



MEDIA KIT

What is **SPROUTS?**



Sprouts Farmers Market, one of the fastest-growing retailers in the country, has made healthy living accessible to shoppers for nearly two decades by offering affordable, fresh, natural and organic products. True to its farmers market heritage, Sprouts is known for pioneering its unique grocery model by offering a welcoming store layout featuring fresh produce at the center of the store, an expansive bulk foods section, and a vitamin department focused on overall wellness. Sprouts also offers a unique assortment of healthier products with special attributes, such as plant-based, gluten-free, keto-friendly, and grass-fed, to meet the growing and diverse needs of today's consumer.

IT'S

HEALTHY LIVING

for less![®]

QUICK FACTS

about Sprouts:

approximately

**340
STORES**

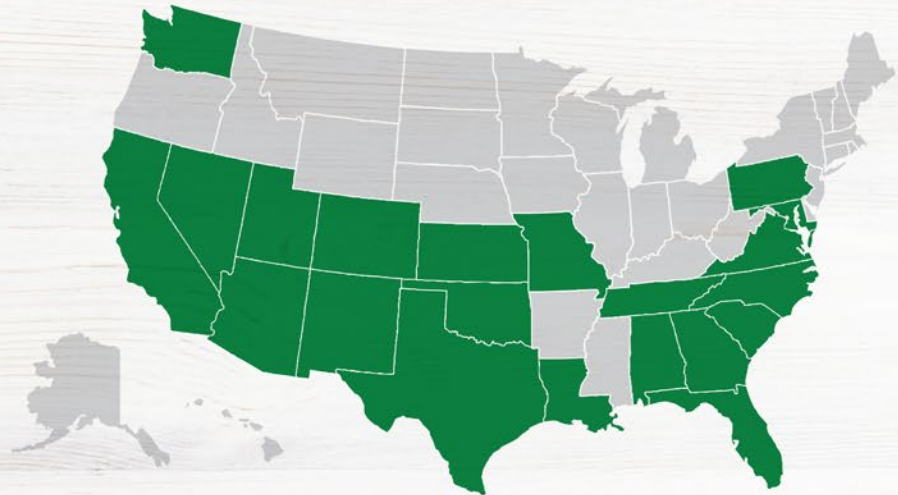
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**DISTRIBUTION
Centers**

MORE THAN

30,000
Team Members

STORES IN 22 STATES *from coast to coast*



STORE HIGHLIGHTS

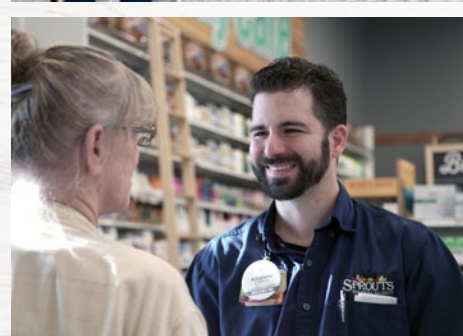
PRODUCE



BULK



VITAMINS AND BODY CARE



PRIVATE LABEL



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.

Today, Sprouts is one of the fastest growing retailers in the country, opening in the new markets of Louisiana, New Jersey and Virginia in 2019. Our more than 30,000 team members bring healthy living for less to guests at nearly 340 stores from coast to coast.

SPROUTS

HEALTHY COMMUNITIES

FOUNDATION

Created in 2015, the Sprouts Healthy Communities Foundation focuses on empowering individuals, especially children, to live healthier lives by supporting programs that teach nutrition education and increase access to fresh, nutritious food.

In five years, the Foundation, together with Sprouts' vendors and customers, has donated over \$10 million to more than 300 nonprofit partners.

In 2019, the Foundation awarded \$3 million to nonprofit organizations, including 118 Neighborhood Grants supporting grassroots children's nutrition education programs

Sprouts covers 100 percent of the Foundation's operational expenses, ensuring that every dollar raised is used to support their nonprofit partner agencies.

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.



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.



Volunteerism

Our more than 30,000 engaged team members nationwide have the ability and passion to support causes that make a lasting impact in our communities. Sprouts' annual 2019 Day of Service united nearly 650 team members volunteering across 38 communities to build and refresh new community and school gardens, fill hunger backpacks, paint vibrant murals and enhance the wellbeing of numerous neighborhoods from coast to coast.



CONTACT US

Sprouts Farmers Market Support Office:

5455 E. High St., Suite 111
Phoenix, Arizona 85054

Media Contact

media@sprouts.com
602-682-1536