

EVERYDAY MARKET

BUILD THE PRODUCT FIRST. CHOOSE THE BRAND SECOND.

Traditional grocery catalogs are often built around specific brands and package sizes. That can create unnecessary limitations for independent grocery operators who shop across different stores, markets, and locations.

Everyday Market takes a different approach.

A **Core Product** represents the grocery item your customer wants to purchase.

Examples include:

Mini Fruit Bars
Creamy Peanut Butter
Potato Chips
Whole Milk
Large Eggs
Frozen Pizza
Paper Towels
Laundry Detergent

The Core Product becomes the foundation of your store listing without requiring your business to depend on one specific manufacturer.

This gives you greater flexibility to build a grocery catalog around the products your customers actually need.

WHAT IS A CORE PRODUCT?

A Core Product is a professionally developed, brand-neutral grocery asset representing a common grocery product or product type.

For example:

Core Product: Mini Fruit Bars

Rather than building the basic listing around one particular manufacturer, the Core Asset establishes **Mini Fruit Bars** as the product being offered.

Your Core Asset can then serve as the foundation for your store.

If you regularly shop a particular product, you can choose to add that item later as a **Preferred Store Product**.

Example

Core Product

Mini Fruit Bars

Optional Preferred Store Product

That's it. Mini Fruit Bars, 24-count

You decide whether a Preferred Product is necessary for your business.

You can use the Core Asset by itself, add one Preferred Product, or add additional Preferred Products as your business develops.

START WITH THE PRODUCTS YOUR CUSTOMERS NEED

You do not need hundreds of products to launch a useful grocery catalog.

A smaller, carefully selected catalog can cover many common customer needs while remaining easier to shop, price, maintain, and fulfill.

Consider starting with products that are:

Frequently purchased — everyday grocery items customers regularly need.

Easy to fulfill — products commonly available from the stores where you shop.

Easy to substitute — products where another comparable brand may be acceptable when permitted by the customer.

Operationally practical — products that fit your shopping, transportation, storage, and delivery capabilities.

Relevant to your customers — products appropriate for the specific people and communities your business serves.

Then expand your catalog based on actual customer demand.

CHOOSE A STARTING POINT

There is no single correct catalog size. Build around your business model and expand as you learn what your customers purchase.

25-Product Starter Catalog

A focused selection of frequently requested grocery essentials.

A good starting point for a new operator, specialized service, small delivery area, or business testing grocery demand.

50-Product Everyday Catalog

A broader selection covering breakfast, pantry, snacks, beverages, refrigerated foods, household products, and other common needs.

A strong option for operators who want customers to complete a meaningful portion of an everyday grocery order.

100-Product Expanded Catalog

A more complete catalog spanning the major Everyday Market categories.

Appropriate for established grocery services, hospitality stocking, local delivery, vacation destinations, property-management services, and operators serving customers with larger grocery needs.

Build Beyond 100

There is no requirement to stop at 100 products.

As you learn what your customers request, continue adding Core Assets that make sense for your market.

Build intentionally. A smaller catalog of useful products is more valuable than a large catalog filled with products your customers rarely purchase.

HOW TO USE THIS GUIDE

The ideas that follow are organized using the **12 Everyday Market categories**.

They are intended as catalog-planning ideas—not a requirement that every operator carry every product.

Use the guide to:

- Identify products appropriate for your customers.
 - Build your initial Core Product catalog.
 - Find gaps in your existing grocery selection.
 - Plan future catalog expansion.
 - Identify products where a specific Preferred Store Product may be valuable.
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1. PANTRY STAPLES

Everyday shelf-stable foods and cooking essentials that form the foundation of many grocery orders.

Spreads & Condiments

Creamy Peanut Butter

Crunchy Peanut Butter

Almond Butter

Strawberry Jam

Grape Jelly

Honey

Mayonnaise

Ketchup

Yellow Mustard

Dijon Mustard

Ranch Dressing

Italian Dressing

Barbecue Sauce
Hot Sauce
Salsa
Soy Sauce

Pasta, Rice & Grains

Spaghetti
Penne Pasta
Macaroni
Fettuccine
White Rice
Brown Rice
Jasmine Rice
Basmati Rice
Quinoa
Couscous
Instant Rice
Boxed Macaroni & Cheese

Cooking & Baking

All-Purpose Flour
Granulated Sugar
Brown Sugar
Powdered Sugar
Baking Soda
Baking Powder
Vegetable Oil
Canola Oil
Olive Oil
Cooking Spray
Salt
Black Pepper
Vanilla Extract
Chocolate Chips

Canned & Shelf-Stable Foods

Canned Tuna
Canned Chicken

Canned Black Beans
Canned Kidney Beans
Canned Pinto Beans
Canned Corn
Canned Green Beans
Canned Tomatoes
Tomato Sauce
Tomato Paste
Pasta Sauce
Chicken Broth
Beef Broth
Canned Soup
Chili

2. BREAKFAST & CEREAL

Popular morning foods ranging from basic breakfast staples to convenient grab-and-go products.

