



**DEMINSKI, VAN VALKENBURG
& ASSOCIATES**

Sales ~ Marketing ~ Consulting
2010

OBJECTIVES/STRATEGIES

× Sales, Marketing, Consulting

- × Provide a superior principal/retailer/broker relationship
- × Provide improved category management solutions for all products
- × Increase sales, sell-through and profit by offering a complete turn-key service package
- × In-depth analysis of categories to recommend a complete retail marketing program
- × Work closely with retailers to provide a mutual goal oriented approach to marketing

× Retail Merchandising

- × Best people-hire people with produce experience.
- × Excel at a broad range of services - project and continuity programs.
- × Leverage technology to provide accurate real-time data.
- × Support category management objectives at retail
- × Provide quality merchandising, in-store auditing, quality control and consumer panel data within produce department.
- × Target growers, shippers, retailers and 3rd party category management firms.

DVA – A POWERFUL RELATIONSHIP

- ✘ **Over 150+ years of combined experience and knowledge**
 - + In-store, warehouse, headquarters, operations, management, manufacturing, marketing, sales, consulting
 - + Rapport, respect and integrity with key decision makers and associates at retail
 - + Superior retail/principal knowledge and contacts to improve mutual goal performance

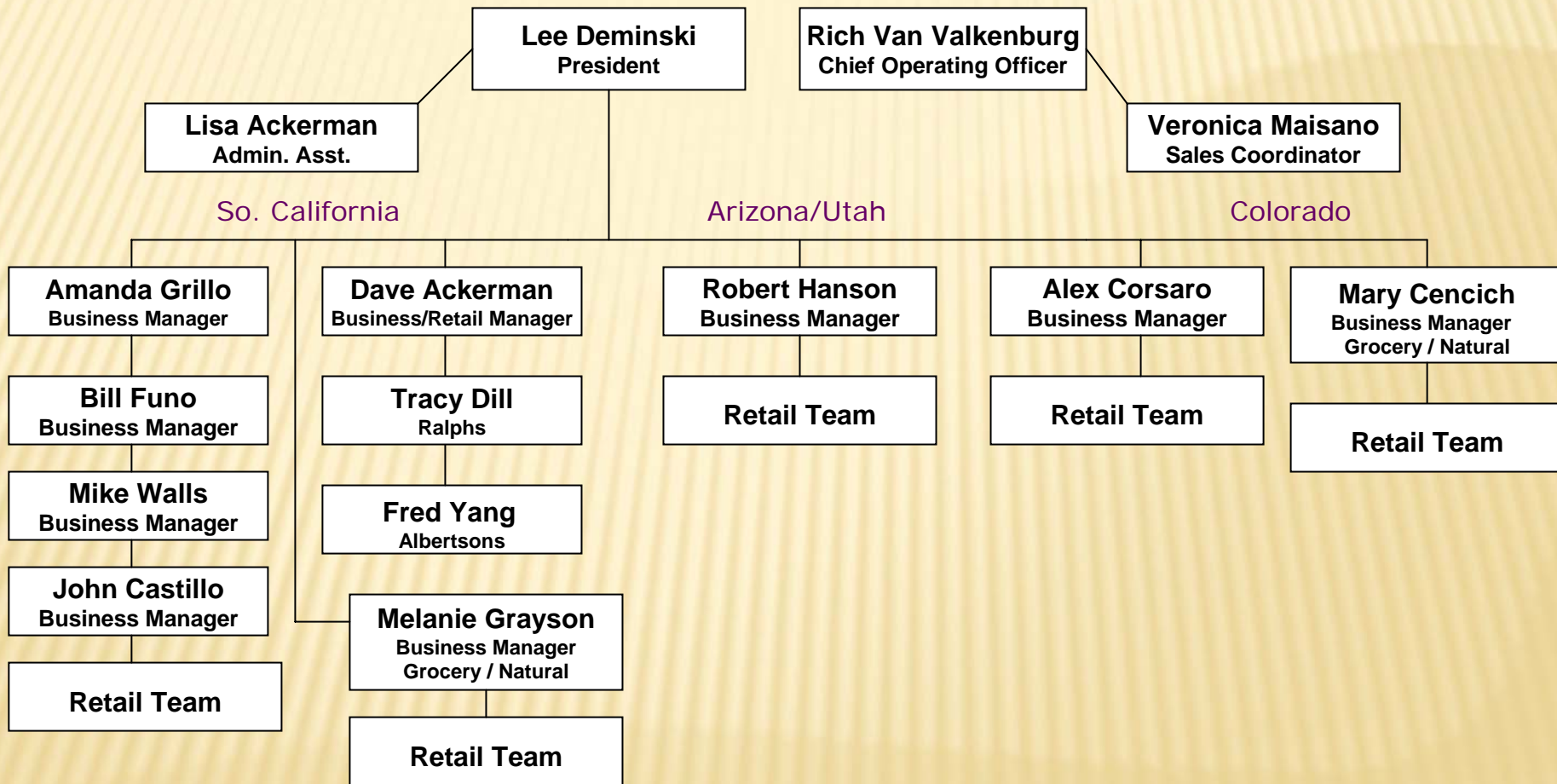
- ✘ **First hand/in-depth knowledge**
 - + Broker community strengths and weaknesses
 - + Principal's objectives and goals and the need for better representation
 - + Contacts at retail that go beyond the traditional levels to achieve better and faster results

