



### **Fresh & Easy Expands Offerings, May 21, 2009**

Fresh & Easy Neighborhood Market here said yesterday it plans to introduce more than 1,000 new items at its U.S. stores during the summer months.

The items will fall into the cereal, health and beauty care, frozen and bakery categories and will include larger sizes, additional national brands and new private-label items.

The first products moving into the stores are Mother's Joy, a line of cold cereals, a company spokesman told SN. To accommodate the added items, the chain raised its shelving in the cereal section by one foot, he said.

[www.supermarketnews.com](http://www.supermarketnews.com)



### **Mountain Meadows students are state's top fundraisers, May 22, 2009**

THOUSANDS FOR TEACHING—Chris Kelley, principal of Mountain Meadows Elementary School in Moorpark, receives a check for \$10,000 from Tim Mason, president of Fresh & Easy, for the store's Shop for Schools program during a ceremony last Thursday. Mountain Meadows families raised the most money in the statewide program in which the school received a \$1 cash donation for every \$20 in receipts spent at the store. School officials said they'll use the money to assist with student resources.

[www.moorparkacorn.com](http://www.moorparkacorn.com)



### **TASTE OF THE TOWN: Readers come through in muffin search, May 12, 2009**

Taste of the Town has fielded some pretty offbeat requests from readers over the years, and this one ranked right up there: Anne McConnell e-mailed in search of English muffins that are not fork-split -- that she has to cut herself -- and have a dense texture without so many nooks and crannies. And lo and behold, readers delivered:

Jean Sider and Shae Wilhite both recommended the house brand at Fresh & Easy (which has numerous locations in the valley), with Sider adding, "We split 'em ourselves and find practically zero nooks and crannies." Wilhite noted, "Leave it to a U.K. chain to have good English muffins!"

[www.lvrj.com](http://www.lvrj.com)



### **Going green: Fresh & Easy reusing, recycling packaging, May 1, 2009**

We may be in a deep recession, but that doesn't mean people aren't trying to live green. Most are simply trying to sustain their green lifestyles at a lower price.

Nowhere is that more apparent than in the grocery industry.

Most grocers today have at least a small organic section and sell reusable tote bags. But some are trying to set themselves apart by making their operations more environmentally friendly.

Fresh & Easy Neighborhood Market recently began reusing and recycling its display packaging.

The store has teamed with San Diego-based Resource Management to sanitize plastic display packaging so it can be reused in stores instead of going into the trash. The company has kept more than 400,000 pounds of plastic display trays out of landfills through the practice.

[www.lasvegassun.com](http://www.lasvegassun.com)



## **Tesco Twitters Its Way to Family Success at Fresh & Easy, April 30, 2009**

Twitter is helping drive changes in the product mix at Fresh & Easy, and it may actually influence more of what the Tesco division does in the future.

Spokesman Brendan Wonnacott said changes the company has recently made, including the introduction of a family meal line, were reactions to consumer input, which increasingly comes through the online social network. He noted:

We've gotten a lot of feedback on Twitter. We want to hear what people are thinking and take advantage of it going forward. We have almost 3,000 followers on Twitter, and it's a very interactive community. People are not only interested in our brand but our overall philosophy. It has represented a huge shift in interacting with our customers, and at the same time, it's a lot of fun."

[www.bnet.com](http://www.bnet.com)