that qualify, running National or Regional Product Ads will result in higher sales lift
- Focus promotions on the bestselling items / max ACV items by limiting the number of SKUs per contract
- Offer deep discounts

MINIMUM ADVERTISED PRICE (MAP) POLICY

INFRA will follow brand MAP policies for all items where the MAP box is checked, and a MAP price is provided on a submitted INFRA Deals contract. If the listed MAP price results in a promotional margin of over 50%, INFRA reserves the right to remove the item from the contract. If a brand requires INFRA to adhere to MAP, there is an expectation that the brand is enforcing MAP online. In the case that the brand is not strictly enforcing online MAP prices, INFRA may decline the contract

FILL OFFERS

Fill Offers give you an opportunity to gain distribution with our INFRA Member stores. The program is facilitated nationally and includes a selective offering of new, exciting, and on-trend products sent out in monthly communications to INFRA Members. To be considered for the program, items must be available nationally through the KeHE warehouses that facilitate INFRA's programs or through Threshold only, or Rainforest only. Fill Offers can also be considered for select direct Wellness brands. Items must align with INFRA's product standards. Certified Organic and Non-GMO Project verified products are given priority. If the item contains at-risk ingredients (e.g., corn, soy, papaya, canola, cotton, sugar beets, and some varieties of squash) it must be Certified Organic or Non-GMO Project verified to be considered for a Fill Offer. Please submit proposals, including samples, to INFRA for review. If accepted, there is a fee to participate in addition to the cost of the fill order. Brands accepted for a Fill Offer must submit a yearly planner to show ongoing promotional support.

Additionally, Fill Offers must meet one of the following criteria:

- Offer represents a new line or new SKU from a high-performing brand
- New line or product that is showing outstanding growth with INFRA Member stores
- New line or product that is on trend and in stock at most KeHE warehouses

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