

## Meijer Expands Third Supplier Diversity Event in Search of Diverse-Owned Merchandise Brands and Service Suppliers

**Retailer continues its commitment to partnering with diverse-owned businesses with upcoming event**

GRAND RAPIDS, Mich., Jan. 20, 2022 /PRNewswire/ -- Meijer announced today that it will expand its third Supplier Diversity event to include diverse-owned service providers, as well as retail-ready products for its shelves. The March 29-31 event will give diverse-owned businesses nationwide the opportunity to showcase their offerings for interested Meijer buyers and procurement teams.

"Our supplier diversity efforts reach beyond just the brands customers see on our shelves," said Peter Whitsett, Meijer Executive Vice President of Merchandising and Marketing. "We aim to support diverse-owned businesses throughout our stores, from the products we offer to the signage we hang and the services that keep the stores running. That's why we're excited to include a broad range of business categories in this event."

Diverse-owned brands with merchandise in the following retail categories can apply for the event [here](#):

- Beauty and personal care
- Over-the-counter and wellness
- General merchandise
- Grocery

Additionally, the retailer is accepting submissions from diverse-owned business service providers offering the following goods and services [here](#):

- Inbound transportation carriers
- Skilled trades for construction and facility maintenance
- All business services (Marketing, HR, IT and Financial)
- Supplies, packaging, MRO and signage
- Environmental, real estate and new site services
- Store fixtures, manufacturing and warehousing equipment

Certified minority-, LGBTQ-, woman-, veteran- and disability-owned businesses with products or services in the listed categories can **apply by Monday, Feb. 7** for consideration.

Meijer is partnering with [ECRM](#) and [RangeMe](#), to host the retail products portion of the event through the company's ECRM Connect virtual platform. Suppliers of non-retail goods and services will register through STARS, an application hosted by Viva, another third-party partner.

Once applications for the event are submitted, Meijer teams will review and select the vendors they would like to meet virtually. Suppliers not chosen for the event will still be accessible through the RangeMe or STARS registration tools and may be reviewed by Meijer buyers and business teams again in the future as business needs change.


"As we continue on our supplier diversity journey, we're pleased to grow this event to be inclusive of all the kinds of businesses we partner with in our stores," said Jamie Akemann, Group Vice President of Indirect Procurement and Supplier Diversity.

**About Meijer:** Meijer is a Grand Rapids, Mich.-based retailer that operates more than 258 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer pioneered the "one-stop shopping" concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit [www.meijer.com](http://www.meijer.com). Follow Meijer on Twitter [@twitter.com/Meijer](https://twitter.com/Meijer) and [@twitter.com/MeijerPR](https://twitter.com/MeijerPR) or become a fan at [www.facebook.com/meijer](https://www.facebook.com/meijer).

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