



SPROUTS CATEGORY LEADERSHIP & DISTINCTION



SCOTT NEAL
Chief Merchandising Officer



KIM COFFIN
Senior Vice President, Chief Forager

FORAGING

INNOVATION VISION & MISSION PILLARS

To be the most **innovative health & wellness food retailer** in the country



CUSTOMER

Provide our target customers with a unique product experience



TEAM

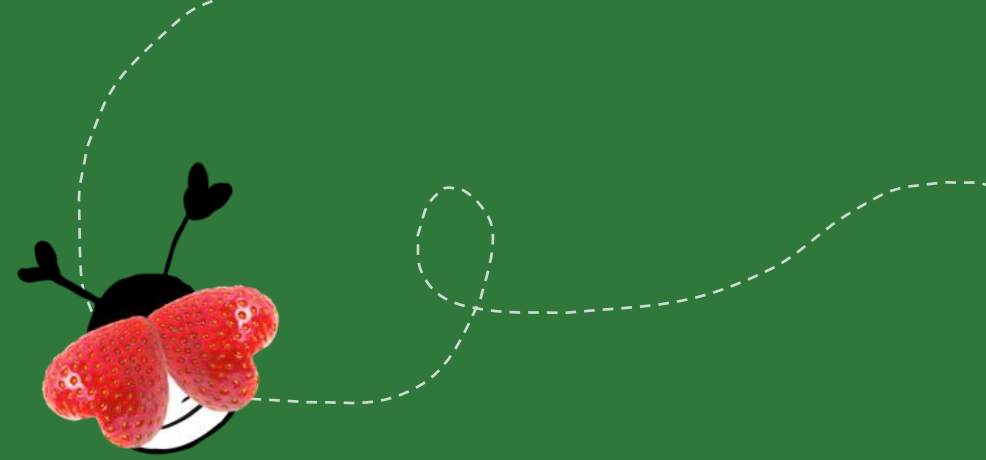
Foster a culture of innovation and differentiation throughout the company



PARTNERS

Become the go-to retailer for vendor product and brand innovation





CARING FOR OUR CUSTOMERS

“NEW FOR YOU” INNOVATION CENTERS – FORAGING FOR OUR CUSTOMERS



Exciting destination for customers to be introduced to emerging brands and learn about what is trending in health and wellness foods



White glove test and learn program for innovative products including first to market and Sprouts-exclusives



