

NATURAL GROCERS VITAMIN COTTAGE PROGRAM



The Natural Grocers booklet rewards customers in-store, attracts customers at outside events and creates awareness about Natural Grocer stores and the brands they carry.

[CLICK HERE](#) to view a sample

[CLICK HERE](#) to reserve your space

DEADLINE Q4 EDITION: **AUG 7, 2025**

“*The Autonomous coupon book has been a key piece of outreach material for our stores and Nutritional Health coaches. Used both in store and at community events, we are always given positive feedback on the books variety. The brands and items are always new and exciting and we are always looking forward to the quarterly selection of sales!*

-Natural Grocers

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**NATURAL GROCERS AVERAGE
REDEMPTION RATE: 2% - 6%**



DETAILS

- All participating brands will receive a **coupon page** within a **special plant based section** in 200,000 coupon booklets distributed in store.
- Redemptions will go through your **clearinghouse** or directly back to you.
- Participation Cost: **\$3,750** PBFA members, **\$5,000** non-members.*
- Option to add solo-brand **mobile media** starting at **\$5K** for 500K impressions (\$10 CPM)
- * With commitment of 4+ brands, PBFA & Autonomous will add 500K+ in geo-targeted mobile media impressions driving to Natural Grocers to find coupon book with collective savings on participating plant based foods, a \$5K+ value. With 8+ participating brands, media will increase to \$1.1MM impressions, a \$10K+ value!



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