

Berkeley Bowl Promotions



Stand out from the crowd!

Online and in-store promotional opportunities at Berkeley Bowl are designed to provide brands with an opportunity to **stand out** from the competition.

When combined, **on** and **off-line** promotions enable brands to reach consumers at key points in the decision-making cycle, elevate brand awareness, and drive sales.

All in-store promotions include the opportunity to provide branded signage appropriate for the placement to facilitate branding and messaging direct to consumers who are already in the mode to purchase items.



In-Store Opportunities

In-store promotions place your products right in front of customers already in “shopping” mode.

End caps, register end caps, shadow boxes, 3 tier baskets and counter-top displays greet customers as they walk thru high traffic corridors in the store, and face them as customers queue up to check out, leading to an uptick in impulse buying.





Oregon Street

Heinz Ave



HABA Register End Cap

Located on the main corridor across the stores, at the point of sale, our register end caps are situated in prime locations for impulse buys.

With ample space for messaging, these units allow for a mix of product and signage in a position where shoppers are most likely to be stationary and open to messaging.

- Shelf stable products only

We welcome vendors to provide branded print or display collateral for this position. Berkeley Bowl will not be responsible for providing signage or collateral.

Please speak to your buyer or a member of the marketing team to discuss how you can customize the display.

Berkeley Bowl Shopping Bags

New high visibility branded promotional opportunity!

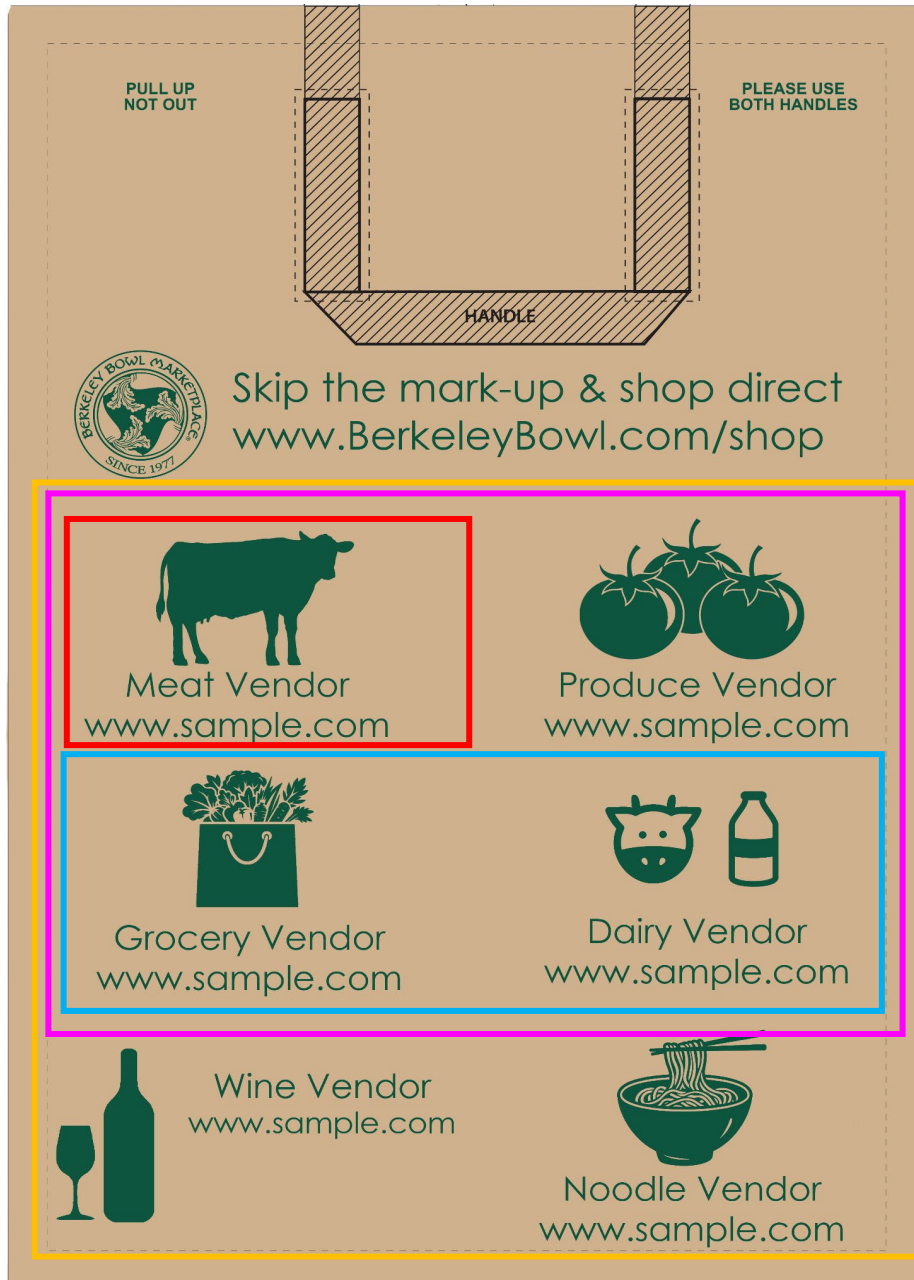
Berkeley Bowl distributes over 2 million paper bags per year. Customers reuse bags an estimated 2 to 3 times.