Creating opportunity for brands to **graduate to everyday items** in-line



“NEW FOR YOU” INNOVATION CENTERS – PRODUCT PILLARS



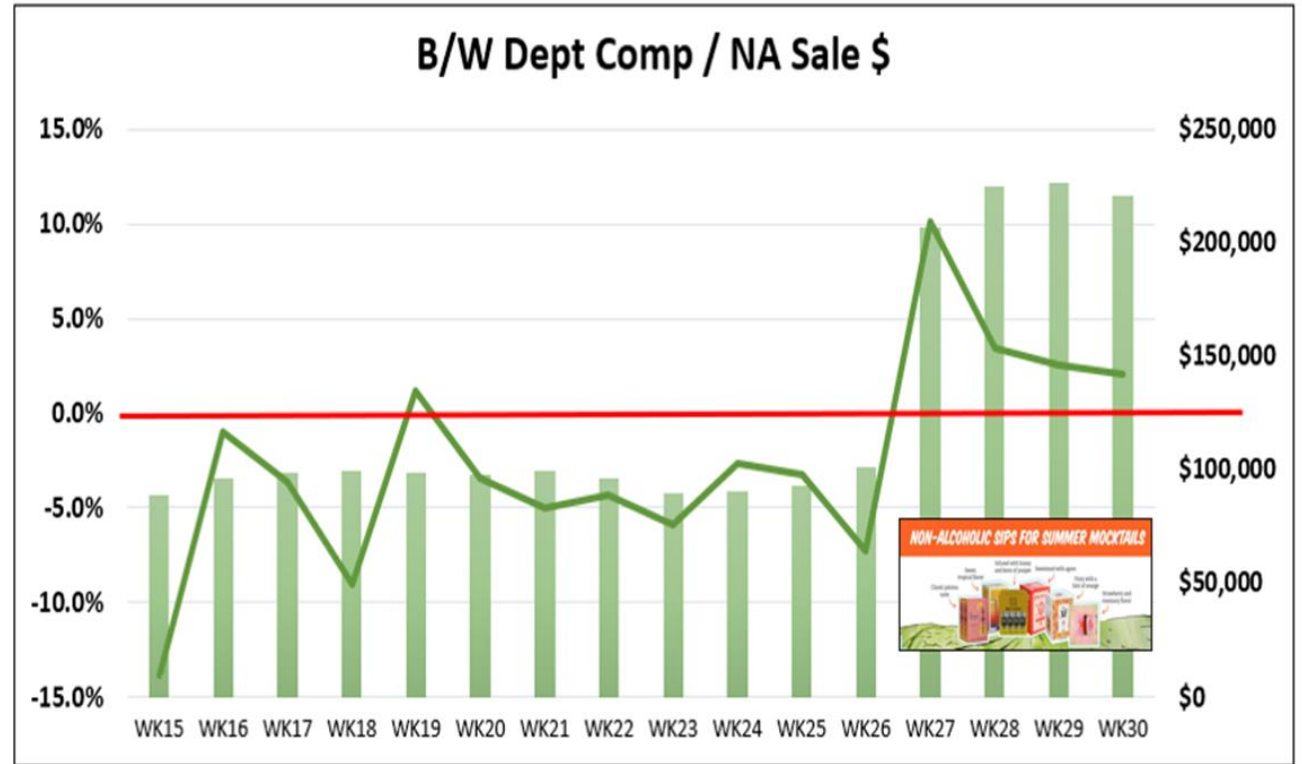
INNOVATION CENTER PERFORMANCE



INNOVATION CENTER PERFORMANCE – DRY JULY



B/W Total Department P7 Comp = +4.6%



CUSTOMER AND SOCIAL MEDIA BUZZ



Quentin Vennie (He/Him) • 1st
Co-Founder & CEO of The Equitea Co | Black Enterprise Magazine's 100 Mod...
3w • 📍

We're here LA!!! Fresh from [#expowest](#) we're back slinging teas, but this time we hit up [Sprouts Farmers Market](#) in Burbank, CA. The staff and customers were excited to try [The Equitea Co.](#) and they had a great time trying to pronounce [ashwagandha](#) 🤔 Big S/O to Sam, the assistant manager. Thank you so much for your hospitality. [Brian](#), we're still at it, brother!

Which Sprouts SoCal location should we hit up next? If you're in the LA area, pull up! I'd love to meet!

[#doyouliketea](#) [#ca](#) [#mentalhealth](#) [#mentalhealthawareness](#) [#addictionrecovery](#) [#cpg](#) [#beverage](#)

Lindsey Cunningham • 1st
Co-Founder & CEO at RollinGreens
1d • 📍

BIG News! You can now find all four of our skus at [Sprouts Farmers Market](#) nationwide in the innovation showcase! Today marks a big milestone for [RollinGreens](#) thank you [Sprouts Farmers Market](#) for believing in us, and those who helped to make it happen! ❤️

Ashley Costa • 1st
Director of National Accounts - Retail at Kin Euphorics
3mo • 📍

What a way to start the year! You can now find Kin Euphorics at [Sprouts Farmers Market](#) nationwide as a part of their Forager Innovation Display program. We are so grateful for the opportunity! Thank you for being a part of our feel-! ...see more

Kin Euphorics
6,223 followers
3mo • 📍 [+ Follow](#)

We are thrilled to announce our first [#NATIONWIDE](#) partnership with [Sprouts Farmers Market](#) as a part of the Forager Innovation Display Program! This marks a true milestone in our mission - to ensure a healthier alterna- ...see more

Brandon Vasconcelos • 1st
Director of Sales/West - Mid-Day Squares
1mo • 📍

Our newest flavor, [Mid-Day Squares Cookie Dough](#) 🍪, has just launched nationwide in the Fresh Finds Cooler at [Sprouts Farmers Market](#)! Our other wonderful MDS flavors are located in the dairy set. HUGE thank you go- ...see more

David Delcourt • 1st
Chief of Flavor - CPG Scrapper - Points Nerd - Plant-based believer
2w • Edited • 📍

Absolute new favorite #1 customer! He had to go searching Sprouts Farmers Market and even made it himself!

