



DEEPENING CUSTOMER ENGAGEMENT



ALISA GMELICH

Chief Marketing Officer



**MARKETING'S #1 GOAL:
DRIVE TRAFFIC**

DRIVE TRAFFIC

IN 2019 ...

20M+ AD CIRCULARS

DISTRIBUTED WEEKLY

80% OF MARKETING SPEND

DEDICATED TO PRINT MEDIA

95% OF CONTENT MIX

FOCUSED ON PROMOTION



HEALTHY LIVING FOR LESS!®

THE PROCESS OF UNDERSTANDING



CUSTOMER



**WHO ARE OUR
CORE CUSTOMERS?**

A woman with her hair in a bun, wearing a bright pink button-down shirt and a woven basket bag, is looking down at a bunch of fresh carrots she is holding. She is in a grocery store, with shelves of other produce visible in the background. A green rounded rectangle is overlaid on the right side of the image, containing white text.

**MEET OUR
HEALTH
ENTHUSIASTS**



MEET OUR
SELECTIVE
SHOPPERS

1.5x

more likely to have someone in their household who shops for ...

Vegan

Vegetarian

Gluten-free

Allergy-friendly

products than the average US shopper

They also are more likely to ...

- Seek out ORGANIC
- Try new foods & beverages - DISCOVERY
- Support brands that reflect their values
- Pay attention to nutrition labels
- Be knowledgeable about wellness trends
- Be selective about what they buy
- Be 40+ and a bit more affluent

- ✓ 2X as likely to be Millennial or Gen Z
- ✓ Slightly more multicultural
- ✓ More likely to be part of a new family or young couple, or have young children in household
- ✓ More likely to care about environmental sustainability





The grocery shopping experience is digital.

Of grocery shoppers,
nearly 80% use digital devices to research online

Of total food purchases
50% are online

Omnichannel

om•ni•chan•nel

a customer-centric approach in which channels are integrated so customers have a unified, consistent and frictionless experience whether they shop at a physical store, online, or in-app

We are responding quickly to meet customers where they are at in their shopping experience.