Cereal & Oatmeal

Toasted Oat Cereal
Corn Flakes
Rice Cereal
Bran Cereal
Granola Cereal
Kids' Cereal
Instant Oatmeal
Old-Fashioned Oats
Granola

Breakfast Staples

Pancake Mix
Waffle Mix
Maple Syrup
Breakfast Bars
Granola Bars
English Muffins

Bagels
Bread
Breakfast Pastries
Muffins

Coffee & Morning Beverages

Ground Coffee
Coffee Pods
Instant Coffee
Black Tea
Green Tea
Hot Chocolate
Coffee Creamer

3. SNACKS & CHIPS

Convenient products for everyday snacking, lunches, travel, hospitality stocking, and grab-and-go purchases.

Chips & Salty Snacks

Potato Chips
Tortilla Chips
Pita Chips
Pretzels
Cheese Crackers
Snack Crackers
Popcorn
Kettle Corn
Corn Chips
Cheese Puffs

Portable Snacks

Mini Fruit Bars
Granola Bars
Protein Bars
Breakfast Biscuits

Trail Mix
Mixed Nuts
Peanuts
Fruit Snacks
Applesauce Pouches
Dried Fruit
Raisins
Rice Cakes

Cookies & Crackers

Chocolate Chip Cookies
Sandwich Cookies
Graham Crackers
Saltine Crackers
Whole-Grain Crackers
Cheese Crackers

4. BEVERAGES

Everyday hydration, refreshment, breakfast, sports, and hospitality beverage options.

Bottled Water
Sparkling Water
Flavored Sparkling Water
Cola
Diet Cola
Lemon-Lime Soda
Root Beer
Ginger Ale
Orange Juice
Apple Juice
Cranberry Juice
Lemonade
Sports Drinks
Electrolyte Drinks
Energy Drinks
Iced Tea

Bottled Coffee
Ground Coffee
Coffee Pods
Tea Bags
Hot Chocolate Mix
Coconut Water

5. FROZEN FOODS

Convenient freezer products ranging from everyday ingredients to complete meals and desserts.

Meals & Entrées

Frozen Pizza
Frozen Lasagna
Frozen Pasta Entrée
Frozen Burritos
Frozen Chicken Entrée
Frozen Breakfast Sandwiches
Frozen Breakfast Burritos

Sides & Ingredients

Frozen French Fries
Frozen Tater Tots
Frozen Mixed Vegetables
Frozen Broccoli
Frozen Corn
Frozen Peas
Frozen Fruit
Frozen Berries

Snacks & Desserts

Frozen Chicken Nuggets
Frozen Mozzarella Sticks
Frozen Appetizers
Ice Cream

Ice Cream Bars
Frozen Desserts

6. REFRIGERATED & DAIRY

Fresh and refrigerated essentials commonly included in everyday grocery orders.

Dairy & Alternatives

Whole Milk
2% Milk
1% Milk
Fat-Free Milk
Chocolate Milk
Almond Milk
Oat Milk
Soy Milk
Half & Half
Coffee Creamer

Eggs, Butter & Cheese

Large Eggs
Butter
Margarine
Cream Cheese
Cheddar Cheese
Shredded Cheese
Sliced Cheese
String Cheese
Parmesan Cheese

Yogurt & Refrigerated Foods

Greek Yogurt
Regular Yogurt
Yogurt Cups
Sour Cream
Cottage Cheese

Hummus
Fresh Salsa
Refrigerated Dips

Deli

Sliced Turkey
Sliced Ham
Sliced Chicken
Deli Cheese
Hot Dogs
Breakfast Sausage
Bacon

7. HOUSEHOLD ESSENTIALS

Frequently needed household products that allow grocery operators to serve needs beyond food.