What's not to love with delicious, high protein, low cholesterol Mac & Cheese? And [#truffle!](#)

[#customersatisfaction](#) [#eathealthy](#) [#plantbasedfoods](#) [Kate Cash](#)

[GrownAs® Foods Seed Ranch Flavor Co](#)

I wanted to pass along a quick compliment, as the “new item section“ in the middle of the store is such a wonderful idea! I have found myself visiting that part of the store every time I go into Sprouts now! And I’m not the only one... I was talking to my coworker, and she said the exact same thing.

I worked for a food company for 11 1/2 years and I have been in over 150 Sprouts stores, so I know the layout very well and this is such a great idea. It really draws on peoples curiosity to see what has recently been launched. So major kudos! Keep up the great work.

Paul

TEAM MEMBER ENGAGEMENT



New For You Product Reels: Tiger Nuts



New For You Product Reels: Sustainable Snacks



WHAT ARE YOUR FAVORITE PRODUCTS?
LET US KNOW BY SCANNING THE IMAGE BELOW!





- Featured Products
- Team Member Submissions
- Fun Photos
- Contacts
- Foraging Vision
- Foraging Mission Pillars

WELCOME TO FORAGING!

FEATURED PRODUCTS

We love bringing amazing products to the shelves at Sprouts. Not only is it our job, it's our passion! Take a look at some new products that we are loving right now – we think you will, too!

NEW PRODUCTS!