Curbside pickup and delivery available to all customers in all stores & markets



In-store



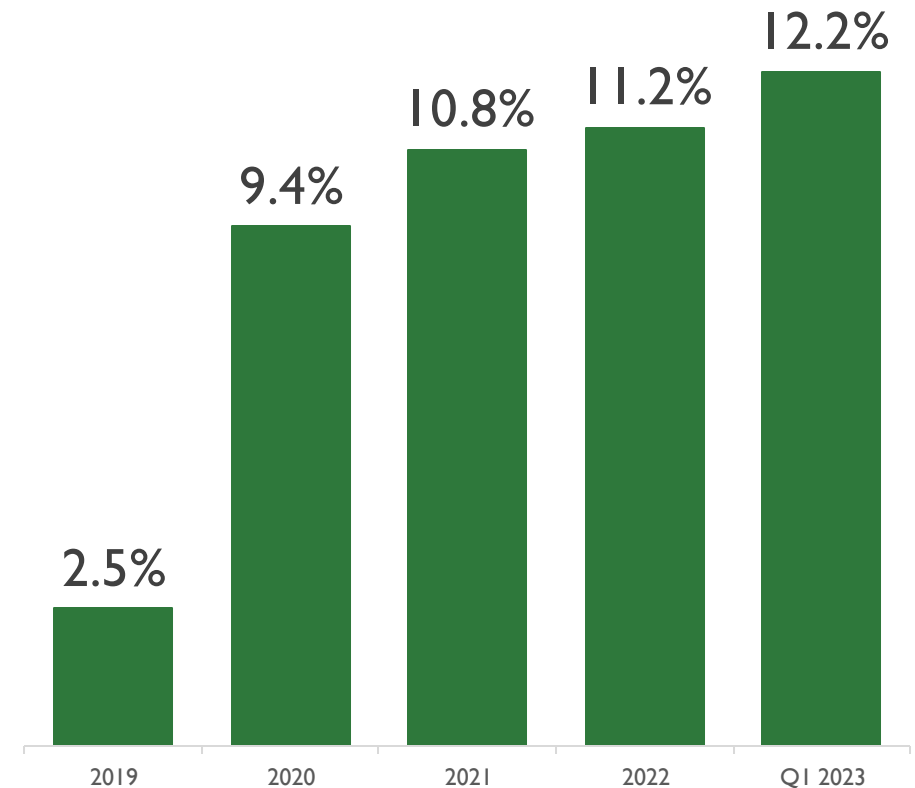
Delivery



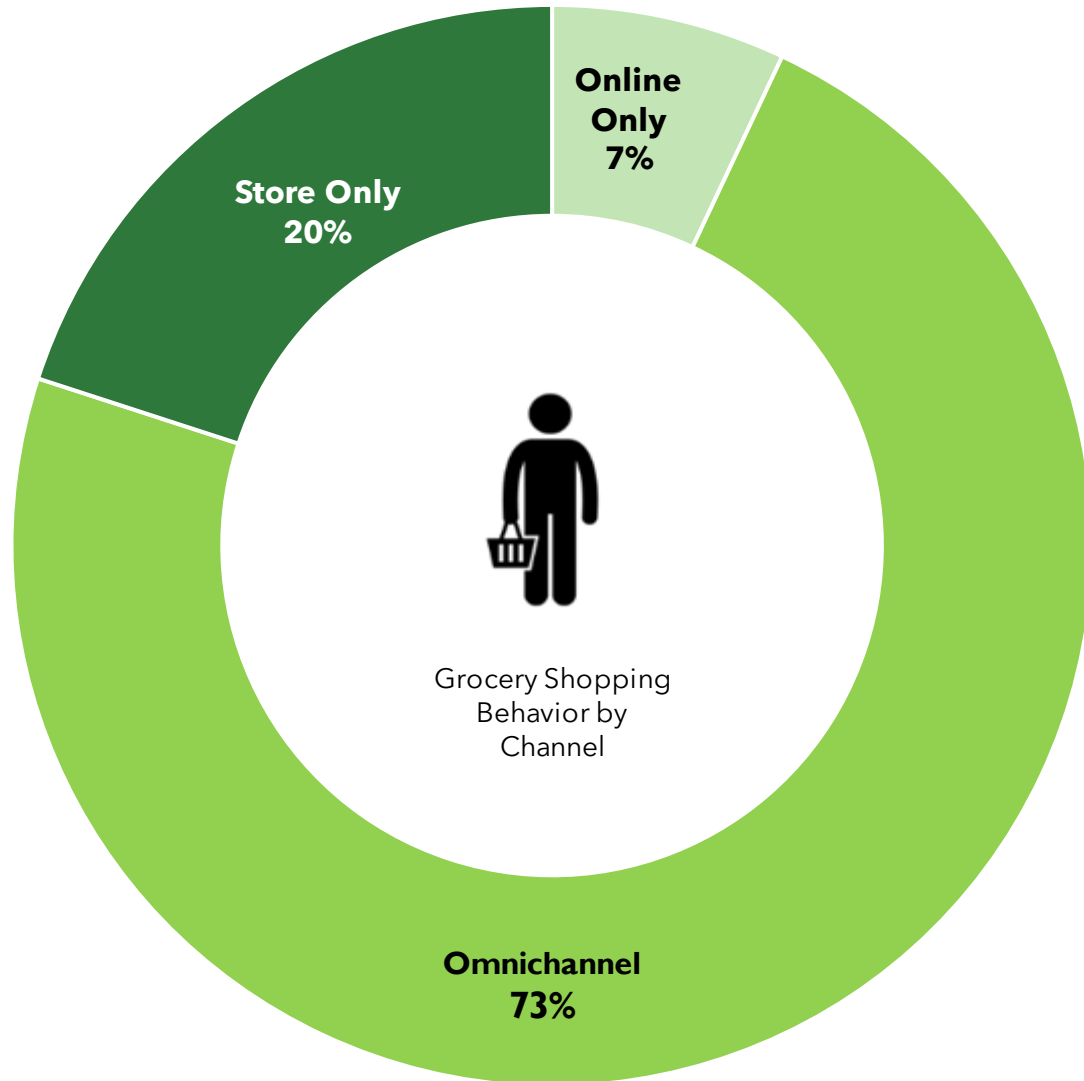
Curbside



eCommerce Penetration



Marketing's job is to drive traffic.



