

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!

JANUARY 2024

DID YOU KNOW?

Starting in late November, Sprouts Essentials began transitioning to a new look. Our new brand's promise is to **show the meaning of true beauty** by providing health and beauty products that show off the real wonderful you. You may have seen our new shampoo and conditioners, but have you heard how **Real Root** was created?



First, we started with a session of brainstorming and deliberation surrounding two main questions: What is Sprouts Essentials and what do we want our new brand to represent? At their core, Sprouts Brand products should be one-of-a-kind, curated offerings and, most importantly, anything but basic. The new brand should be able to illustrate these important characteristics.

Brainstorming led to 12 brand concepts that were narrowed down to 3 and then down to 1 with the help of our customers. More than 20 people participated in focus groups to help us pick a brand that truly embraces what we want to put on our shelves.

During the focus groups our customers said it best: About the product, they said that they expect "really good quality product. Upscale. Feels unique." They also mentioned health-conscious and clean ingredients before describing Real Root as "go[ing] the most with Sprouts." The HBA and Sprouts Brand teams are proud to bring **Real Root** to life on your shelves this year!

SPROUTS BRAND FEATURED ITEMS!



REAL ROOT 2-IN-1 SHAMPOO & CONDITIONER

A new addition to our hair care options, Real Root 2-in-1 Shampoo and Conditioner is a soothing and hydrating option for those looking for a simplified routine, morning or night.



GREEK STYLE YOGURT ALTERNATIVE

Vegan and plant-based, our new flavored yogurt alternatives are a delicious snack. Made with coconut cream and featuring real fruit, these dairy-free treats will be a new family favorite. Try Orchard Peach, Tangy Pineapple, Tropical Mango, or Harvest Strawberry.



ANGUS BEEF SKIRT STEAK

Skirt steak is a thin, quick-cooking cut that's loaded with flavor and stays tender and juicy after a quick sear. Our Sprouts Brand Angus Beef Skirt Steak is premium quality beef that is always fresh, never frozen. Find it and our other cuts of Angus Beef in the meat section today!

TEAM MEMBER PICK!



GRAIN FREE CHICKEN NUGGETS

Manager of Public Relations, **Lauren Frank**, loves our Grain Free Chicken Nuggets. Delicious and convenient, these nuggets are made with all white meat chicken and a favorite for Lauren's whole family!

Lauren Frank
Manager of
Public Relations



Would you like your favorite Sprouts Brand products featured in the next edition of Fantastic Finds? Email us at SproutsBrand@sprouts.com and you could see your favorites next month!

"NEW FOR YOU" ITEMS!

TRU KAVA

Traditional kava is a drink that originated in the South Pacific, used by islanders to boost moods, enhance cognition, and relieve anxiety. TRU KAVA produces the highest quality, contamination free kava products on the market by using solvent free, low temperature extractions in addition to other safety protocols.



NGUYEN VIETNAMESE COFFEE

Founded in 2018 by 1st generation entrepreneur Sahra Nguyen, Nguyen Coffee Supply is on a mission to change the future of coffee through diversity, sustainability, and cultural integrity. Made from coffee beans imported through direct-trade relationships, Nguyen is America's first specialty Vietnamese coffee company.



BLOBS

A Blob is an amorphous piece of soft, chewy, and deviously juicy, fruit-flavored candy made with all natural ingredients and close to no sugar. Blobs get their sweetness from a combination of allulose, monk fruit extract, and tapioca, and do not contain any sugar alcohols.



GARDEN BAR FRUIT BARS

Made from carefully selected fruits that are dehydrated to preserve their nutrients, Garden Bar Fruit Bars are a delightful and nutritious snack. These bars are ideal for anyone who appreciates a wholesome and convenient snack option.