Parch Non-Alcoholic RTD Cocktail

- Made with blue weber agave
- Powered by adaptogens



Blind Tiger Spirit-Free Cocktails

- Prohibition-inspired flavors
- Organic ingredients



Sea Monsters Seaweed Snacks

- Organic seaweed
- Nutrient-packed sorghum



reHarvest Provisions Smoothie Pops

- rePurposed from whole fruits and veggies
- Female Founded

FORAGING VISION AND MISSION PILLARS

INNOVATION VISION

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INNOVATION MISSION PILLARS



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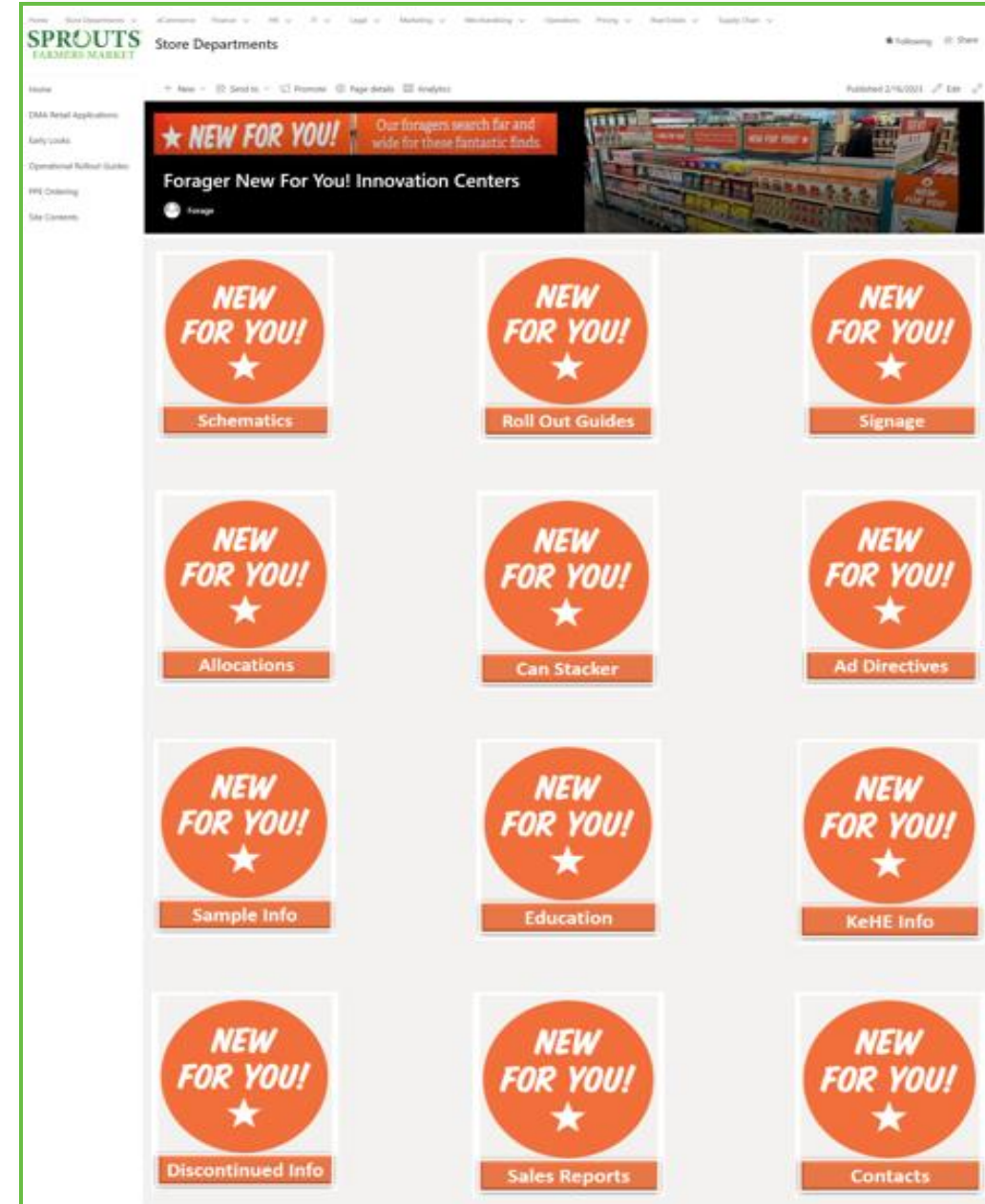


PARTNERS

Become the go to retailer for vendor product and brand innovation

SharePoint Online Home Page

- Schematics
- Roll Out Guides
- Signage
- Allocations
- Can Stacker Ad Directives
- Sample Information
- Education
- KeHE Information
- Discontinued Information
- Contacts



Fantastic Finds: Sprouts Brand & Foraging Monthly Newsletter



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!

JULY 2023



SPROUTS BRAND FEATURED ITEMS!

SUPPLIER SPOTLIGHT

Kathryn Bernell, founder of **reHarvest Provisions**, believes food should make you feel good: good about the impact it has on your body and good about the impact it has on the world around you.

Her company reHarvests and rePurposes delicious (but unnecessarily wasted) whole fruits and veggies to create **Smoothie Pops** that are brimming with good-for-your-gut fiber and nutrients.




MATTE FINISH FACIAL SUNSCREEN



Prepare for your fun in the sun with this new addition to our sunscreen line! This facial sunscreen goes on smooth and protects your most important features.

FLAVORED RICED CAULIFLOWER SIDES



Add a tasty and good for you side to your meals with our flavored riced cauliflower sides. In flavors like Lemon Garlic & Herb, Mediterranean Style, and Asian Style, these sides will elevate any meal.

PLANTAIN CROUTONS



Gluten free and vegan, our new Sprouts Brand Plantain Croutons are the perfect addition for your next salad. Seasoned with garlic & herbs, our Plantain Croutons are delicious and crunchy!

