



ABOUT FRESH & EASY NEIGHBORHOOD MARKET

Fresh & Easy Neighborhood Market™ is a local, neighborhood store providing fresh, high-quality, wholesome food at affordable prices to everyone.

Everyone's Welcome: Fresh & Easy spent time in homes of American consumers learning their shopping and cooking habits to design the Fresh & Easy store format.

- The stores are designed to serve all types of neighborhoods, including those that have been traditionally underserved.
- At 10,000 square feet, the stores are smaller than typical supermarkets with easy-to-shop aisles to offer a faster, easier shopping experience.

Great Food You Can Trust: Fresh & Easy believes everyone deserves fresh, high-quality, wholesome food at affordable prices.

- Each store offers a carefully selected range of Fresh & Easy label and national brand products at low prices, including high-quality meat and fresh produce.
- Private label Fresh & Easy products contain no artificial colors or flavors, no added trans fats, and only use preservatives when absolutely necessary.
- Fresh & Easy eggs are cage-free.
- Fresh & Easy's milk and butter come from California cows that have not been treated with the growth hormone rBST.
- Produce is packed, date-coded and delivered daily so you know it's fresh. The company offers 98-cent produce packs – a selection of fresh fruits and vegetables available everyday for 98 cents.
- Fresh & Easy aims to source locally wherever possible. For example, over 60% of its produce comes from California.

A Good Neighbor: Fresh & Easy is considerate to its neighbors and aims to reduce its impact on the environment.

- Fresh & Easy installed a 500,000 sq ft roof-mounted solar installation on its Riverside, California distribution center. It is one of the largest solar panel installations in North America.
- Fresh & Easy is a pilot member of the Leadership in Energy and Environmental Design (LEED) Volume Certification Program, demonstrating the company's commitment to design more energy efficient and sustainable buildings. Fresh & Easy's first Gold Certified LEED store opened in Cathedral City in 2009.
www.usgbc.org/leed
- Fresh & Easy's stores use 30% less energy than a typical grocery store.
- Fresh & Easy is a member of the California Climate Action Registry, California's only official voluntary registry for greenhouse gas emissions, and The Climate Registry, a group that standardized the measurement for greenhouse gas emissions across North America.
www.climateregistry.org
- Every store offers customer recycling and recycles or reuses all its display and shipping materials.
- Fresh & Easy does not sell tobacco products.
- Fresh & Easy gives \$1 for every \$20 spent back to local schools through its *Shop for Schools* program. Participating schools can use the money for whatever they need most.
- Fresh & Easy trucks are designed to significantly reduce noise. Trucks will not drive through school zones during student drop-off and pick-up times, and deliveries are only permitted during designated hours to be considerate of the neighborhood.
- Each store has a budget to make product donations to the local neighborhood.

A Great Place to Work: Fresh & Easy believes people who are valued are better able to value customers.

- Entry-level positions start at \$10 an hour in California, with similarly competitive salaries in other states, and include a quarterly bonus of up to 10%.
- Fresh & Easy provides the opportunity for every employee to work at least 20 hours a week, which entitles them to comprehensive healthcare benefits including medical, prescription drug, dental and vision coverage with a qualifying period of 90 days, and Fresh & Easy will pay at least 75% of the cost.
- Employees are offered a 401(k) retirement plan, with company match. All employees receive life skills training which supports not only their performance at work, but also their personal success at home and in the community.
- Fresh & Easy aims to recruit staff from the local neighborhood. More than half of its store employees live within 4 miles of their store.