ALL visits are important.

FROM: *SPROUTS, WHERE
GOODNESS GROWS™*

TO: *FIND YOUR HEALTHY*

THE LOOK OF SPROUTS IS CHANGING



Authentic photos showcasing the **quality & freshness** Sprouts is known for

BIGGER, BOLDER SPROUTS-CENTRIC EVENTS IN 2023



2023 SPROUTS-CENTRIC EVENTS

SEPTEMBER

MAKE A
SPROUTS PLAY
FOR GAME DAY



OCTOBER



NOVEMBER & DECEMBER

FIND YOUR HEALTHY
HOLIDAY




1

BUY ONE, GET ONE FREE!^{*}

Now through June 13

*Of equal or lesser value. Select items only.



LOOK FOR THE TAG

2

20% OFF^{*}

VITAMINS & BODY CARE

Wednesday, June 21 – Tuesday, June 27

SCAN YOUR APP BARCODE TO GET OFFER!

NO ACCOUNT? NO PROBLEM! 

Text **SAVINGS** to 777-688 to sign up for texts** and get your barcode to scan at checkout!

**By signing up via text, you agree to receive marketing, promotional and personalized marketing text messages (e.g., text reminders from Sprouts Farmers Market) at the cell number used when signing up. Content is not a substitute for any products. Reply STOP for help and STOP to opt-out. Opt-in message system. Msg. data rates may apply. ©2016 Sprouts Farmers Market. All rights reserved. www.sprouts.com/privacy


3

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ORGANIC SALE^{*}

March 29–April 11

*Select items only.



LOOK FOR THE TAG

4

SPROUTS BRAND SALE

LIMITED TIME ONLY!
July 12–25

UP TO 20% OFF^{*}

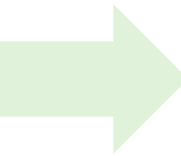
ON SPROUTS BRAND FAVORITES ACROSS THE STORE

*Select items, varieties and sizes.

OVER 80% OF OUR MEDIA IS NOW DIGITAL



SOCIAL



SEARCH

Google

gluten free foods

Recipes Breakfast Dinner Fast food For weight loss Benefits For beginners

About 1,030,000,000 results (0.55 seconds)

Sponsored

shop.sprouts.com
https://shop.sprouts.com

Find a Location Near You | Gluten-free Treats and Meals

Eating **Gluten-Free** is Easy With Our Huge Selection of Allergy-Friendly **Foods**. Shop Our Huge Selection of **Gluten-free** Groceries for Every Meal. Fresh Produce. Order Online.