GRASS FED BEEF MEATBALLS



Our Organic Grass Fed Beef Meatballs are great for pasta night or get togethers. Gluten free and fully cooked, sauce 'em, dip 'em or put 'em on a big plate of spaghetti!

"NEW FOR YOU" ITEMS!

REHARVEST PROVISIONS SMOOTHIE POPS



These on-the-go smoothie pops are designed to help minimize food waste and be good for you! Dairy free, vegan, gluten free, and rich in superfoods, you can enjoy these smoothie pops frozen or thawed for maximum convenience and flexibility.

SEA MONSTERS SEAWEED PUFFS



Made from sorghum and seaweed, Sea Monsters snacks are a fun and delicious way to give back to the planet and kickstart a lifelong relationship with the sea. Sea Monsters snacks are all gluten free and have vegan options available as well.

PARCH NON-ALCOHOLIC AGAVE SPIRITS



Inspired by the Sonoran Desert, PARCH's adult beverages offer complex flavors based on the idea that "what grows together, goes together." With PARCH, you'll find a refreshing and credible alternative to alcohol.

BLIND TIGER NON-ALCOHOLIC COCKTAIL MIXERS



Blind Tigers' Non-Alcoholic Mixers offer all the comfort and flexibility of your favorite cocktails in non-alcoholic form. Using all natural ingredients, these mixers are also organic, gluten free, and crafted by expert mixologists.

DID YOU KNOW?



Did you know one of our bulk suppliers has been in business since 1928? **Torn & Glasser** is family owned and operated and started out growing walnuts and watermelons in Southern California.

Today the company is an importer, processor, and packer of nuts, dried fruits, beans, spices, candies, and grains.





**Stop by our
“New For You” display**

**Would love to hear your
feedback and ideas!**

CONVENIENCE MEALS STRATEGY



Quality



Convenience

**Our
Recipe
for
Success!**



Innovation



Simplicity

WHAT'S HAPPENING IN CONVENIENCE MEALS?

Meal Destination Fixture



New Sandwich Menu Boards

BUILD-YOUR-OWN SANDWICH \$4.99 EA.		MAKE IT A MEAL DEAL \$5.99 EA.	
BREAD Classic White 280 cal. Multigrain 320 cal.	MEAT Turkey 300 cal. Roast Beef 360 cal. Ham 140 cal.	Chicken Salad 270 cal. Tuna Salad 200 cal. Hummus 60 cal.	1 TURKEY Turkey, Lettuce, Tomato, Mayo on Multigrain. 480 cal.
TOPPING Lettuce 7 cal. Tomato 10 cal. Red Onion 11 cal.	Swiss Dressing 120 cal. Mayonnaise 100 cal. Mustard 60 cal.	ADD-ONS 1/2 EACH Avocado 90 cal. Cheese 200-220 cal. Cheddar, Hot Pepper, Provolone or Swiss.	2 HAM Ham, Lettuce, Tomato, Mayo on Multigrain. 480 cal.
DELUXE SANDWICHES \$6.99 EA.		OVER 20 OPTIONS FOR PARTY TRAYS!	
5 ROAST BEEF & CHEDDAR Roast Beef, Cheddar, Avocado, Red Onion, Lettuce on Multigrain 730 cal.	6 CLASSIC ITALIAN Low Sodium Ham, Genoa Salami, Peperoni, Provolone, Red Onion, Lettuce, Tomato on Multigrain 770 cal.	3 ROAST BEEF Roast Beef, Lettuce, Tomato, Mayo on Multigrain. 630 cal.	4 TUNA Tuna, Lettuce, Tomato, Mayo on Multigrain. 730 cal.
7 GOLDEN CLASSIC CHICKEN CLUB Golden Classic® Chicken Breast, Swiss, Bacon, Avocado, Lettuce, Tomato on Multigrain 730 cal.	8 OVENGOLD ROASTED TURKEY & PROVOLONE OVENGOLD® Turkey Breast, Provolone, Lettuce, Tomato, Mayo on Multigrain 670 cal.	*2000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request. †Calorie count includes chips and water.	
MAKE IT A MEAL DEAL FOR 11 MORE!		Boar's Head	

Sprouts Brand Deli Meats



Frozen Meal Solutions



SPROUTS BRAND

EXCEED OUR CUSTOMERS EXPECTATIONS EVERY DAY WITH
SPROUTS BRAND ITEMS THEY CAN'T LIVE WITHOUT.



