Nutrition Incentive Hub

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Brick and Mortar Firm Type Classification

As GusNIP grantees bring on new retailers, they are asked to report the *types of firms* that are being used as the delivery point for incentives. This is done for research and evaluation purposes that will give insight into what types of settings work in what areas and for which clients.

To help accomplish this, the National Grocers Association Foundation Technical Assistance Center, along with the Gretchen Swanson Center for Nutrition, created the below firm type categories used across the grocery industry based on definitions provided by the Food Industry Association (or FMI).

These definitions are also available in the evaluation guidance provided by the Gretchen Swanson Center for Nutrition.

Firm Types

Wholesale Club or Warehouse Store - A membership retail/wholesale hybrid with a varied selection and limited variety of products presented in a warehouse-type environment. These stores average 60% to 70% general merchandise/health and beauty with a grocery line dedicated to large sizes and bulk sales. Memberships include both business accounts and consumer accounts (e.g., Sam's Club, Costco, BJ's).

Supercenter - Supercenters offer a wide variety of food and non-food merchandise. These stores devote as much as 40% of the space to grocery items (e.g., Walmart Supercenter, Super Target, Meijer, Kroger Marketplace).

Large Chain Traditional Supermarket/Grocery Store - Publicly traded companies that operate stores, often under multiple banners and with centralized decision-making (e.g., Safeway, Kroger, Albertsons).

Medium Chain Traditional Supermarket/Grocery Store - Companies that operate multiple stores across large areas and multiple states. May be family-owned/privately held or have Employee Stock Ownership Plans (e.g., Harps, Coburns, Lowes, Hy-Vee, Publix, Houchens, Wegman's, Food City, HEB, ShopRite).

Independent Traditional Supermarket/Grocery Store - Full-service grocery stores that are independently owned or licensed. These stores often operate locally or in limited geographic areas (e.g., Piggly Wiggly, IGA, Wright's Market, ValuMarkets).

Limited-Assortment Supermarket - A low-priced grocery store that offers a limited assortment of center-store (packaged foods, detergent, tissue paper) and perishable items (fewer than 2,000 items) (e.g., Aldi, Trader Joe's, Save-A-Lot, Lidl).

Fresh Format - Distinct from traditional supermarkets and traditional natural food stores, fresh stores emphasize perishables and offer center-store assortments that differ from those of traditional retailers—especially in the areas of ethnic, natural, and organic produce (e.g., Whole Foods, The Fresh Market, Fresh Thyme, Sprouts, Natural Grocers).

Co-op Grocery Store - A member-owned grocery store where the decisions regarding the production and distribution of its food are determined by its members. These stores can range in size and typically offer a large selection of natural foods.

Dollar Store - A small store format that traditionally sells staples and "knick-knacks" and have, in some cases, shifted to selling food and consumable items at aggressive price points that account for at least 20%, and up to 66%, of their volume (e.g., Dollar General, Dollar Tree, Family Dollar).

Other Small Grocery or Convenience Store - A small grocery (also known as corner store, bodega, "mom-and-pop," mini-mart, country store, etc.) that carries a limited selection of staples and other convenience goods and is often found in residential areas. These stores generate approximately up to $1 million in business annually. This store type could also be a chain store that sells gasoline.

Drug Store - A prescription-based drug store that generates 20% or more of its total sales from consumables, general merchandise, and seasonal items. This channel includes major chain drug stores (e.g., Walgreens, CVS) but does not include stores/chains that almost exclusively sell prescription or over-the-counter medications and supplements (e.g., The Medicine Shoppe).

E-Commerce - Food and consumable products ordered using the internet via any device, regardless of the method of payment or fulfillment. This classification includes Amazon and Peapod as well as the e-commerce business generated by traditional Brick & Mortar retailers (e.g., Coborns [Coborns Delivers], ShopRite [ShopRite from Home, ShopRite Delivers], Walmart). The other non-traditional retail segments above include their e-commerce business.

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