



# OUR WINNING RECIPE

## MISSION

We deliver the ingredients for a better life.

Our Winning Recipe sets the strategic direction for the growth and stewardship of SpartanNash. While living our Core Behaviors and building our Core Capabilities, our Associates will earn our reputation as the most customer-focused, innovative food solutions company.

The success of our strategic direction and its execution is in the hands of our people. That's why our **People First** culture is so important. For us, this means investing in our people is the first investment we make. And as we cultivate an environment in which Associates can do their best work, we are building the foundation for a thriving business that will last ... for the people of SpartanNash and their families.

## SIGNATURE STRENGTH

We will be the most customer-focused, innovative food solutions company.

## CORE CAPABILITIES

### PEOPLE

Engaged and diverse Associates providing extraordinary service and expertise

### OPERATIONAL EXCELLENCE

Our Supply Chain efficiency, in-store execution, customer service and applied use of technology

### INSIGHTS THAT DRIVE SOLUTIONS

Customer & shopper insights that deliver leading-edge products & services

## CORE BEHAVIORS



## OUR VISION

We see a day when our customers say,  
**"I can't live without them."**