\$1B+ in Sales

 Key Milestone



9% Comp Sales



250 Suppliers



3,000 SKU's



400 New Items



19.2% Penetration

SPROUTS BRAND

HIGH-QUALITY,
BETTER-FOR-YOU ITEMS,
ALWAYS AT AN
INCREDIBLE VALUE.

Save time, shop online:
sprouts.com/order

SPROUTS ORGANIC FREE RANGE AIR CHILLED CHICKEN

- Free-range
- Air-chilled
- No antibiotics, ever
- No hormones or steroids added

GF SPROUTS KUNG PAO ASIAN-INSPIRED SAUCE

- Gluten-free
- Non-GMO
- Spicy and subtly sweet with warm spices and sesame

0 SPROUTS BLEND ORGANIC GROUND COFFEE

- Responsibly sourced
- Handcrafted and small batch
- Blends of Central America, South America, Ethiopian and Sumatra beans

SPROUTS VEGAN VANILLA PROTEIN POWDER

- Gluten-free
- Soy-free
- Non-GMO
- Easy to digest
- 20 g. protein per serving

SPROUTS BRAND SALE

LIMITED TIME ONLY!

July 12-25

UP TO 20% OFF*

ON SPROUTS BRAND FAVORITES ACROSS THE STORE

*Select items, varieties and sizes.

Shop · Deals **SPROUTS FARMERS MARKET** Coupons · Recipes

SPROUTS BRAND SALE

UP TO 20% OFF*
on Sprouts Brand favorites across the store and online, July 12-25.

[SHOP NOW](#)

SAVE BIG ON SPROUTS BRAND PICKS

Find your healthy with Sprouts Brand sweet and savory snacks, flavor-filled meals, healthy hydration, bath and body care essentials and more.

BITES AND DIPS
Crunch and munch on tasty, better-for-you snacks perfect for every adventure.

[SHOP NOW](#)

MEALS AND SIDES
Save time with high-quality meals and sides for any day of the week.

[SHOP NOW](#)

HEALTH AND WELLNESS
Refresh your wellness routine with nourishing essentials for your body.

[SHOP NOW](#)

FIND YOUR HEALTHY

IN-STORE SAMPLING



PACKAGING REDESIGN UPDATE





COMING SOON

HBA RE-BRAND...

CURRENT LOOK





Real root

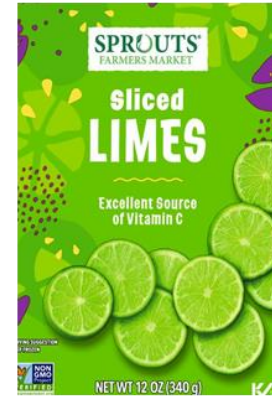
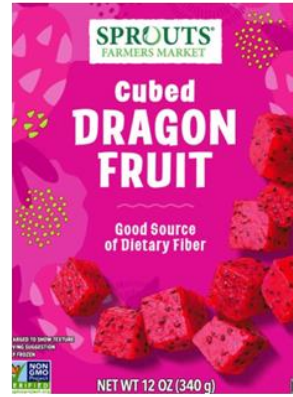
by **SPROUTS**