- ✘ **Data analysis and improved category performance**
 - + Hands-on solutions and recommendations for all products
 - + Improved ability to match both retailer and principal strategies and goals
 - + Offering the retailer a complete turn-key package approach

- ✘ **Retail operations experts**
 - + The ability to breach barriers for improved store level performance
 - + Hands-on direction of retail merchandising group for better results



DVA Organization Chart- Sales



TRADE CONTACTS

Southern California

Vons, Albertson's, Ralphs, Food4Less, Stater Bros., Gelson's, Bristol Farms, Henry's/Smart & Final, UWG, Independents, LAWPM, UNIF, Wholesalers/Distributors

Arizona

Safeway, Fry's, Albertson's, Bashas', Independents

Nevada

Vons, F4L, Smiths, Albertsons, Independents

Utah

Associated Food Stores, Smiths, Independents

Colorado

King Soopers, Whole Foods, Vitamin Cottage, Dpi, Mile-High Grocers, Albertson's, Albert's Organics



Produce/Value-Added

- × Air Flo
- × Aromatica
- × Barsotti Juice
- × Bauducco
- × Bay Baby
- × Bella Sun Luci
- × Cut N Clean/San Miguel
- × ET TU Caesar
- × Earthbound Farms
- × Field Fresh Foods
- × Fresh Express
- × Basil Tops
- × Fresh Innovations
- × Fruit 2 Day
- × Global Farms
- × Greenline
- × Hampton Farms
- × Herb Thyme Farms
- × Just Add Lettuce
- × Keenan Farms
- × Lehi Valley
- × Church Bros Produce

Produce/Value-Added

- × Litehouse Dressings
- × Sportspouch
- × Mann Packing Co.
- × Mariani Dried Fruit
- × Mariani Nut
- × Marie Callenders
- × Mission Produce
- × Mister Spear
- × Mooney Farms
- × New England Herbal Foods
- × Resers
- × Saco Foods
- × SunKist
- × Sundia
- × Sun Rich Fruit
- × Sun Rype Products
- × Tastee Apple
- × Trinidad
- × Yucatan Foods
- × West Pak Avocado
- × Zola

Grocery/Natural/Other

- × Borges USA
- × Crown Coffee
- × Eat Cleaner
- × El Burrito
- × Fillo Factory
- × Fountain Of Health
- × Scott's Liquid Gold
- × Taste of India
- × LO-GLY Juices
- × Neoteric
- × Natural Nectar
- × Power Of Fruit
- × Purity Organic
- × Snoqualmie Gourmet
- × Tech Cleaner
- × The Western Sugar Cooperative
- × Formaggio Foods

RETAIL MERCHANDISING SERVICES

× Combined Strength

- + Established and highly respected retail merchandising and auditing group
- + Hands on direction/management of retail group by DVA
- + The knowledge and experience of DVA to produce a value added retail group

× Produce Specialists

- + Enhanced selling skills
- + Knowledge and experience of retailer policies and procedures
- + Regular performance appraisals
- + Category management workshops



RETAIL SERVICE OFFERING

Project and Continuity Programs

■ Merchandising

- P.O.P.
- Shelf work
- Display building
- New product intro
- Resets



■ Sales

- Promotion
- New Products
- Fill O-O-S's
- In- Store Consumer
- Intercepts-surveys

■ Auditing

- Compliance
- Product Quality
- Competition
- Pricing
- In-stock
- Schematic compliance
- Fixture/cold-chain

DEMINSKI, VAN VALKENBURG & ASSOCIATES

✘ Superior in every way...

- + Knowledge
- + Experience
- + Respect
- + Integrity
- + Contacts / Relationships
- + Initiative and follow-through
- + Category management
- + Retail merchandising and operations

=MORE SALES & PROFITS

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