Paper & Disposable Products

Paper Towels
Toilet Paper
Facial Tissue
Paper Plates
Paper Bowls
Plastic Cups
Napkins
Plastic Utensils

Cleaning

Dish Soap
Dishwasher Detergent
All-Purpose Cleaner
Glass Cleaner
Disinfecting Wipes
Bathroom Cleaner

Sponges
Cleaning Cloths

Laundry

Liquid Laundry Detergent
Laundry Pods
Fabric Softener
Dryer Sheets
Stain Remover

Kitchen & Storage

Trash Bags
Food Storage Bags
Aluminum Foil
Plastic Wrap
Parchment Paper
Food Storage Containers

8. HEALTH & WELLNESS

Common personal-care, wellness, first-aid, and over-the-counter essentials.

Daily Multivitamins
Vitamin C
Vitamin D
Electrolyte Drink Mix
Protein Powder
Protein Shakes
Pain Reliever
Fever Reducer
Antacid
Allergy Relief
Cold & Flu Relief
Cough Drops
Bandages
First-Aid Supplies
Hand Sanitizer

Hand Soap
Body Wash
Shampoo
Conditioner
Toothpaste
Toothbrushes
Deodorant
Body Lotion
Sunscreen
Lip Balm

Health and wellness products should always be presented using appropriate product labeling and without unsupported medical or health claims.

9. PET SUPPLIES

Everyday food, treat, cleanup, and care products for dogs and cats.

Dry Dog Food
Wet Dog Food
Dog Treats
Dog Dental Treats
Dry Cat Food
Wet Cat Food
Cat Treats
Cat Litter
Pet Waste Bags
Pet Training Pads
Pet Food Bowls
Pet Shampoo
Pet Toys

10. MEAL SOLUTIONS

Convenient products that help customers quickly prepare lunches, dinners, and easy meals.

Macaroni & Cheese
Pasta Meal
Pasta & Sauce Kit
Taco Kit
Taco Shells
Tortillas
Pizza Kit
Soup
Chili
Ready-to-Heat Rice
Rice & Bean Meal
Canned Pasta
Microwave Meals
Refrigerated Pasta
Prepared Entrées
Rotisserie-Style Meal Components
Salad Kits
Sandwich Ingredients
Hot Dogs & Buns
Hamburger Meal Components

Meal Solutions can be particularly useful for hospitality, vacation-rental, family, and convenience-oriented grocery services.

11. CANDY & SWEETS

Popular treats for everyday purchases, hospitality stocking, travel, parties, and impulse additions.

Milk Chocolate Bars
Dark Chocolate Bars
Chocolate Candy
Peanut Butter Cups
Gummy Candy
Fruit-Flavored Candy
Licorice
Hard Candy
Mints

Gum
Caramels
Chocolate-Covered Nuts
Cookies
Brownies
Snack Cakes
Marshmallows

12. BABY ESSENTIALS

Frequently requested feeding, diapering, snack, and basic baby-care products.

Newborn Diapers
Infant Diapers
Toddler Diapers
Training Pants
Baby Wipes
Baby Formula
Baby Food
Baby Food Pouches
Baby Cereal
Baby Snacks
Toddler Snacks
Diaper Cream
Baby Lotion
Baby Wash
Baby Shampoo
Disposable Changing Pads

SAMPLE 25-PRODUCT STARTER CATALOG

If you are unsure where to begin, consider building a balanced starter catalog across several high-use categories.

1. Bottled Water
2. Whole Milk
3. Large Eggs

4. Butter
5. Bread
6. Toasted Oat Cereal
7. Instant Oatmeal
8. Ground Coffee
9. Orange Juice
10. Creamy Peanut Butter
11. Strawberry Jam
12. Spaghetti
13. Pasta Sauce
14. White Rice
15. Canned Soup
16. Potato Chips
17. Tortilla Chips
18. Granola Bars
19. Mini Fruit Bars
20. Frozen Pizza
21. Paper Towels
22. Toilet Paper
23. Trash Bags
24. Dish Soap
25. Laundry Detergent

This is not intended as a universal assortment. Replace products based on your customers and business model.

EXPANDING TO 50 PRODUCTS

Once your initial catalog is established, consider adding:

26. 2% Milk
27. Almond Milk
28. Greek Yogurt
29. Shredded Cheese
30. Cream Cheese
31. Bacon
32. Bagels
33. Pancake Mix

- 34.Maple Syrup
- 35.Coffee Pods
- 36.Sparkling Water
- 37.Sports Drinks
- 38.Apple Juice
- 39.Pretzels
- 40.Popcorn
- 41.Crackers
- 42.Trail Mix
- 43.Applesauce Pouches
- 44.Frozen Vegetables
- 45.Frozen Breakfast Sandwiches
- 46.Ice Cream
- 47.Facial Tissue
- 48.Food Storage Bags
- 49.All-Purpose Cleaner
- 50.Hand Soap

At this point, customers have considerably more flexibility to build everyday grocery orders without your store becoming unnecessarily large.

