



JACK'S CORNER

This month we added a new produce distribution center in Aurora, Colorado! We had a fantastic grand opening on March 15 and our first shipments got to our local stores on time as planned. This could not have happened without the hard work of the amazing group of Sprouts team members who stood up this DC. I want to give a heartfelt thank you to those of you who went above and beyond to make this happen!

What excites me the most about our Colorado DC is that it allows us to offer our customers fresher produce and more unique regional and organic assortment. We'll have 400% more local items than we've had in the past, and we'll build more lasting partnerships with farmers in the Colorado community! It will also lower the miles our trucks travel and reduce our impact on the environment, a win-win!

This month, we're dedicating the entire issue of **Good Food. Good People.**, to our Colorado DC, stores, and local farmers in honor of the Aurora DC opening. Thank you for all your hard work and continued dedication to Sprouts.



Jack Sinclair
Chief Executive Officer

SPOTLIGHT ON OUR AURORA DISTRIBUTION CENTER

Our Aurora Distribution Center is the first of its kind! Designed entirely for Sprouts, this new DC supports our growth strategy focused on fresh, local, and organic offerings. On March 15, **Troy Henkel**, Distribution Center Manager, led a small ribbon-cutting outside one of the building's delivery bays in honor of our first delivery. Check out some exclusive photos from our Aurora DC's grand opening, and see our DC team members in action!

Visit [The Vine](#) to watch a special video highlighting our new DC.





COLORADO GROWN

MEET OUR LOCAL FARMER PARTNERS

STROHAUER FARMS

Just 50 miles outside of Denver, Strohauser Farms brings you the best, colorful fingerling potatoes! Grown year-round, these buttery spuds are a customer favorite because of their mild flavor and soft skin. Strohauser Farms is a fourth-generation family farm that has been growing both organic and conventional potatoes in northern Colorado since 1910. During the peak harvest season of July through October, customers can expect to enjoy the freshest potatoes harvested only 24 hours from farm to table! Strohauser Farms is committed to consistent quality by operating with a warehouse crew that has been with them for over 15 years!

Fun Facts:

- You can easily spot Strohauser Farms potatoes in-store with their signature matte-black and burlap bags.
- Strohauser Farms' mixed fingerling potatoes always feature the same distinct colors: yellow, red or pink, and purple. Or you may get a mixture of all four!



HAZEL DELL MUSHROOMS

Located in Fort Collins, Colorado, Hazel Dell Mushrooms grows highly coveted exotic mushrooms in the Rocky Mountain region. This family-owned, organic mushroom farm has produced the highest quality mushrooms since 1997. They grow 10 different varieties of exotic mushrooms like shiitake, oyster, and lion's mane. Hazel Dell uses locally sourced hardwood sawdust to produce the perfect mushroom. The sawdust is steam sterilized to eliminate mold and bacteria. Once sterilized, the hardwood sawdust gets injected with mycelium, which then grows perfect organic mushrooms. Need compost for your garden? At Hazel Dell Mushrooms, they've got it! Their compost is derived from mushroom mycelium and hardwood sawdust that becomes a fertile soil supplement for organic gardens.

Fun Facts:

- Did you know mushrooms thrive in highly humid environments with lots of fresh air? Hazel Dell Mushrooms are grown year-round in temperature-controlled sheds for consistent supply.
- Lion's Mane mushrooms are often mistaken for cauliflower because of their fluffy appearance. This mushroom is packed with flavor and has a taste and texture similar to seafood or crab; rich, buttery, meaty, and delicate!

PETROCCO FARMS

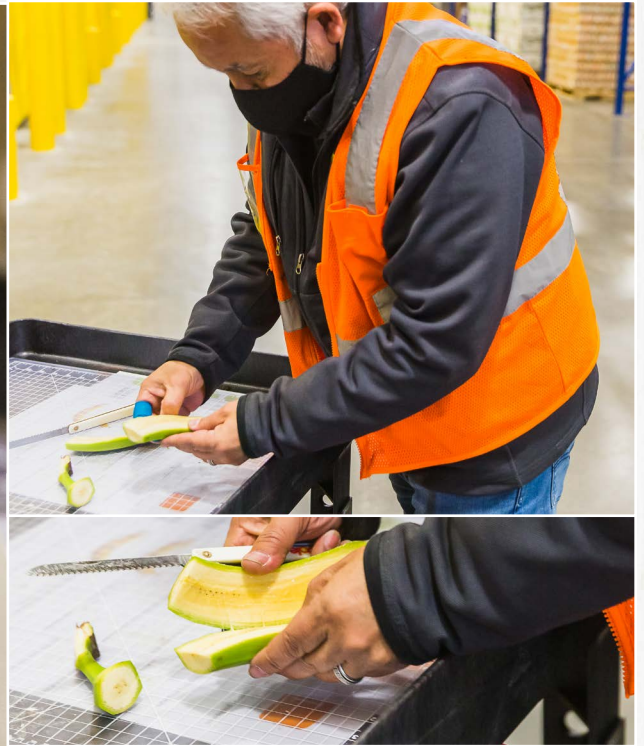
Petrocco Farms currently grows leafy greens, cabbage, sweet corn, peppers, red beets, herbs, and onions in Brighton, Colorado! With over 3,000 acres of land, they are proud to provide the freshest quality produce to families across the United States. Their passion for growing high-quality vegetables has been passed down from generation to generation, dating back to the early 1900s, when the family's great-grandparents, Maria and Dominic, farmed just enough vegetables to feed their family. By 1980, the farm had grown to 1,000 acres and became officially incorporated in 1985. Today, Petrocco Farms supplies Colorado and other states with a variety of vegetables, including Certified Organic crops!