Shop Our Fresh Produce

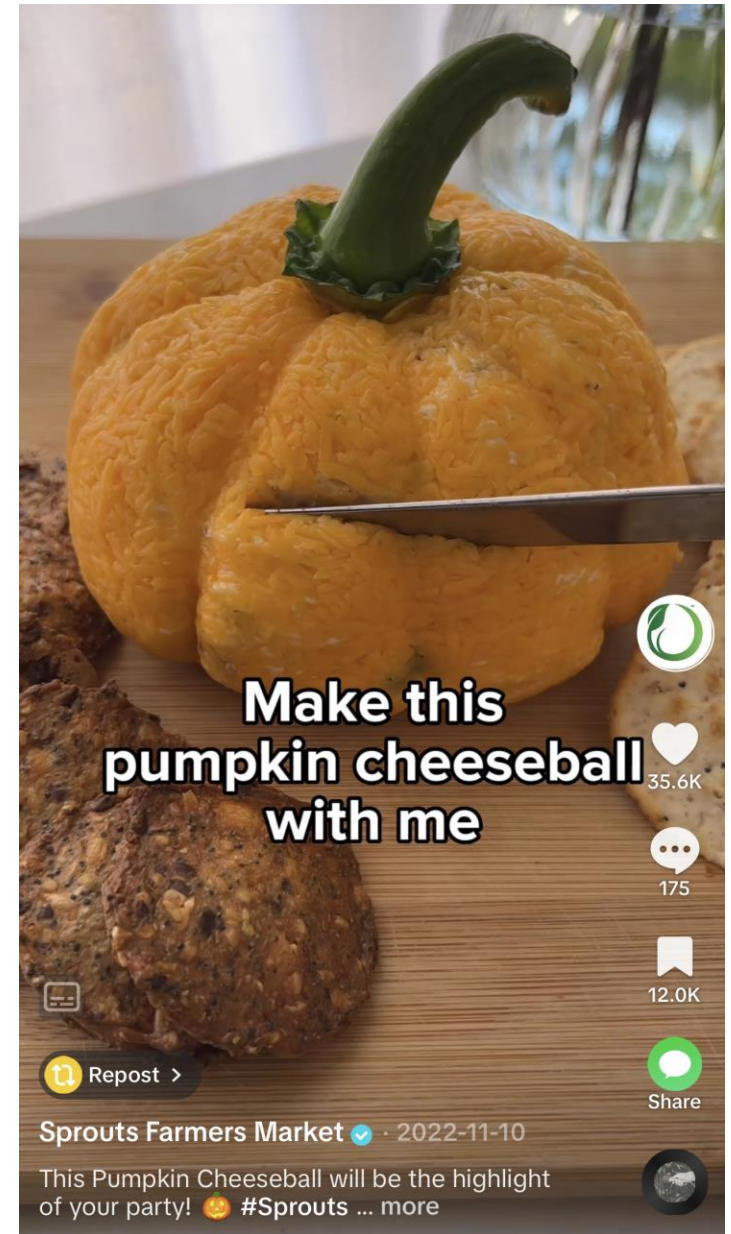
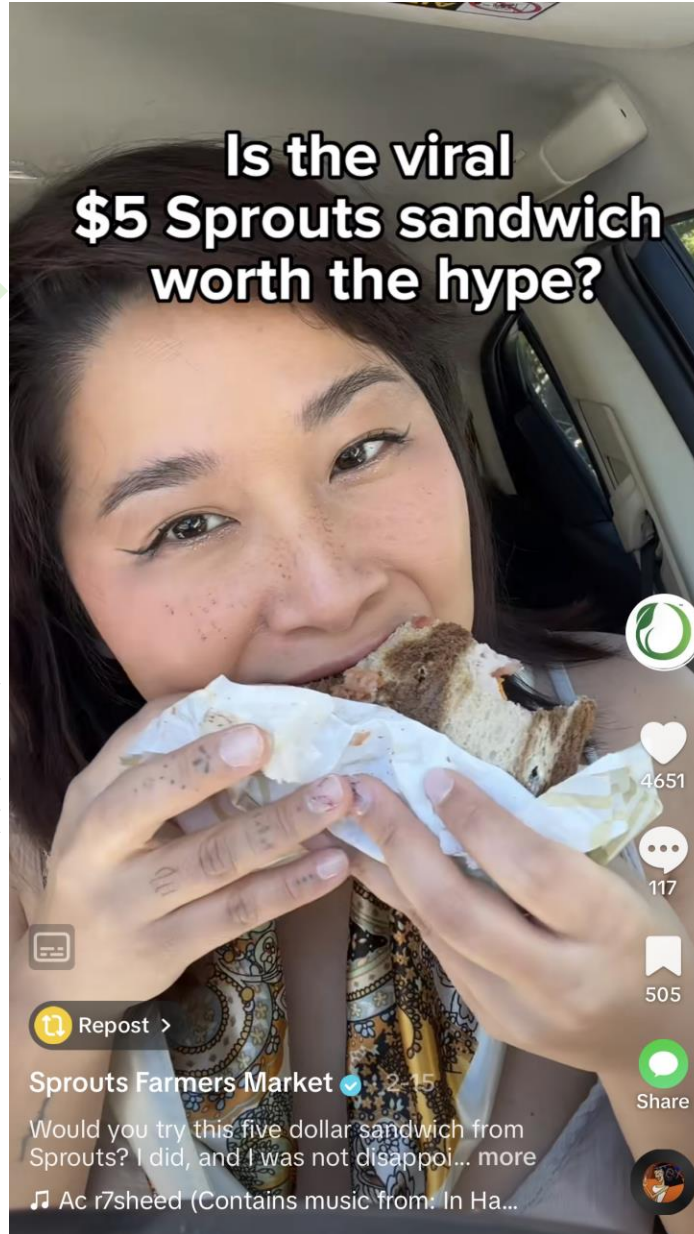
Sweet, Juicy, And Delectable Shop Our Fresh Fruits & Vegetables