Our bags accompany every order from third party shopping partners as well as in-store shoppers

We have 8 runs per year at 270K bags per run

Vendors may purchase multiple placements per run – from 1 to a full take over of 6

Vendors may purchase multiple consecutive runs





HABA Shadow Box

Our shadow box display is the perfect solution for smaller items that might otherwise be lost in a larger display case.

Located in a prime traffic area adjacent to primary corridors through the store, the shadow box ensures high visibility in for products.

- Available only at Main
- Shelf stable products only

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HABA Countertop

Our biggest in-store promotional display, the HABA Countertop display allows for the most creative visual presentation.

Facing the main cross store aisle, the structure and lighting of the HABA counter stands out from the rest of the aisles.

Most customers visiting our store will encounter this display as they shop. Your products will be highlighted front and center, along with messaging you provide*, the display is fully customizable!

- Available at West only
- Shelf stable products only



Frozen End Caps: One Full Door or Shared Door

Our Frozen end cap displays located in prime traffic areas facing the main corridor across the store.

High traffic area with great visibility and an ideal spot for those impulse buys.

- Available only at West

*Image for reference only. Item placement will vary.



Dairy Shared End Cap

Our Dairy promotional cooler displays offer a shared end cap space.

Located in a main corridor across the store in prime traffic areas. Highly visible space.

*Image for reference only. Item placement will vary.



Grocery Full End Cap

Our full end cap displays offer top visibility and are located in prime traffic areas adjacent to main corridors through the stores.

- Shelf stable products only



Grocery Shared End Cap

Our shared end cap displays offer top visibility and are located in prime traffic areas adjacent to main corridors through the stores.

- Shelf stable products only

*Image for reference only. Item placement will vary.



Grocery Shadow Box

Our shadow box display is the perfect solution for smaller items that might otherwise be lost in a larger display case.

Located in a prime traffic area adjacent to primary corridors through the store, the shadow box ensures high visibility in for products.

- Shelf stable products only



3 Tier Baskets

Our 3 tier basket displays located in front of our check stands ensure maximum visibility.

They are a perfect solution for smaller items that might otherwise be lost in a larger display case. Highly visible and prime layout.

