

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 2024

DID YOU KNOW?

THE EVOLUTION OF SPROUTS BRAND

The first packaged Sprouts Brand items launched in the mid-2000s and were mainly grocery department items like canned tomatoes and water. By 2012 we were in most departments and really gaining some customer loyalty with our Sprouts Branded items. Over the years the fresh departments have had different monikers, however, these days we are known as **Sprouts Brand** and **Real Root by Sprouts**. As we have grown, we have had many "looks" to our packaging, some good, some, not so much. With the logo change in 2021, we started a complete redesign of all of our items and the results have been tremendous in both appearance and sales. As you can see below, we just keep getting better looking!



A CLOSER LOOK AT SPROUTS BRAND REDESIGNS

BLACK BEANS



VEGGIE CHIPS



VANILLA WAFERS



SPROUTS BRAND FEATURED ITEMS!



GLUTEN FREE MINI COOKIES

Gluten Free Mini Cookies have arrived! These tasty little treats can be found in the grocery aisles. Find your new favorite from these flavors; Chocolate Chip, Blueberry, and Tuxedo. Go ahead, try to not eat the whole bag at once.



ORGANIC LEMONADES

Organic Lemonades are now available in the dairy department. Choose from Classic Lemonade or Raspberry Lemonade, made from real fruit juice, not from concentrate. The perfect way to cool down during this HOT summer!



FROZEN BURRITOS

Frozen Burritos? YES! We now have frozen burritos! Hand rolled and 11-14g protein per serving! Look for all 4 varieties next time you are in the store: Fajita Chicken, Carne Asada Beef, Al Pastor Pork, and Bean & Cheese. An easy meal anytime!

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!



TEAM MEMBER PICK!



FAVORITE REDESIGN: SUPERFOODS!

We asked **Brody Burk, Manager, Forager**, what his favorite Sprouts Brand product redesign was and he chose **Superfoods**. This great new look has really improved sales and it is easy to see why. Check them out on your next shopping trip!

Brody Burk,
Manager,
Forager



"NEW FOR YOU" ITEMS!

BONEYARD ULTRAPOP



Boneyard UltraPop is made in a state-of-the-art facility in Bend, Oregon. In-house created, simplified recipes without the extra ingredients you don't want or need. Made with cane sugar & natural ingredients, no artificial sweeteners, no preservatives, and only 90 calories!



MIGHTY POP

Mighty Pop is the first soda with "The Mighty 3" for digestive and immune health. Pre-, pro- & post biotics. Organic and plant-powered. Gently sweetened by agave, only 3g of sugar. One billion live cultures in a can.



WILD SOCIETY NUTRITION

Wild Society Nutrition offers premium, nutrient-dense food to fuel life's adventures, prioritizing exceptional flavor and maximum nutrition in convenient options that support busy lifestyles. Nothing artificial, no added sweeteners, and full transparency with our ingredient sourcing.

SUPPLIER SPOTLIGHT



CHRISTIE'S CHIPS

Christie's Chips is the first and only certified woman owned, certified vegan, and non-GMO verified potato chip brand. Christie's use no artificial preservatives or colors and upholds only the highest integrity with their ingredients. Try the delicious exclusive Sprouts flavor - Zamboni!