



# 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. Rooted in our farmers market heritage, Sprouts is known for pioneering a unique grocery model that's good for you, good for your family and good for the planet. Sprouts' welcoming store layout features fresh produce at the center of the store, an expansive bulk foods section, and a vitamin department focused on overall wellness. To meet the growing and diverse needs of today's customer, Sprouts also offers a unique assortment of healthier products with special attributes, such as plant-based, gluten-free, keto-friendly, and grass-fed.



IT'S

HEALTHY LIVING

for less!<sup>®</sup>

# QUICK FACTS

*about Sprouts:*

OVER

340  
STORES

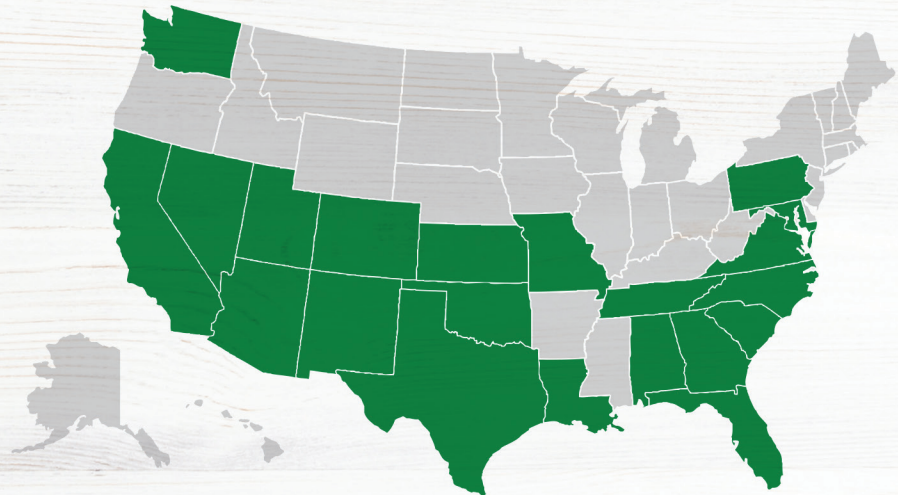
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DISTRIBUTION  
*Centers*

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**

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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*

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At Sprouts, we have believed being different is 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, with more than 30,000 team members bringing healthy living for less to guests at over 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 non-profit 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\*\*](https://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 2019, Sprouts supported more than 950 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 2019, 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.





# EXECUTIVE LEADERSHIP TEAM

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**Jack Sinclair**  
*Chief Executive Officer*



**Denise Paulonis**  
*Chief Financial Officer*



**Dan Sanders**  
*Chief Operations Officer*



**Dave McGlinchey**  
*Chief Format Officer*



**Brandon Lombardi**  
*Chief Human Resources  
and Legal Officer*

See full bios at [about.sprouts.com](https://about.sprouts.com)



# CONTACT US

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