




PRODUCE

SONYA CONSTABLE

Vice President, Produce

ADAM SNUGGS

Director Retail Initiatives, Produce

- 
1. Fresh is our #1 Focus
 2. We are ONE Produce Team
 3. Lead Self, Business, & Team

CUSTOMER INSIGHTS



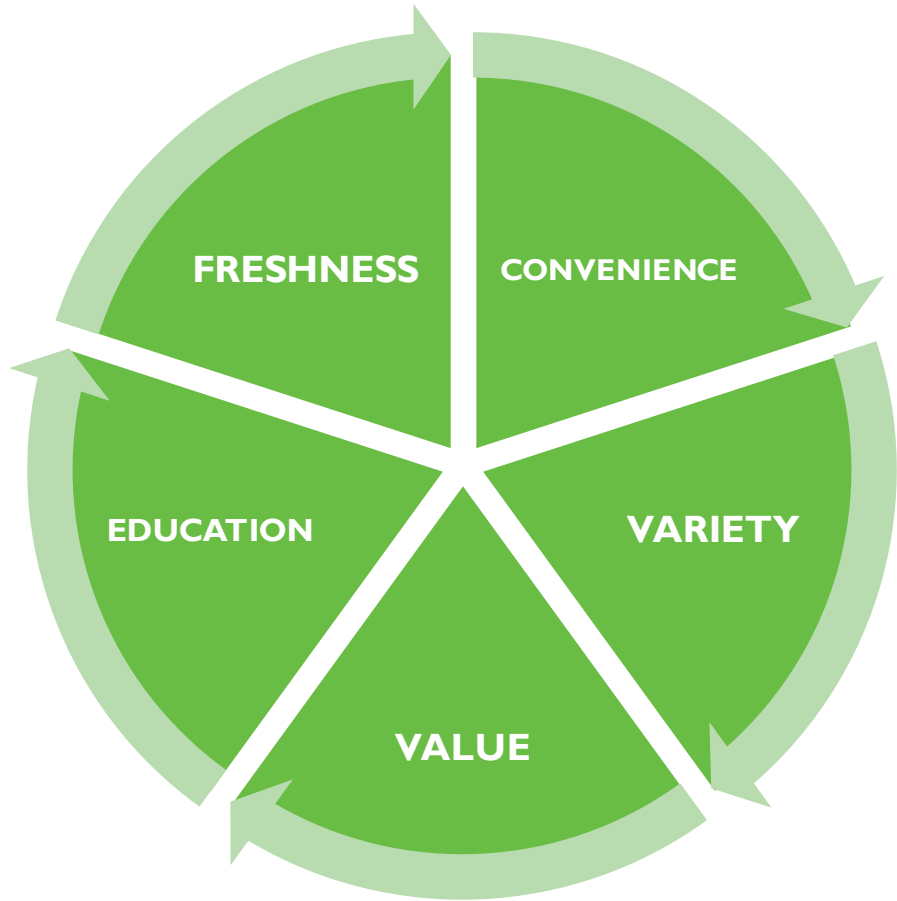
**Freshness is the #1 driver
of retailer choice for Produce**



WOULD I BUY IT?



