



MEDIA KIT



What is **SPROUTS?**



Sprouts is a healthy grocery store offering fresh, natural and organic foods at great prices. Based on the belief that healthy food should be affordable, Sprouts' welcoming environment and knowledgeable team members continue to drive its growth. Our welcoming stores offer a complete shopping experience that includes an array of fresh produce at the heart of the store, the Market Corner Deli with prepared entrees and side dishes, The Butcher Shop, The Fish Market, an expansive Vitamins and Supplements Department, bulk foods and more. Shoppers can also select from thousands of attribute-based items throughout the store, such as organic, gluten-free, vegan and plant-based. Our friendly, knowledgeable and engaging team members are here to help you make healthier choices that are better for you and your budget.

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.**

QUICK FACTS

about Sprouts:

More than
300
STORES

5
DISTRIBUTION
Centers

MORE THAN
30,000
Team Members

STORES IN 19 STATES
from coast to coast



SPROUTS BY THE NUMBERS 2018

SUPPORTED
MORE THAN 850
COMMUNITY EVENTS

20,000+
PRODUCTS,
90% OF WHICH ARE
natural or organic

MORE THAN 8,300
GLUTEN-FREE ITEMS
and more than
7,100 **NON-GMO**
ITEMS

OVER 27MM
POUNDS OF FOOD DONATED
TO LOCAL FOOD BANKS

A Fresh Deli
FEATURING MORE THAN
1,000 ITEMS
deli sandwiches start at \$3.99

3MM
weekly shoppers

MORE THAN 7,700
vitamin & body care products

80-150
FULL AND PART-TIME
team members per store

80 **UNIQUE**
SALES
EACH YEAR,
OFFERING TREMENDOUS SAVINGS

MORE THAN 2,400
SPROUTS BRAND
items in-store

OPENED 30 **NEW**
STORES
and entered
4 NEW MARKETS

Recycled
MORE THAN 91MM
LBS OF CARDBOARD

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 a Sprouts guest is:

INTERESTED IN HEALTHY EATING

MIDDLE TO UPPER INCOME

EAGER TO SAVE MONEY & SPEND WISELY

Our **HISTORY**

Yesterday, today and tomorrow

At Sprouts, we have believed being different was a good thing from day one, and we have stayed true to that promise ever since. Sprouts 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.

Each year, Sprouts continues to expand to new markets across the U.S. In 2019, Sprouts will bring healthy living for less to Louisiana, New Jersey and Virginia.

Today, Sprouts is one of the fastest growing retailers in the country with more than 30,000 team members and over 300 stores from coast to coast.

SPROUTS

HEALTHY COMMUNITIES

FOUNDATION

The Sprouts Healthy Communities Foundation promotes nutrition education and access to healthy foods, and has donated more than \$7 million to 260 nonprofit organizations since 2015.

Through the creation of nutrition curricula and investments in school and community-based gardens, the foundation aims to empower the next generation to live a healthier life.

In 2018, the Foundation gave \$2 million to non-profit donations, including 85 local neighborhood grants awarded to support children's nutrition education. Sprouts covers 100% of the Foundation's operating expenses, ensuring every dollar raised goes directly to programs.

Visit sprouts.com/foundation to learn more



COMMUNITY INVOLVEMENT

At Sprouts, our commitment to helping others in our community extends beyond our stores. We support local nonprofit and educational institutions that share our goal of improved health, nutrition and wellbeing. 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.

Community Events

We regularly make in-kind donations to local community causes that address healthy living and nutrition education for children and families. In 2018, Sprouts supported more than 850 community events through volunteering and in-kind donations, reaching more than 2 million neighbors in our communities.



Volunteerism

With an engaged team member base of more than 30,000, we have the ability to use our leverage to support causes making a lasting impact in our communities. In 2018, the Sprouts Healthy Communities Foundation hosted its inaugural Day of Service which brought together 475 team members who contributed a total of 2,000 volunteer hours.

Food Rescue Program

Sprouts donates all unmarketable - but still edible and nutritious - produce and groceries to local area hunger relief agencies as part of our Food Rescue program. In 2018, Sprouts stores and distribution centers donated 27 million pounds of food to those in need, which is equivalent to 23 million meals, reducing the impact of hunger in our communities and our company's environmental footprint.

Grab 'N Give

Throughout the holiday season, Sprouts hosts its annual Grab 'N Give drive where shoppers have the opportunity to purchase bags of groceries and personal care items at a 10 percent discount for donation to food banks in the communities we serve. In 2018, the generosity of our guests provided more than 487,000 bags to families in need.



CONTACT US

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