

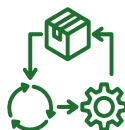
FORAGING PROGRAM

Sprouts is the “go to” retailer for launching exciting brand innovation!
We have a long history of introducing new and innovative brands that have continued on to become successful national brands.



INNOVATIVE BRANDS

The Forager Team builds relationships with innovative brands to evaluate their products for potential placement in our Sprouts stores.



PRODUCT DEVELOPMENT

We nurture these young brands by partnering with them all along the way from product development through to marketing and merchandising.



FIRST TO MARKET

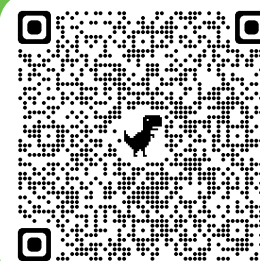
For many of these brands this is their first opportunity to sell in a retail store. Many of these products will sell exclusively with Sprouts and our customers won't find them anywhere else!

HOW DOES IT WORK?



Submit new and innovative items to Sprouts for consideration.

Submit your items by scanning the QR code to the right and follow all prompted questions. Brand submissions and samples will be reviewed by the Forager Team and hand-picked to participate in this exciting program.



**SUBMIT YOUR ITEMS
AND LEARN MORE ABOUT
THE FORAGING PROGRAM!**



Feature your products on our “New for You!” Innovation Centers!

- The “New for You!” Innovation Center is a destination for Sprouts customers to explore and discover new and unique items. We use these Innovation Centers to test Sprouts-exclusive, and often first-to-market products with our customers.
- Products are on the “New for You!” Innovation centers for a **90-day trial period**. The new items on this display will rotate every 90 days, aligning with seasons, themes, and trends.
- Based on how these new items sell as well as other key metrics, some of these new items will become everyday items on the shelf long-term.



Things to Consider:

- If your brand is selected to participate in the Forager Program **this does not guarantee on-shelf placement at the end of the 90-day trial period.**
- **If you are selected to be included in the regular set after the 90-day trial period**, free fills will be required. During the free fill program, the vendor agrees to provide Sprouts with free product to put on the shelf and/or billing deduction to offset the expense associated with placing a new product in our stores. The amount of product and/or deduction the vendor is expected to supply varies based on the department and will be negotiated with the Category Manager at the time of acceptance.
- **Sprouts will provide order quantities to KeHE by DC based on the store’s Innovation Center display.** We commit to taking the products that we order through KeHE. Should sales exceed our initial forecast, we may have KeHE order additional product. Stores can reorder throughout the trial period if needed.
- **KeHE distribution centers:** Phoenix, AZ; Aurora, CO; Dallas - Fort Worth, TX; Chino, CA; Stockton, CA; Douglasville, GA; Northeast MD; and Miami, FL. All product must be landed and available at KeHE a minimum of 14 days before the beginning of the display month.