

Attachment 1: Vendor Peer Group Description
 State Plan Checklist I. Food Delivery

Vendor Peer Groups, State Agency: <u>West Virginia</u> Fiscal Year: <u>2025</u>					Comparable Vendors Peer Group No.
Peer Group No.	Description (e.g., supermarkets, chain stores, pharmacies)	Number of Vendors in Peer Group			
		Regular Vendors	Above-50 % Vendors	Total	
1	Mass Merchandisers: Retailer that a) sells a wide variety of merchandise but also carries groceries, b) owns multiple distribution centers and c) operates nationwide.	38		38	
2	National Grocery Chains: Retailer that a) primarily sells groceries, b) owns multiple distribution centers, and c) operates in 10 or more states.	53		53	
3	Regional Grocery Chains: Retailer that a) primarily sells groceries, b) orders from a corporate or national grocer distribution center, and c) operates in 4-9 states and/or corporate headquarters not in West Virginia	44		44	
4	Local Grocery Chains: Retailer that a) primarily sells groceries, b) orders through corporate or national grocer distribution center, and c) operates in 3 or less states and/or in more than one WIC Local Agency service area of West Virginia.	53		53	
5	Rural Independent Grocers: Retailer that a) primarily sells groceries, b) uses a third-party distribution center, and 3) operates in only one WIC Local Agency service area of West Virginia. *May include franchisee of national grocer.	46		46	
6	Isolated Independent Stores/Farmers Markets: Retailer that a) sells a wide variety of merchandise but has a limited assortment of grocery items, b) uses a third-party distribution center, and c) operates in only one WIC Local Agency service area of West Virginia.	13		13	
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