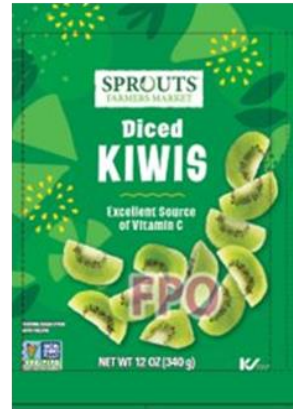
SPROUTS BRAND | REAL ROOT



SPROUTS BRAND | PRODUCT INNOVATION UPDATE



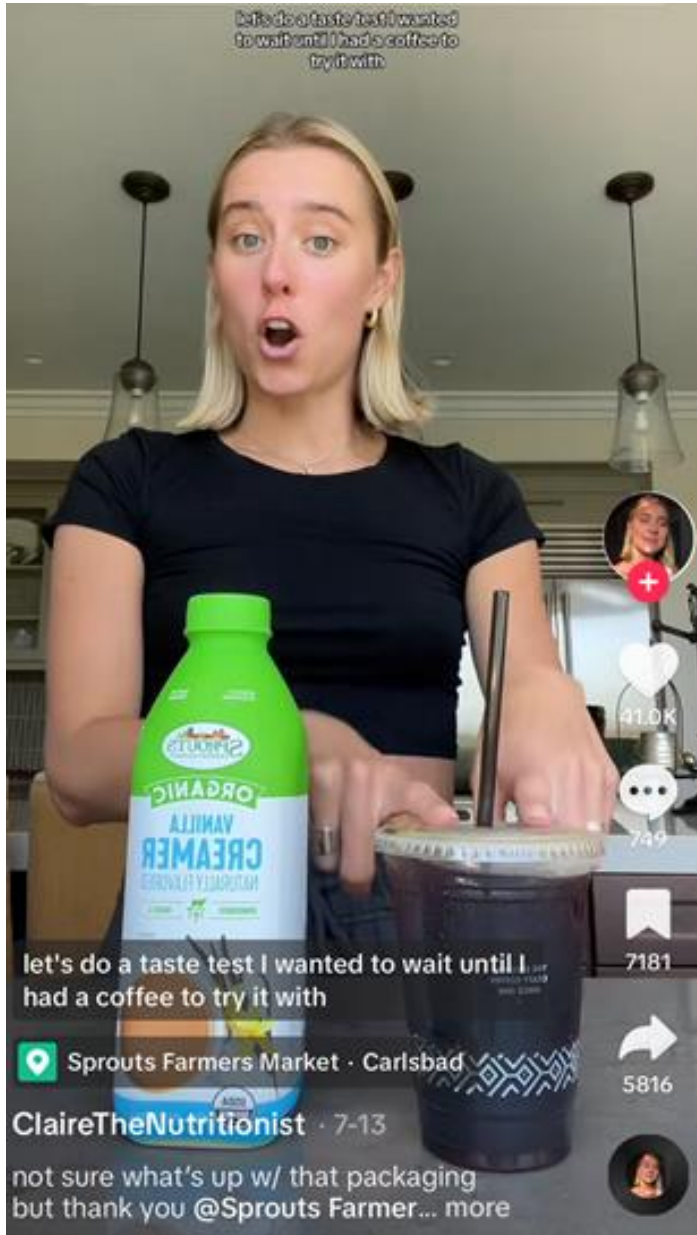
COMING SOON...



SPROUTS BRAND | SEASONAL EVENTS



SPROUTS BRAND | WE ARE GOING VIRAL!



SPROUTS BRAND | AND THE WINNER IS...

OUR BRANDS AND FORAGER TEAM | Be part of the process
SPROUTS ORGANIC CREAMER



We want Your
Flavor Ideas



Your suggestions coming to life later this year!!

PRODUCE STRATEGY

Freshness
is #1
for the
customer!

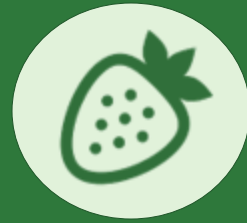


PRODUCE IS THE CORE OF WHO WE ARE

To sell more produce, it needs to be ...



On-Shelf



Consistently Fresh



SPROUTS MUST IMPROVE FRESHNESS!

Front of Store Refrigeration



Wet Rack Updates



Ripening Rooms



HOW DO WE IMPROVE THE CUSTOMER EXPERIENCE?



WOULD I BUY IT?





THANK YOU!

