

WHO WE ARE

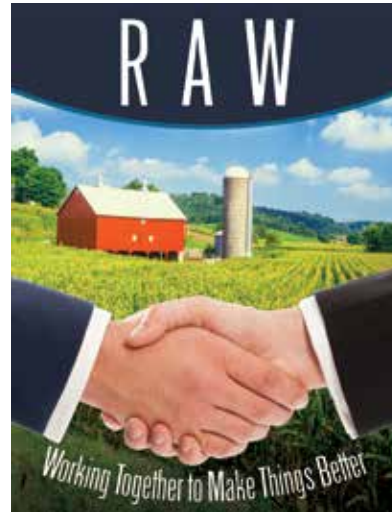
The RAW Buying Group is a member only buying group for convenience store retailers (Cenex® Branded) in the upper Midwest including the states of Minnesota, Wisconsin, Michigan, North Dakota, South Dakota, Iowa and Nebraska.

The RAW buying group was established in 2002 and currently has more than 98 convenience stores in our membership. As a buying group, RAW negotiates programs that cover many categories in convenience stores with many national and regional vendors to help members increase buying power, reduce operating costs and increase sales.

Additionally, the RAW Buying Group has participated in marketing programs like Fuel Your School and Gas Give Away for a Year promotions. RAW has also been a huge supporter of raising money for cancer awareness partnering with the Marshfield Clinics providing mammogram mobile units.

OUR MISSION

RAW's goal is to provide our member retailers with the advantage of chain benefits in order to remain relevant and competitive within the marketplace.



If you have any questions about the RAW Buying Group or if you would like to become a member, please contact any of our board members at their email address below

BOARD MEMBERS

Brad Podevels, President
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Tim Toraason, Vice President
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Deb Schoelzel, Secretary
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Greg Adkins
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Jennifer Drinovsky
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RAW BUYING GROUP



Helping members increase buying power, reduce operating costs and increase sales.



BECOME A MEMBER

Since its creation, the RAW Buying Group has given out a total of over \$1,300,000 in rebates to its member stores. Membership benefits include:

- Aggressive rebates
- “Chain” buying power
- Preferred vendor relationships
- Training and support
- Direct rebates from vendors to stores
- Additional rebates once per year from RAW
- Loyalty programs
- Fresh coffee programs
- Networking events
- Annual managers’ meetings to provide members with new vendor programs and industry information.

To become a member, there is a one-time membership fee of \$500. However, this fee can be applied to the first rebate check so there are no out of pocket expenses.

RETAIL SPECIALISTS

The RAW Buying Group partners with Retail Specialists who are trained to provide expert advice in following:

- Market Development
- Budgeting and Forecasting
- Revenue Generation, Sales Enhancement and Expense Controls
- Food Service Operational Evaluations
- Human Resources, Recruiting, Interviewing and Retention
- Employee Training
- Merchandising and Marketing
- Use of Equipment and Technology

VENDOR PARTNERS

The RAW Buying group partners with many national and regional vendors such as:

- Chambers & Owen
- Core-Mark
- Hot Stuff Pizza
- Dean Foods
- Nestle Waters
- Patron Points Rewards
- Deli Express
- Midwest Map
- Professional Supply
- Jack Links Jerky
- Wrigley’s
- Mars, Inc.
- Nestle
- Hershey
- 5 Hour Energy
- f’real Shakes
- Old Trapper Jerky
- Lil’ Drug
- Kenny’s (KLN Family Brands)
- Wenzel Farms Sausage

TRAINING OPPORTUNITIES

As part of the membership, RAW offers training programs to educate members on the following topics:

- Best business practices
- Hiring and retaining practices
- Suggestive selling
- Customer service
- Interviewing
- Leadership
- Labor and store budgeting
- ServSafe classes are offered to members at a reduced cost of \$99 per person.

“As a member of the RAW group we are able to compete with larger chains. Having the support of a knowledgeable consultant and strength in numbers is a successful, strategic combination for our company.”

-Doug Richardson, VP of Retail at River Country Cooperative, Chippewa Falls, WI