BUILDING A HOSPITALITY-FOCUSED CATALOG

Operators serving vacation rentals, hotels, property managers, travelers, or pre-arrival grocery customers may want to prioritize products that are commonly needed immediately upon arrival.

Consider emphasizing:

- Bottled Water
- Coffee
- Coffee Creamer
- Milk
- Orange Juice
- Eggs
- Butter
- Bread
- Bagels
- Cereal

Oatmeal
Pancake Mix
Maple Syrup
Bacon
Yogurt
Fresh and portable snacks
Chips
Crackers
Popcorn
Frozen Pizza
Easy meal solutions
Paper Towels
Toilet Paper
Trash Bags
Dish Soap
Laundry Detergent
Hand Soap
Personal-care essentials

You can then expand based on the types of guests and properties you serve.

CORE PRODUCT OR PREFERRED PRODUCT?

You do not need to add a specific brand to every Core Asset.

Start by asking:

Does the brand matter to my customer?

For many products, the Core Product may be sufficient.

For others, customers may strongly prefer a particular manufacturer, formulation, flavor assortment, or package.

That is where a **Preferred Store Product** can be useful.

Example

Core Product:

Creamy Peanut Butter

The Core Asset can be used independently.

If your business regularly shops Jif Creamy Peanut Butter, you may later choose to add:

Preferred Store Product:

Jif Creamy Peanut Butter

The same approach can be used with cereal, snacks, beverages, household products, refrigerated foods, and other grocery categories.

ADD YOUR PREFERRED STORE PRODUCT

Already have the Core Asset but want to represent the specific product you normally shop for?

Preferred Product Customization — \$19.99 per product added

Provide the requested product information and available product photographs, and Co-Op Shopper will professionally develop the Preferred Product option for your Core Asset.

Depending on the product information supplied, development may include:

Premium branded ecommerce product image

Exact product and package details

Product-specific descriptions

Verified ingredients and nutrition when package information is supplied

Verified flavors or varieties when applicable

Relevant package claims and certifications when verified

Pricing and implementation information

The Core Asset remains the foundation of your listing. Add a Preferred Product when it provides meaningful value to your operation.

DON'T SEE THE CORE PRODUCT YOU NEED?

The Everyday Market catalog is designed to continue growing.

If the Core Product you need has not been developed yet, you can request it.

New Core Asset Request — \$19.99 per product

Tell us which Core Product you need and we'll professionally develop it and add it to the Everyday Market catalog.

Your request helps expand the library for you and future operators.

WHY CUSTOM DEVELOPMENT CAN STAY AFFORDABLE

Custom-developed Core Assets and Preferred Product assets become part of the **Co-Op Shopper asset library** and may be made available for future use.

This shared-library approach allows Co-Op Shopper to provide professional product development at an accessible price rather than charging each operator the full cost of exclusive custom development.

You get the product you need. The library gets stronger. Future operators get more choices.

BUILD A CATALOG FOR YOUR BUSINESS—NOT SOMEONE ELSE'S

The products in this guide are ideas, not requirements.

A grocery service supporting vacation rentals may need a very different catalog from an operator serving local families, office customers, seniors, travelers, apartment communities, or rural customers.

Start with the products most relevant to your customers.

Watch what sells.

Listen to what customers request.

Add Core Assets when demand justifies them.

Add Preferred Products when a particular product or brand matters.

Over time, your Everyday Market catalog becomes a grocery selection designed around **your customers, your stores, and the way you operate.**

READY TO BUILD YOUR CATALOG?

1. Browse Everyday Market

Explore available Core Assets across all 12 grocery categories.

2. Choose Your Core Products

Start with the products that make sense for your customers and operation.

3. Request What's Missing

Can't find a Core Product? Request a new Core Asset for **\$19.99**.

4. Add Preferred Products When Needed

Want to feature the specific product you shop for? Add a Preferred Store Product for **\$19.99 per product**.

5. Keep Expanding

Use customer demand and your own shopping experience to determine what belongs in your catalog next.

Everyday Market

Build the products your customers need. Add the brands that matter.

One recommendation before you turn this into the PDF: **I would not put prices beside the individual product ideas.** Keep this as an evergreen planning guide. Only the Co-Op Shopper service prices—Core Asset requests and Preferred Product customization—should appear. That way normal grocery price changes won't make the PDF obsolete.

