

# What is **Sprouts?**



Sprouts is a neighborhood grocery store with the feel of an old-fashioned farmers market. Our bright, friendly stores are filled with everyday staples and specialty items at a great value. You'll find mountains of fresh fruits and vegetables, barrels of wholesome grains, nuts and sweets, full-service deli, meat and seafood counters—complete with homemade burgers and sausages. Roam around our spacious aisles and you'll find fresh baked goods, eclectic beer and wine, gourmet cheese, sensibly-priced vitamins and supplements, and thousands of natural, organic and gluten-free groceries. Our friendly and knowledgeable team members are here to help you make healthier choices that are better for you and your budget.

**OLD-FASHIONED FARMERS MARKET** **CHOICE BEEF**  
**SEAFOOD** **FRESH PRODUCE** **VITAMINS** **CHEESE**  
**BARRELS OF BULK** **DELI** *Baked Goods*

# *Our* **Mission and Values**

## **Our mission is to make Sprouts Farmers Market**

the preferred shopping destination for our shoppers  
by delivering excellent customer service, superior store  
conditions and value to our customers every day.

*Tagline*

**It's Healthy Living for Less!**

Quick  
**Facts**  
Sprouts has:

**180**  
**STORES**

(AS OF AUGUST 7, 2014)

**3**  
**DISTRIBUTION**  
**CENTERS**

**MORE THAN**  
**17,000**  
**TEAM**  
**MEMBERS**

**LOCATED IN 10 STATES!**



# Shopping **Experience**

Sprouts conjures up notions of an indoor farmers market, with wooden crates stacked with fresh produce and bins and barrels full of bulk foods. Our stores are designed with open floor plans and low displays for an easy-to-navigate shopping experience. Plus, there is an inviting playfulness to a Sprouts store that is enhanced by our friendly and helpful team members.



# Our Customers

Sprouts' value proposition attracts a customer base that is much broader than that of traditional health food or specialty stores. Studies show that the Sprouts customer is:

- WELL EDUCATED •
- MIDDLE TO UPPER MIDDLE INCOME •
- INTERESTED IN HEALTHIER EATING •
- EAGER TO SAVE MONEY & SPEND WISELY •

# Straight From the Source

When asked to describe Sprouts in one word, here's what our shoppers had to say.

LOVE IT  
THEALTHY IT  
REASONABLE UNIQUE IT  
A BETTER CHOICE IT OPPORTUNISTIC IT  
WHOLE SOME Refreshing IT  
ORIGINAL VALUABLE ESSENTIAL IT  
Earthy AFFORDABLE DEPENDABLE IT  
HOMEGROWN IT  
BOUNTIFUL COMFORTABLE IT

Source: 197,780 Facebook fans asked. March 15, 2013.

# Our **History** *Yesterday, Today and Tomorrow*

Sprouts Farmers Market, Inc. was founded by members of the Boney family, long-time San Diego grocers with a focus on making fresh foods affordable. The company opened its first store in Chandler, Ariz. in 2002 with abundant produce and thousands of natural, organic and great-tasting foods at remarkably low prices.

The Sprouts story continued with a period of rapid growth through acquisitions and new store development. In 2011, Sprouts joined with Henry's Holdings, which ran 35 Henry's Farmers Markets stores and eight Sun Harvest Market stores. A year later, the company bought Sunflower Farmers Market, which ran 37 stores.

Sprouts became a public company traded on the NASDAQ Stock Market in August 2013. Today Sprouts operates more than 180 stores in 10 states and has become one of the largest specialty retailers of fresh, natural and organic food in the United States.

*The past decade has been a rewarding and energizing experience and we look forward to continuing our growth over the next 10 years and beyond.*

# Community Involvement

*Our People, Our Products and Our Spirit*  
→ Make meaningful social impact ←

At Sprouts, we believe in giving back to the communities we serve. We support local non-profit and educational institutions that share our goal of improved health, nutrition and fitness. Over the years, we have been proud to be associated with many incredible causes, doing our part to improve the lives of thousands of people through meaningful giving.

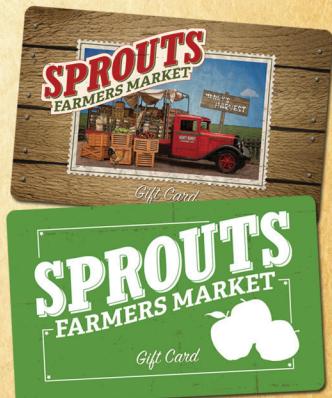


## Food Rescue Program

At the end of each day, Sprouts donates all unsold and edible – but not marketable – groceries to local area hunger relief agencies and charities as part of our local Food Rescue Program. Similarly, some produce is set aside for relief agencies directly from our distribution centers.

## SCRIP Fundraising

We are proud to participate in the Scrip fundraising program, helping non-profit organizations raise money. This popular fundraising program invites non-profit organizations to pre-purchase Sprouts gift cards at a 5% discounted rate and then re-sell the Sprouts gift cards at full price.

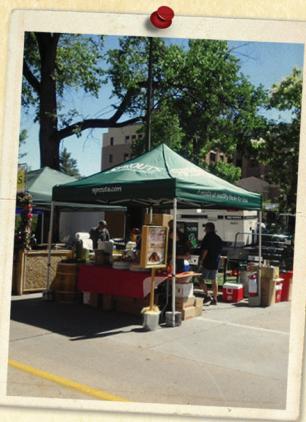


# Our People, Our Products and Our Spirit

## → Make meaningful social impact ←

### Community Events

We regularly make in-kind donations to local community causes that address healthy living and nutrition education for children and families. Examples include donations of bananas or water for road races; reusable bags for health fairs and green festivals; gift cards to be used as raffle items or party platters for fundraising events.