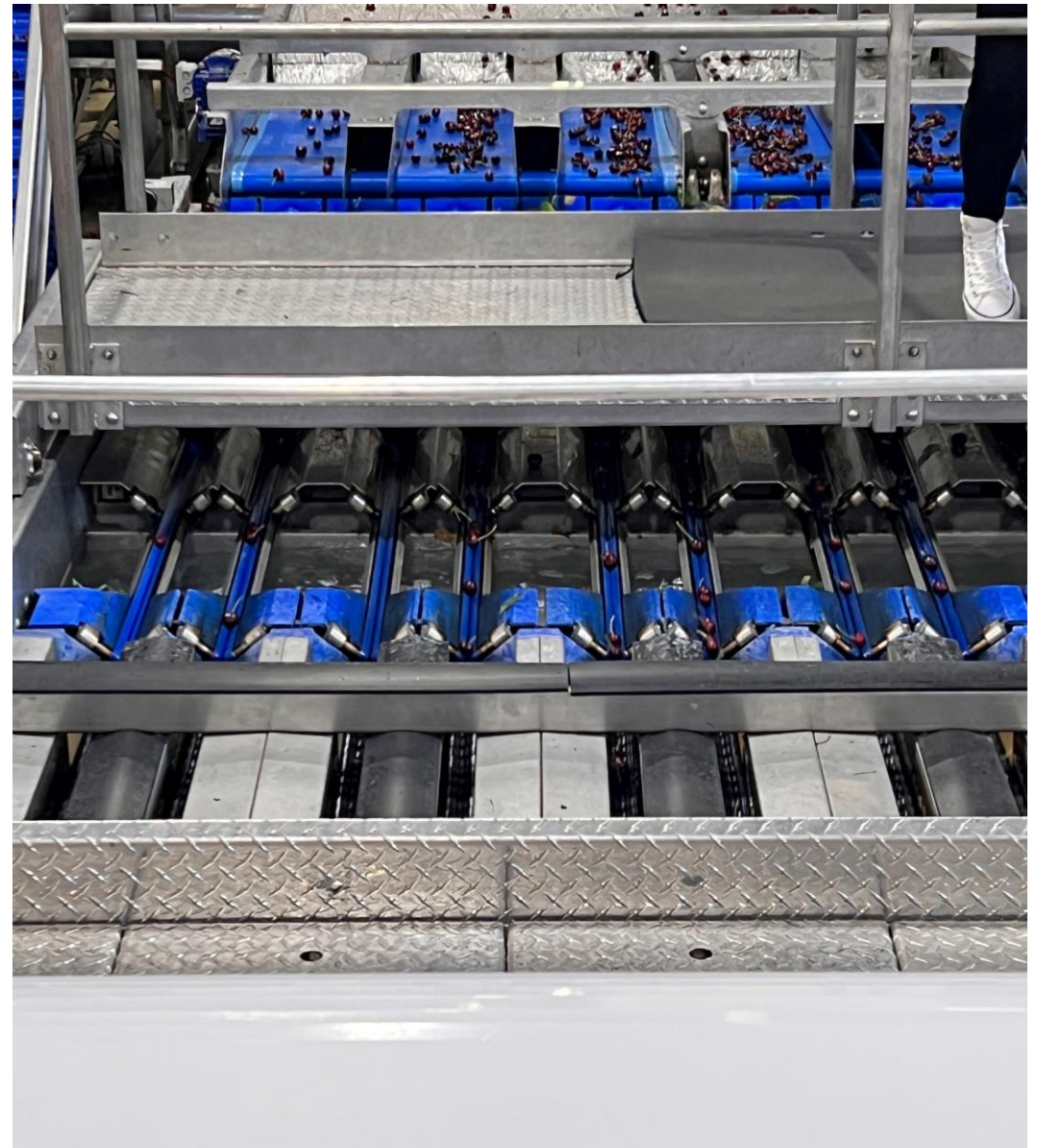
WE KNOW WHAT OUR CUSTOMERS WANT



FRESHNESS IS THE FOUNDATION



WHAT OUR SUPPLIERS ARE DOING



WHAT OUR SUPPLIERS ARE DOING



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WHAT OUR SUPPLIERS ARE DOING



OUR STRATEGY

FRESHNESS IS THE FOUNDATION

WHAT WILL WE FOCUS ON?



**Create Value
through Quality
& Price**



**Grow Share
through Thoughtful
Variety**



**Simplify the
Shopping
Experience with
Convenience**



**Build Loyalty
through Education**



Freshness is the Foundation

WHAT WILL WE FOCUS ON?



Create Value through Quality & Price

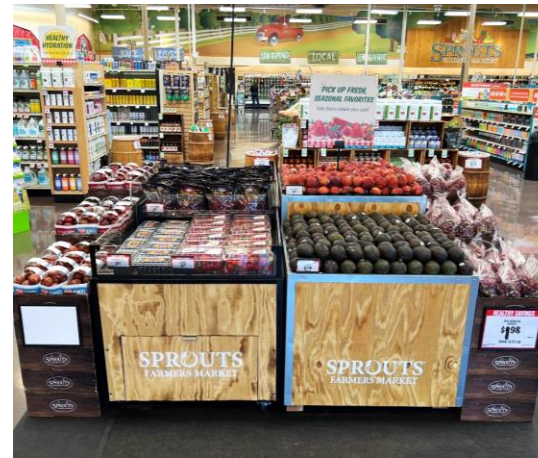
- Driving local
- Increased refrigeration
- EDLP in wet veg
- Price investment in seasonal



Grow Share through Thoughtful Variety



Simplify the Shopping Experience with Convenience



Build Loyalty through Education



WHAT WILL WE FOCUS ON?



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- Drive organic
- Category Management
- Innovation



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- Sprouts Brand Re-Brand
- Expanded Assortment
- Cut Fruit Evolution



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- Establish Sprouts as the produce authority
- Real-time communication on commodity challenges
- Tips & tricks to keep things fresh





RECOGNITION

SALES – COMP – ORGANIC PENETRATION – LOCAL PENETRATION – OSA

Actual to Forecast Sales: 121.38%

Store #644

West Palm Beach, FL



Comp Sales Growth:
37.13%

Store #424
Newark, CA



Organic Penetration: 51.33%

Store #626

Miramar, FL



Local Penetration: 37.7%

Store #463

San Jose, CA



OSA: 95.13%

Store #26

Flagstaff, AZ



BEST OSA IMPROVEMENT

Store #288

San Rafael, CA

OSA: +3.63%

Store #414

Folsom, CA

OSA: +3.21%

Store #458

Silverdale, WA

OSA: +2.80%

Store #521

Marietta, GA

OSA: +2.78%

Store #130

Houston, TX

OSA: +2.34%



LEADERSHIP

ONE TEAM – FOCUS ON FRESH – PEOPLE DEVELOPMENT

ONE PRODUCE TEAM



FOCUS ON FRESH



PEOPLE DEVELOPMENT





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THANK YOU!

