

SPROUTS FARMERS MARKET

MEDIA KIT

What is SPROUTS?



Sprouts is a healthy grocery store offering fresh, natural and organic foods at great prices. Our bright, friendly stores are filled with healthy everyday staples and specialty items. You'll find mountains of fresh fruits and vegetables, barrels of wholesome grains, nuts and sweets, and full-service deli, meat and seafood counters—complete with hand-crafted burgers and sausages. Roam around our spacious aisles and find fresh-baked goods; tasty, ready-to-eat meals; sensibly priced vitamins and supplements; gourmet cheeses; eclectic beer and wine; and thousands of natural, organic and gluten-free groceries. Our friendly, knowledgeable and engaging team members are here to help you make healthier choices that are better for you and your budget.

OUR PASSION

WE BELIEVE HEALTHY LIVING IS A JOURNEY AND EVERY MEAL IS A CHOICE.

WE LOVE TO INSPIRE, EDUCATE AND EMPOWER EVERY PERSON TO EAT HEALTHIER AND LIVE A BETTER LIFE.

It's Healthy Living for Less!®

Quick FACTS

Sprouts has:

MORE THAN

275

STORES

4

DISTRIBUTION CENTERS

MORE THAN

27,000

TEAM MEMBERS

Stores in 15 states

FROM COAST TO COAST!



Our GUESTS

Sprouts' value proposition attracts a customer base that is much broader than that of traditional health food or specialty stores. Studies show that the Sprouts customer is:

WELL EDUCATED
MIDDLE TO UPPER MIDDLE INCOME
INTERESTED IN HEALTHIER EATING
EAGER TO SAVE MONEY & SPEND WISELY

Our HISTORY

Yesterday, today and tomorrow

Sprouts Farmers Market, Inc. was founded by members of the Boney family, long-time San Diego grocers with a focus on making fresh foods affordable. The company opened its first store in Chandler, Ariz., in 2002 with farm-fresh produce and thousands of natural, organic and great-tasting foods at remarkably low prices.

The Sprouts story continued with a period of rapid growth through acquisitions and new store development. In 2011, Sprouts joined with Henry's Holdings, which ran 35 Henry's Farmers Markets stores and eight Sun Harvest Market stores. A year later, the company bought Sunflower Farmers Market, which ran 37 stores.

Sprouts became a public company traded on the NASDAQ Stock Market in August 2013.

In 2014, Sprouts expanded into the Southeast by adding new stores in Georgia, followed by openings in Missouri, Alabama and Tennessee the following year. In 2017, Sprouts added new stores in Florida and North Carolina.

Today, Sprouts is one of the fastest growing retailers in the country. Sprouts employs more than 27,000 team members and operates more than 275 stores from coast to coast.

Meet the SPROUTS HEALTHY COMMUNITIES FOUNDATION

Our Mission:

Founded in 2015, the Sprouts Healthy Communities Foundation supports health and wellness related causes that directly impact the neighborhoods where our customers and team members live, work and play.

We focus on giving locally in the areas of health, nutrition and education, and look for innovative ways to collaborate with organizations that share our commitment to empowering every person to live a better life. Since its inception, the Foundation has awarded more than $3 million in donations.

Visit Sprouts.com/Foundation to learn more.

COMMUNITY INVOLVEMENT

At Sprouts, we believe in giving back to the communities we serve. We support local nonprofit and educational institutions that share our goal of improved health, nutrition and fitness. Over the years, we have been proud to be associated with many incredible causes, doing our part to improve the lives of thousands of people through meaningful giving.



Food Rescue Program

At the end of each day, Sprouts donates all unsold and edible – but not marketable – groceries to local area hunger relief agencies and charities as part of our local Food Rescue program. Similarly, some produce is set aside for relief agencies directly from our distribution centers. In 2016, Sprouts stores and distribution centers donated approximately 18 million pounds of product to those in need, which is equivalent to 15 million meals. This reduces the impact of hunger as well as the company's environmental footprint.

SCRIP Fundraising

We are proud to participate in the Scrip fundraising program, helping nonprofit organizations raise money. This popular fundraising program invites nonprofit organizations to pre-purchase Sprouts gift cards at a 5 percent discounted rate and then resell the Sprouts gift cards at full price.



Community Events

We regularly make in-kind donations to local community causes that address healthy living and nutrition education for children and families. Examples include donations of bananas or water for road races; reusable bags for health fairs and green festivals; gift cards to be used as raffle items or party platters for fundraising events.







Volunteerism

Sprouts team members are encouraged to help people and organizations in need. We have provided major volunteer support to events such as Walk Now for Autism Speaks, Phoenix Rescue Mission and various food banks in Arizona, California, Colorado, New Mexico, Nevada, Texas and Utah. With an engaged team member base of more than 25,000, we have the ability to use our leverage to support causes small and large.

PROUD SUPPORTER OF
AUTISM SPEAKS
It's time to listen.

Responsible Neighbor

Sprouts is more than a grocery store – we are a community partner focused on the well-being of the neighborhoods we serve. We support organizations that aid children's causes (schools and hospitals, backpack programs); organizations that work with the gluten-free and gluten-intolerant community; health and wellness nonprofits (particularly geared toward education and awareness); Feeding America and related agencies. In 2016, we gave approximately $1.8 million to our non-profit community partners, including our continued support of autism research through a multi-faceted program with Autism Speaks and the Southwest Autism Research and Resource Center.

Grab 'N Give

Throughout the holiday season, Sprouts sponsors the annual Grab 'N Give holiday food drive to help feed the hungry in our local communities. Our shoppers have the opportunity to purchase and donate bags of groceries at a 10 percent discount. We then donate the bags to local food banks in the communities we serve. In 2015 we donated more than 1.6 million meals.



MANAGEMENT TEAM



Amin Maredia
Chief Executive Officer



Jim Nielsen
President & COO



Brad Lukow
Chief Financial Officer



Dan Sanders
Chief Operations Officer



Daniel J. Bruni
Chief Information Officer



Ted Frumkin
Chief Development Officer



Shawn Gensch
Chief Marketing Officer



Brandon Lombardi
Chief Human Resources and Legal Officer

See full bios at Sprouts.com.



CONTACT US

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