### Volunteerism

Sprouts team members are encouraged to help people and organizations in need. We have provided major volunteer support to events such as the Walk Now for Autism Speaks, the Phoenix Rescue Mission and various food banks in Arizona, California, Colorado, New Mexico, Nevada, Texas and Utah. With an engaged team member base of more than 17,000, we have the ability to use our leverage to support causes small and large.



### Responsible Neighbor

Sprouts Farmers Market is more than a grocery store - we are a community partner focused on the well-being of the neighborhoods we serve. We support organizations that aid children's causes (Autism Awareness groups, schools and hospitals, backpack programs, etc.); organizations that work with the gluten-free and gluten-intolerant community; health and wellness non-profit companies (particularly geared toward education and awareness); Feeding America and related agencies that help feed the hungry in our communities.

### Grab 'N Give

Throughout the holiday season, Sprouts executes our annual Grab 'n Give holiday food drive to help feed the hungry in our local communities. Our shoppers have the opportunity to purchase and donate bags of groceries at a 10% discount. We then donate the bags to local food banks in the communities we serve.



# A Multiplatform Grocery Brand

## EMAIL



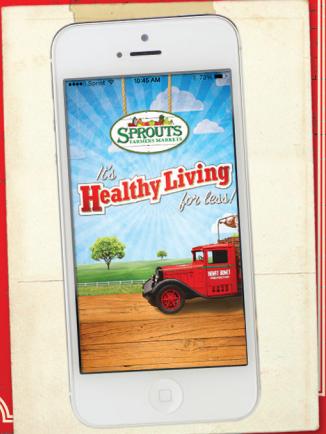
## SPROUTS.COM



## DEALS OF THE MONTH



## MOBILE



## WEEKLY AD CIRCULAR



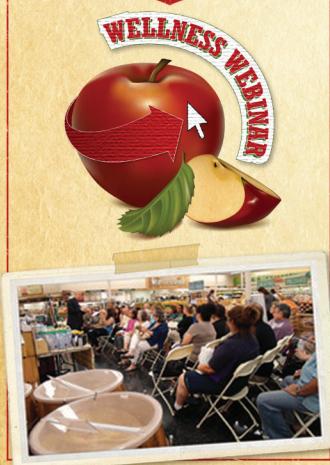
## SOCIAL



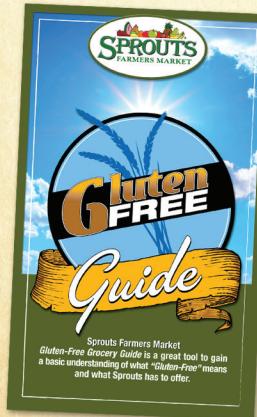
# Resource Opportunities

*Educate, Innovate and Elevate*  
- Commit to health and wellbeing -

## WELLNESS WEBINARS & IN-STORE LECTURES



## FOOD TIPS AND GUIDES



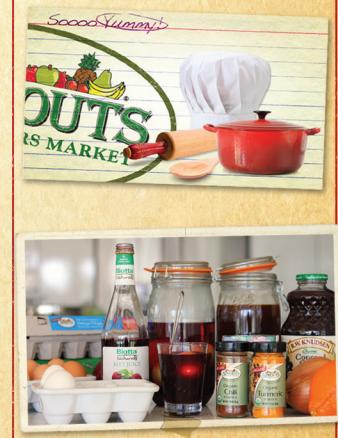
## SIMPLE SHORTCUTS HOW-TO & DIY VIDEO SERIES



## MEET THE BRAND: VENDOR PROFILES



## RECIPES



# Awards and Recognition

- Recognized as one of the 2014 Ten Best Supermarkets in America (#5) – (Consumer Reports) •
  - 2014 Arizona Corporate Counsel Award: Public Legal Department of the Year •
    - 2013 CIO of the Year: Steve Black – (Retail Info Systems News) •
  - 2013 Arizona Corporate Counsel Award: Brandon Lombardi, “Up and Comer of the Year” •
    - 2013 Top 75 Food Retailer (#57) – (Supermarket News) •
      - #1 ‘Hot Retailer’ 2012 – (Stores magazine) •
    - Best of Phoenix, Health Food Store – 2006-2012 – (Arizona Republic) •
      - LEED Silver Award •
    - GreenChill Awards: 16 Silver, 10 Gold, 2 Platinum, Best of the Best GreenChill •
- Hearts of Business Award for our work with Phoenix Rescue Mission – 2011 – (Phoenix Business Journal) •
  - Retailer of the Year – 2010 - (Gourmet News) •
  - Top 50 Fastest Growing Companies – 2008 – (Phoenix Business Journal) •
  - Inc. 5000 – 2007-2011 – (Top Business in Phoenix, Top 100 Retail Companies, Top 100 Revenue) •
    - Arizona Corporate Excellence (ACE) Award – 2005-2012 •

# Contact Us

## Sprouts Farmers Market Support Office:

11811 N. Tatum Blvd., Suite 2400  
Phoenix, Arizona 85028  
Main Number: 480-814-8016  
Fax Number: 480-814-8017

### Media Contact

[media@sprouts.com](mailto:media@sprouts.com)  
602-682-3173