

FANTASTIC FINDS

Brought to You by The Foraging and Sprouts Brand Teams

MAY 2023

EVER WONDER...

Do you ever wonder what it takes to get a Sprouts Brand product on the shelves in stores? We thought you might like to know! Follow along to learn the story behind **Sprouts Brand Gluten Free Cheese Ravioli!**



RESEARCH

We are always on the lookout for new items. The Frozen team identified an opportunity in the entrée assortment: we needed a ravioli that is gluten free, great tasting, and easy to prepare. First stop was the marketplace to see what is available and what sells well.



PRODUCT TESTING

Armed with this information, we tasted a lot of ravioli!! We tested different sizes, different fillings, and even different types of pasta ingredients. This helps us identify the best combinations for our stores and customers. It was important to us that both ravioli flavors held up well once cooked and had a good stuffing-to-pasta ratio.

Testing all of these ravioli varieties helped us to narrow down what we really wanted to bring to stores: a multi-cheese filled ravioli and a mushroom and cheese filled ravioli.



PRODUCT DEVELOPMENT

In the end, one supplier stood out: they use a gluten free ancient grain blend that when cooked fit our requirements as well as having a good stuffing-to-pasta ratio. Unfortunately, the flavor of the filling didn't meet our expectations, but by working closely with our supplier we were able to improve the flavor and meet our expectations.



AUDIENCE TESTING

One of the last steps of the process is a formal sensory test with a larger audience. We invite different team members to taste and rate products to verify that they meet quality standards for a Sprouts Brand product. Both raviolis passed!

The final steps before awarding the business is to determine what the packaging should look like, how much the products should cost, and how best to arrive at stores.

SPROUTS BRAND FEATURED ITEMS!



SPROUTS GLUTEN-FREE CHEESE RAVIOLI

- Gluten free
- Made from ancient grains
- Two flavor varieties - cheese, mushroom
- ★ Arriving in the Freezer at the end of May!



SPROUTS CHLOROPHYLL GUMMIES

- Vegan & gluten free
- Contains 100mg of chlorophyll to help support healthy cells, digestion, and immunity



SPROUTS HONEY GRAHAM CRACKERS

- Classic honey graham flavor
- Perfect everyday cracker
- Find its friends - Golden Rounds, Classic Club, & Thin Wheat crackers



SPROUTS PARMIGIANO REGGIANO

- Imported from Italy
- Aged 18+ months
- Comes in four options - block, grated, shredded, & shaved
- ★ Coming soon to the Deli Department!

"NEW FOR YOU" ITEMS!



SNACKIN' FOR YOU PUFFS

- High protein
- Made with real ingredients
- Boldly delicious



TOMATO CHIPS

- 100% Vegetable
- Ingredients grown on small family-owned farms
- No pesticides, no genetic modifications



MNMLST DRESSING & SAUCE

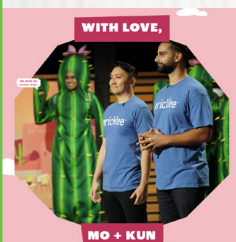
- Minimally processed foods
- Made with the fewest ingredients possible
- Packaged in sustainable & recyclable glass



PRICKLEE CACTUS WATER

- Made from real, premium prickly pear cactus
- Packed with vitamin C and antioxidants
- Minority owned

SUPPLIER SPOTLIGHT



PRICKLEE CACTUS WATER

It all started with Grandma Zahara's delicious cactus water recipe! Mo - one of the Pricklee founders - grew up drinking his grandma's delicious cactus water. He shared this drink with his classmate in Pharmacy school, and they eventually traded in their white coats to follow their dreams to make a fabulous, sustainable, and flavorful drink (an alternative to coconut water) available to share with others. After Mo and Kun (two of Pricklee's founders) appeared on Shark Tank with their Pricklee Water, the rest was history!



DID YOU KNOW?

Cactus have been around for thousands of years, flourishing in some of the most challenging environments on earth, and the prickly pear cactus is the most drought-resistant crop of all. It requires little-to-no water to thrive and is awesome for agriculture and the environment.

Prickly pear cactus is a source of natural antioxidants and Pricklee Water has 50% less sugar and calories than most coconut waters.