Ways to Save

Save Money On Your Groceries With Our App And Deals of the Month

Weekly Ad

Best Deals on Healthy Groceries You Don't Want to Miss Out



We have nearly
6M CUSTOMERS
that we speak to
via multiple digital platforms

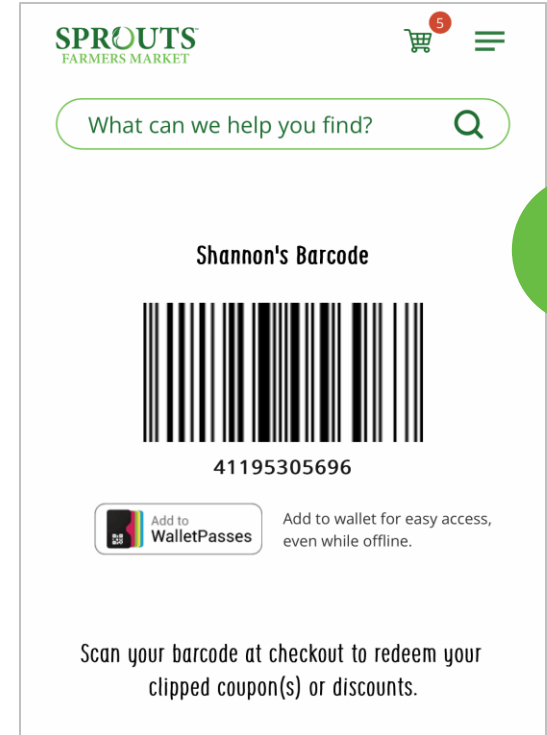
Homework Assignment:

Need customers to:

