

FANTASTIC FINDS

Brought to You by The Foraging And Sprouts Brand Teams

We love sharing these products with you so you can share them with customers! Your product knowledge will really go far!

AUGUST 2023

DID YOU KNOW?

After product is developed for stores, but before it can be produced and delivered to stores, we have to deliver an award-winning packaging experience!

The time spent on packaging design is an integral part of our process because colors and fonts can heavily influence which product a customer will purchase.

Our packaging process is currently 5 steps:



CREATIVE BRIEF

The Brand Manager, Category Strategy Manager, and Category Manager all align on how a product should look on shelf.

CREATIVE REVIEW & CONCEPT SELECTION

The team reviews multiple concepts from design agencies to decide on the best design for that product.

IN-STORE MOCK REVIEW

The chosen design is printed and taken to the closest store for review. We validate that important callouts can be seen and the design stands out on shelf.

MECHANICAL ROUTING

Suppliers, Category Strategy Managers, Regulatory, and the Brand Managers all ensure that each piece of the artwork is correct.

PRINTER PROOFS

We review the final artwork prior to product showing up in stores.

SPROUTS BRAND FEATURED ITEMS!



SUNDRIED TOMATO & MOZZARELLA PESTO

Our new Sprouts Brand Pesto varieties are chef-crafted in small batches and make the perfect addition to your next snack board or bruschetta. Grab one or all four from the deli section today!



ORGANIC COCONUT WATER

Our new Sprouts Brand Coconut Water is a delicious addition to your day and a good source of potassium. Naturally pink and fat-free, coconut water can help to keep you refreshed and hydrated after a workout or during a busy day.



FIG & BLACK TEA MOISTURIZING BODY LOTION

Indulge your senses and hydrate your skin with our Sprouts Brand Body Lotions. Non-greasy and infused with luxurious natural oils, this lotion is quick-absorbing and long-lasting.



TERIYAKI BEEF JERKY

Made with 100% grass fed beef, our Sprouts Teriyaki Beef Jerky has 9g of protein per serving and contains no added preservatives, nitrates, or nitrites. Perfect for a midday snack or your next road trip!

"NEW FOR YOU" ITEMS!



BNUTTY PEANUT BUTTER

Women- and minority-owned, BNutty was created by two average soccer moms trying to find healthy on-the-go snacks for their kids. These gourmet peanut butters come in loads of fun flavors.



INAKA TEA

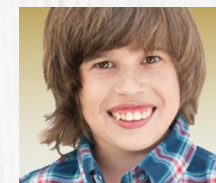
Inaka Tea is the closest you can get to enjoying authentic Japanese barley tea and is the caffeine alternative to fit into the rise of health-conscious lifestyles. Richly filled with antioxidants and Vitamins A and C, Inaka tea can aid overall physical health.



PRANA ORGANIC OVERNIGHT CHIA

Full of flavor, this organic overnight chia is oh-so-convenient and nutritious. Using organic, plant-based and responsibly sourced ingredients, Prana Organic Foods provides delicious food that is better for you and the planet.

SUPPLIER SPOTLIGHT



GIVING ORGANIC JUICE

John Paul George was born with half a heart, but he lived life with unbounded courage. He revealed that our greatest weakness can become our greatest strength. His trademark smile and sparkling eyes remind us of his story of love, grace, miracles and, most of all, hope. Although John Paul is no longer with us on Earth, his legacy lives on through his foundation. Through Giving, 5% of profits go to John Paul's **Heart of a Lion Foundation** to help families with sick children & those in need.

USDA organic. No GMOs. No added sugars. No preservatives.

www.givingjuice.org