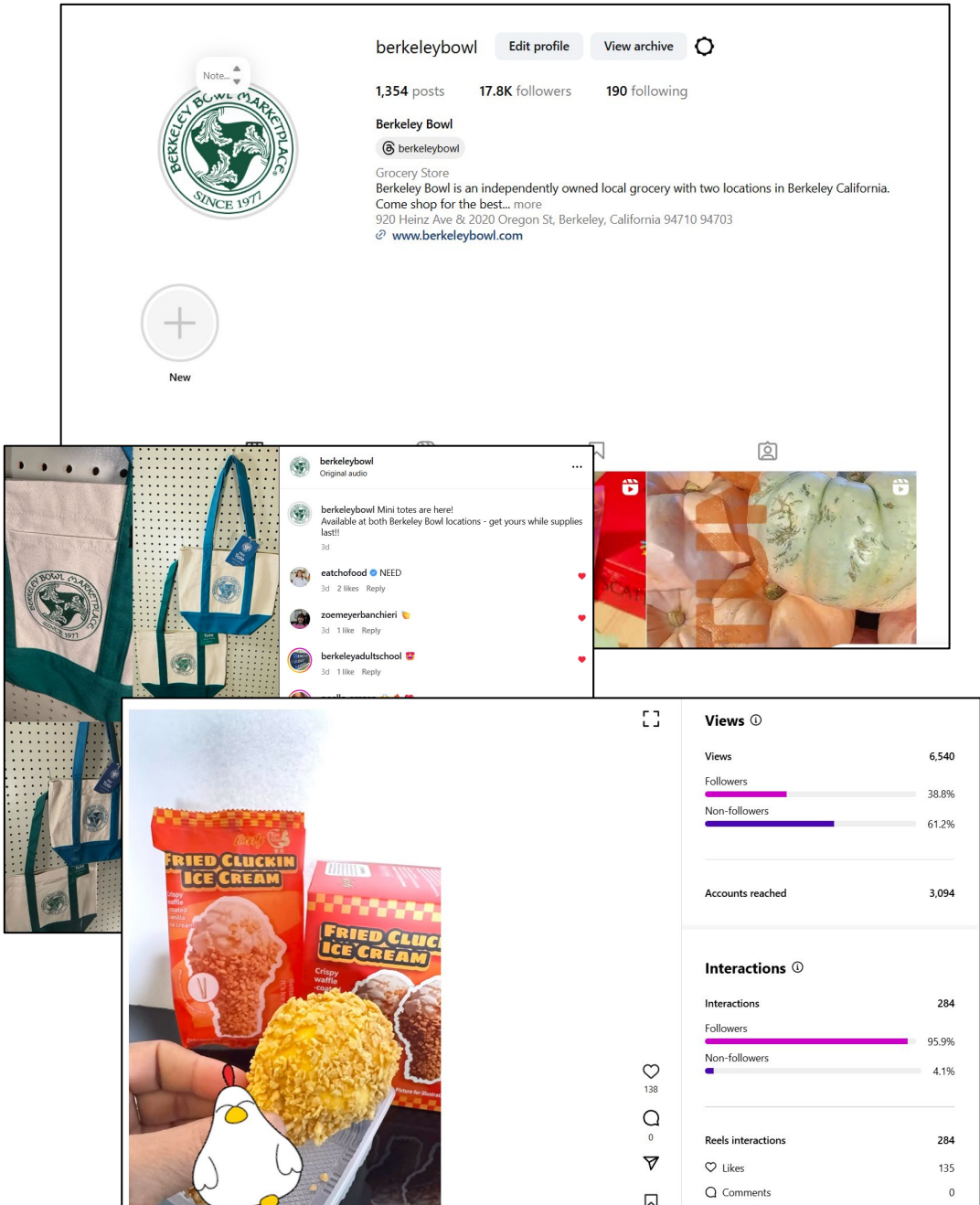
- Shelf stable products only

Digital Opportunities

Digital promotions reaches our customers before they've even come to the store!

Endorsement of products we carry through our social media profiles encourages our followers to try new products, revisit trusted brands and share branded content with their circle of friends.





Instagram (minimum of two posts)