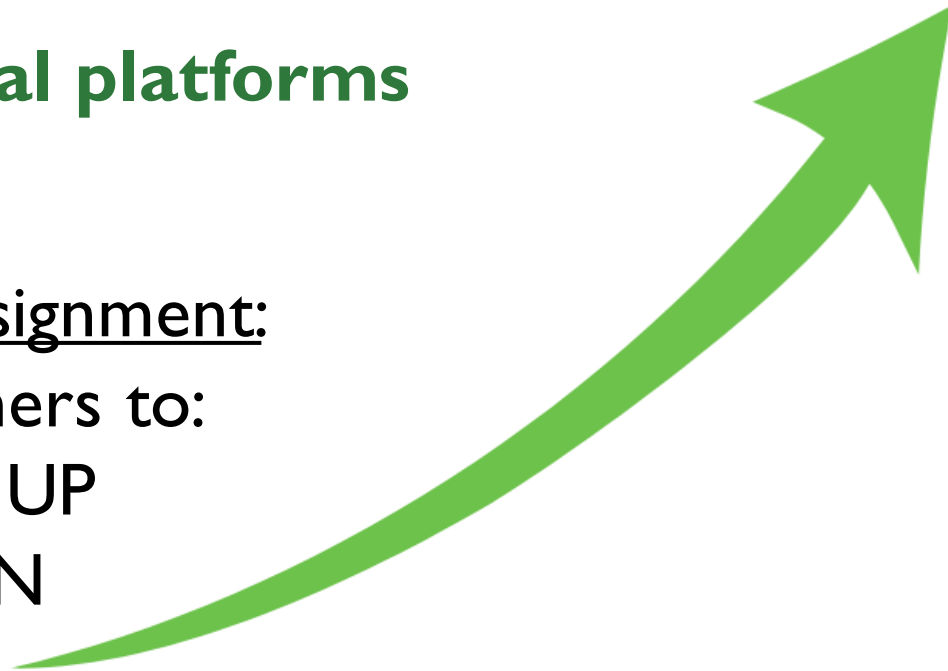
- 1. SIGN UP
- 2. SCAN




App Sign-Ups



**Sprouts App
Scans In Store**



CONTINUED EFFORTS TO DRIVE REGIONAL PERFORMANCE



SPROUTS TRUCK SUNSHINE STATE TOUR

Spring 2023
with special guests **coco5** **Living Good** **MUSH**

Jacksonville	March 2	Tarpon Springs	March 12
Orlando	March 3	Tampa	March 16
Apopka	March 4	Naples	March 17
Apopka	March 5	Estero	March 18
Orlando	March 9	Cape Coral	March 19
Orlando	March 10	Fort Myers	March 23
New Port Richey	March 11	Tampa	March 24
Trinity	March 11	Riverview	March 25
Palm Harbor	March 12	Apollo Beach	March 26

More dates to be announced!
*Dates subject to change



SPROUTS FARMERS MARKET

A FRESH, FRIENDLY TAKE ON GROCERY SHOPPING!



Coming Soon to Waterford Lakes Village

SPROUTS FARMERS MARKET

A FRESH, HEALTHY TAKE ON GROCERY SHOPPING!

COMING AUGUST 4 TO WATERFORD LAKES VILLAGE

ENTER TO WIN A \$500 GIFT CARD!

SEE WHAT'S LOCAL!

We go the extra mile, so your produce doesn't have to! Our local farmers play a big role in delivering peak of season picks. That means you're getting the freshest produce while supporting communities close to home. Learn more at sprouts.com/locallygrown

SIGN UP AND SAVE!
Create a Sprouts account and download the app for exclusive coupons and promotions, plus order your groceries for delivery or curbside pickup. Scan the QR code to get started!



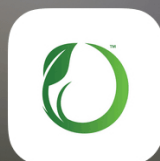
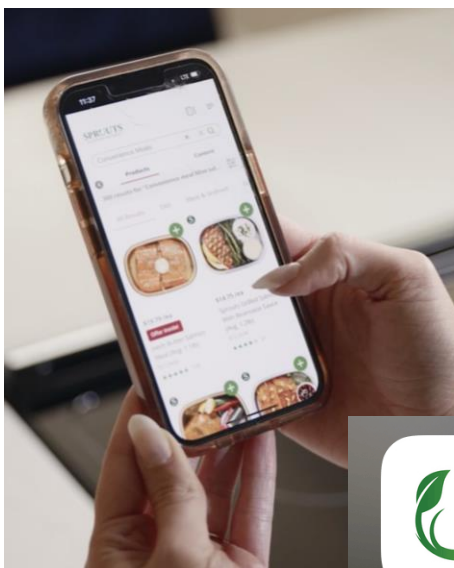
1

CARE FOR YOUR CUSTOMERS



2

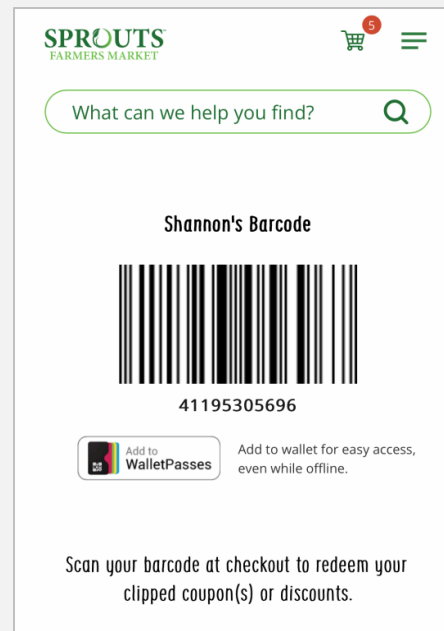
HELP CUSTOMERS SIGN UP TO BE ACCOUNT MEMBERS



Sprouts

3

ENCOURAGE CUSTOMERS SCANS AT REGISTER



4

FOLLOW SPROUTS ON SOCIAL MEDIA CHANNELS





YOU ARE THE REASON

our customers keep coming back.

Because ***YOU CARE.***

You are the ***CULTURE.***

You are the ***SPROUTS BRAND.***

THANK YOU FOR ALL YOU DO!