Fun Facts:

- Petrocco Farms is one of the largest vegetable farms in Colorado, and they are located less than 30 minutes from our new DC.
- Petrocco Farms has set aside two acres of organic farmland specifically for Sprouts. They'll be growing both conventional and organic vegetables for our store!



FIRST-EVER RIPENING ROOMS FOR BANANAS AND AVOCADOS!



Did you know a banana ripens in 7 stages? Our Aurora DC will have 9 banana and avocado ripening rooms, a first for Sprouts! Ripening rooms will give us the ability to ripen our own fruit and allow our stores to have a better, fresher, more consistent fruit to place in front of our customers. A banana's readiness is determined on a scale of 1 to 7, with 1 being a dark green, hard fruit, and 7 a soft, yellow fruit with brown spots. Bananas are ready to be moved to shelves when they're at stages 3 (light green) to 5 (yellow with green tips). Now we'll ship beautiful, golden, ripe bananas to our stores at stage 3 ½ to give our customers the perfect fruit!

And that's not all--our Aurora DC has a dedicated Ripening Manager who will ensure color, pressure, and temperature specs for produce in the ripening rooms. Check out photos of **Edward Lobato**, Fruit Ripener, as he conducts quality inspections on our bananas and avocados!

LOCAL ASSORTMENTS AND COMMUNITY IMPACT

Besides fresh, seasonal, and specialty produce, like organic cotton candy grapes, lychee, and starfruit, our Aurora DC will distribute local produce and floral items to our Colorado stores, including an expansion of local organic produce varieties and an all-new local herb and mushroom selection.

Hear from a few team members at **store #334 – Denver, CO**, as they share their excitement around the new local assortments they'll receive along with the community impact of our new Aurora DC:

"I love the freshness of our produce items and the variety of products we carry! With the addition of the new Aurora DC, I'm very excited to present fresher, local produce to the Denver community. Customers have been thrilled to come to our store and learn about the unique berries, tropical fruit, and local items we offer." - **Khadija El Ansari**, Store Manager

"Customers love our bananas and avocados! I can't wait to share our new ripening capabilities through our Aurora DC with our customers. Now our customers will have the perfect fruit that's ready to eat as soon as they get home!" - **Eugenio Vazquez Campos II**, Assistant Produce Manager (pictured to the right)

"I love sharing all of my knowledge with our customers about our fresh farm vegetables. What's even better is the fact that we'll have produce from local farmers in our community!" - **Z Flatley**, Senior Produce Clerk



TEAM MEMBERS IN OUR COMMUNITIES



The Sprouts Healthy Communities Foundation presented **Denver Urban Gardens (DUG)** with a \$25,000 donation and a John Deere Gator to increase farming capacity at the DeLaney Community Farm, a refugee-led community farm in Aurora, Colorado. The funding will be used to install a hoop tunnel greenhouse that will allow for year-round growing and seedling germination at the farm and ongoing farmer training.

Through the support of the Foundation, the DeLaney Community Farm has produced more than 65,000 pounds of fresh produce since 2019 to support underserved Aurora communities and helped train 10 full-time immigrant and refugee farmers. Sprouts' ongoing investment in DUG has resulted in 10 community gardens throughout metro Denver, producing over 600,000 pounds of food yearly, and 31 Youth-Led Farm stands, which provide families with access to fresh fruits and vegetables.



WE WANT TO HEAR FROM YOU!

Do you have a great story about your Sprouts journey or how you've helped out in your community, or even a story about another stellar team member? Submit your stories to communications@sprouts.com for a chance to be featured.



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