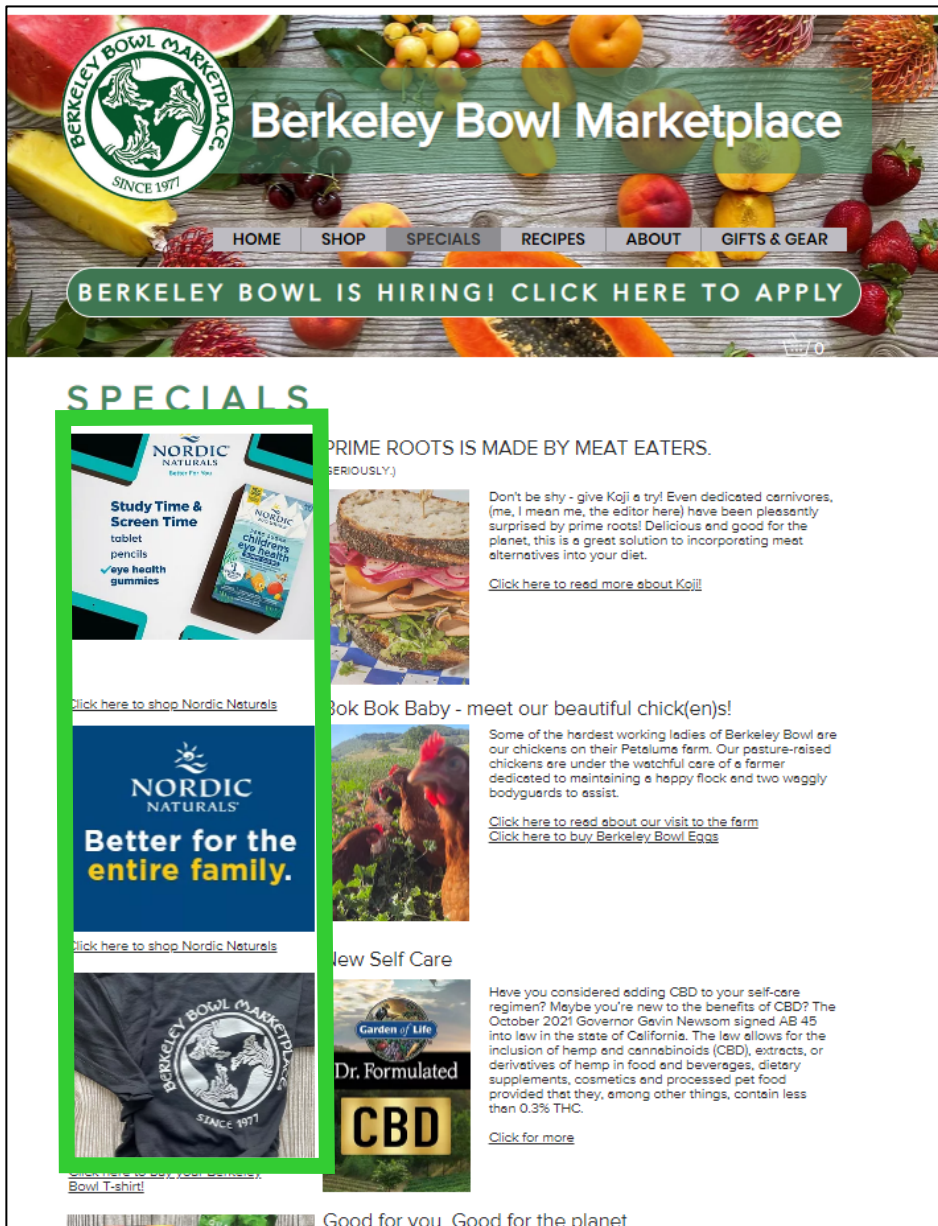
Instagram is currently the digital platform with our highest engagement. Custom short format video demonstrates endorsement of products that we carry in our stores.

Nearly 18K followers, the majority of whom are in Alameda county, the rest from major metropolitan areas in the US.

Posts are produced incorporating brand assets - by Berkeley Bowl to maintain the integrity of our brand voice, and any digital assets created are shared with the brand with our consent for re-use.

All IG posts are cross posted on Facebook at no additional charge.

<https://www.instagram.com/berkeleybowl/>



Web Ads

Web ads live on the Berkeley Bowl Website, on our specials page – one of the most highly trafficked page after the home page of our site.

We've updated the format of our web ads and now accept static standard ad banners. The change in size enables us to use existing assets from your brands current ad campaigns online, ensuring continuity and brand integrity.

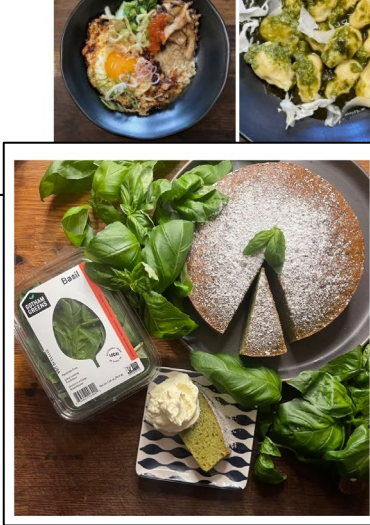
<https://www.berkeleybowl.com/specials>

Ad Specifications:

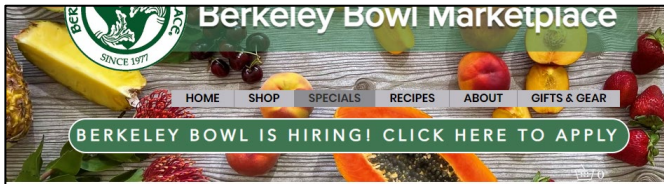
300 x 250, static image.

