



The price isn't the only thing right...

They say time flies when you're having fun. Well, looks like we're having a lot of fun because it's hard to believe we've been open for three years now! It's been a successful journey so far and with the support of our most loyal fans and neighbors, we're on track to continue this success.

In the beginning of 2011, we're opening more than 20 stores and expanding into new areas like Northern California. Our goal is to offer wholesome food at affordable prices to everyone. And being a neighborhood market, we're always looking for ways to help support our neighbors.



That's why we hire locally and treat all our employees with respect. Since our initial opening, we've created more than 4,300 jobs for our local neighbors and are hiring hundreds more. We also make weekly donations to local food banks and created the fresh&easy Shop for Schools program to raise money for local schools. To date, we've helped raise hundreds of thousands of dollars for local schools. Looking ahead, we're continuing our commitment to support all our neighborhoods and hope you enjoy a great shopping experience with us for years to come. 🍋



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great food you can trust

If our customers want it, we'll find a way to make it.

We listen to our customers. And we've heard you want less processed, high-quality foods at affordable prices. Which is why we make all fresh&easy brand products with no artificial colors, flavors or high-fructose corn syrup and no added trans fats. And we offer them all in our simple stores to keep the prices as low as possible.

We also heard you wanted better eating to be easier. Which is why we created our eatwell line of products. And since we've heard customers really enjoy them, we decided to expand our eatwell line! So you can now enjoy even more tasty yet nutritious products. All eatwell products are made with 25% or less of the daily recommended value of calories, total and saturated fat, and sodium.* And best of all, their prices are just as good as their taste.

No matter what product you find on our shelves, you'll know it's great quality. And our produce is certainly no exception. We carefully select all our produce and make daily deliveries to ensure you'll always find exceptionally fresh fruits and vegetables. Using local growers whenever possible not only saves on shipping time, but costs as well. It's how we're able to offer you a wide range of 98¢ Produce Packs. So you can always count on enjoying the freshest seasonal produce for under a buck at fresh&easy. 🌱

*Based on a 2,000-calorie diet.



a great place to work

We're not just a business. We're a family.

We hire great people to work with us. We work hard to create an environment where every employee is treated with the same respect and care we show our family members at home. Thanks to everyone's hard work, the fresh&easy family is continuing to grow. We're creating nearly 500 new jobs in the beginning of 2011. We offer competitive pay, a 401(k) retirement plan with company match, up to 10% quarterly bonuses, and affordable medical, prescription drug, dental and vision coverage. 🌱



From face paint to streamers, our employees show love for fresh&easy at a city meeting!

superstar spotlight

We define a superstar as someone who goes above and beyond his or her job duties to help others.

Name: Angelina St Pierre
Store: Ontario & Rimpau, Corona, CA
Position: Shop for Schools Regional Coordinator
Favorite Products: fresh&easy Balsamic Glaze and Pirate's Treasure

Angelina grew up in Los Angeles and Orange County and has worked for fresh&easy for two years now. She helped open the Chino Hills store and currently helps schools raise money as a Shop for Schools Regional Coordinator. Her amazing customer service and dedication to the neighborhood makes her a superstar.

Angelina noticed an elderly woman was about to venture out of the store into an intense storm with all her groceries, so she quickly loaded up the car for her and even drove it to the front door while the woman waited inside. Angelina didn't think twice about getting soaking wet to help this customer and the woman made sure she let everyone know how much she appreciated it.

How does it feel to be recognized as a fresh&easy Superstar? I was really surprised and am proud of this award. This is just something I would have done regardless, and something I'm sure my teammates would have done too. I was a rookie to the grocery store world when I first started and so many managers took me under their wings and taught me to always deliver the best service I can.



Angelina with some silly-faced Shop for Schools kids.

What do you like most about working at fresh&easy?

I've never heard of another company that has a program like Helping Hands, where executives and people from the corporate office get a chance to work shoulder to shoulder with store teams to experience what goes on, on a day-to-day basis. I love that we're just one big team.

What are your hobbies? I find cooking to be therapeutic and my favorite thing to cook is tamales. They're pretty darn tasty. I also love wine tasting and working on art projects with my three daughters. 🌱

a good neighbor

we care about the environment

As the sun rises, so do the savings.

We always look for innovative ways to help our stores use less energy. Not only to help the environment, but also to help save money. And we're happy to pass those savings on to our customers. It's why we decided to use solar panels on our distribution center. In fact, it's one of the largest solar roofs in California. And it's been so successful generating

sun-powered energy that we're now installing solar panels on ten of our Arizona stores. With these solar panels, our stores will save an additional 20% on our energy bills, which saves customers even more money. We're happy to continue using innovative technology in our stores to help us all save. ☺



Our stores use 30% less energy than typical grocery stores to save you money.



Our distribution center has one of the largest roof-mounted solar installations in California.



fresh&easy customer Josephine Close with her design. And thanks to customers like you, it was voted the winner of our Design-A-Bag Contest.

Each little bag does a lot of good.

This year, start a new habit by using reusable shopping bags. We offer several affordable, reusable bags, which are good for the planet, as well as your wallet. In fact, keep your eye out for bag giveaways, and you can get yours for free! So far, we've donated over one million bags to help encourage everyone to use them.

But the low price tags are just the beginning with our bags. You'll also find plenty of great designs to choose from. We even offer a customer-designed bag from our Design-A-Bag Contest. With over 1,300 submissions, we'd like to congratulate Josephine Close on her winning design. Enjoy this fashionable bag for under a buck. ☺