File types include .gif , .jpeg, .pdf and .png

Please deliver ads at least 7 business days prior to launch date to ensure time for QA and adjustments if necessary.



<https://www.berkeleybowl.com/recipes>



SPECIALS



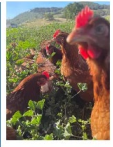
PRIME ROOTS IS MADE BY MEAT EATERS.
(SERIOUSLY)



Don't be shy - give Koji a try! Even dedicated carnivores, (me, I mean me, the editor here) have been pleasantly surprised by prime roots! Delicious and good for the planet, this is a great solution to incorporating meat alternatives into your diet.

[Click here to read more about Koji!](#)

[Click here to shop Nordic Naturals](#)



Bok Bok Baby - meet our beautiful chick(en)!

Some of the hardest working ladies of Berkeley Bowl are our chickens on their Petaluma farm. Our pasture-raised chickens are under the watchful care of a farmer dedicated to maintaining a happy flock and two waggly bodyguards to assist.

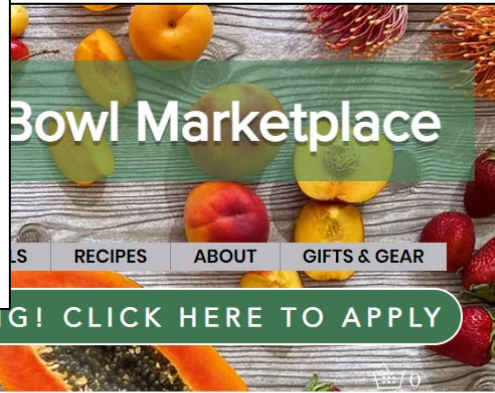
[Click here to read about our visit to the farm](#)
[Click here to buy Berkeley Bowl Eggs](#)

[Click here to shop Nordic Naturals](#)



New Self Care

Have you considered adding CBD to your self-care regimen? Maybe you're new to the benefits of CBD? The October 2021 Governor Gavin Newsom signed AB 45



MEET KOJI: HE'S A REAL FUNGI

Prime Roots is made by meat eaters. At Prime Roots, they want to celebrate the culture of meat. We all love eating it, but for the sake of the planet, know there has to be a better way.

In a peak life stage of experimentation – their journey through UC Berkeley – founders Kim and Josh were well aware of our climate crisis, but felt completely powerless against the enormous industries that supported it. Eventually, they realized the one thing they could control: the meat they ate every day. After determining what makes meat, meat (the familiar texture and rich umami), Kim and Josh found a foundation in koji. From that moment, they dreamed of walking into the grocery store and seeing an entire deli case filled with Koji-Meats.

Koji, which is similar to the roots of mushrooms, is an ancient ingredient that has been used to ferment soy sauce and miso for centuries. Prime Roots grows their koji in a sustainable way through simple fermentation similar to beer or wine. They take the koji in its whole and purest form, then mix clean fats and seasonings in to make meats that taste, feel, and look just like the “conventional” animal product. Most plant proteins (like soy, pea, and gluten) must be isolated, modified, and heavily processed to come even close to a meaty product. With koji, they are able to use something straight from the planet to make products we can all stand behind.



Blog Post

Our customers like to know more about the products they purchase. On our specials page, we highlight stories about the products we carry. This is the opportunity to tell your story in your own words!

Blog posts are indexed on our specials page, with the newest posts appearing at the top of the page. Posts will continue to live on the page, moving down the page as new content is added.

Posts can include written content, images and video, and are promoted with a post on our social media pages.

<https://www.berkeleybowl.com/wisegoatorganics>

Custom Promotions

Berkeley Bowl is famous for the vast array of products we carry including unique and new to market products.

Our customers are curious, and we endeavor to create unique opportunities for our partners to promote their products to our loyal shoppers.

Our marketing team can work with you to create custom promotional opportunities that will highlight your products and drive brand awareness among our customers, both online and in store.

Let us know what you want to accomplish and let us help you move toward your goals!

