



neighborhood news

from your local market

Volume 2, Issue 1

Budget prices. Quality you can trust. *why compromise?*



The world has changed over the past few months – customers are telling us they are trying to stretch their budgets, but don't want to compromise on quality. So, we're trying to help.

We've introduced 98¢ Produce Packs – a selection of fruits and vegetables that are always only 98¢.

In this economy, we are delighted to be able to create quality jobs. Over the next two months, we're adding over 200 store employees to our team.

With school budgets so tight, we've also launched a fundraising program called *Shop for Schools*, where schools can raise \$1 cash for every \$20 spent with us.

At fresh&easy,™ we're making changes so our customers don't have to. After all, we don't think anyone should have to compromise on where they shop. 🌱



Visit us at freshandeasy.com to share your thoughts, send along a comment or to check out our blog.



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great food you can trust

Quality you can trust at budget prices.

Customers tell us budgets are tight and they are looking for ways to save money – but they don't want to compromise on quality. We don't think they should have to choose.

All fresh&easy products are made without artificial colors or flavors, contain no added trans fats and only use preservatives when absolutely necessary. Why? Because our customers tell us they want to be able to pronounce everything they put on their tables. They also don't want to break the bank doing it.

It's why we've launched a line of 98¢ Produce Packs. Customers can choose from six different fruits or vegetables that will rotate every couple of weeks, depending on seasonality and availability. Our 98¢ Produce Packs are a great way to eat well on any budget!

Quality you can trust at budget prices. Why compromise? 🍎



a great place to work

We're creating over 200 jobs in the next two months.

In this economy, many people are looking for good jobs with comprehensive benefits. We're pleased we can continue to create even more quality, local jobs in our neighborhoods.

Our jobs also have a tremendous opportunity for advancement – in fact, we've already promoted about 300 people since opening just over a year ago!

Stop in to meet some of our fantastic people. 🍷



team member spotlight



Name: Chris Ruuk

Age: 45

Store: 107th & Thomas in Avondale, AZ

Position: Store Manager

Favorite products: Macaroni & Cheese, Coffee Cake and Vista Point Chardonnay

Chris has been with us since the beginning. He started as a Team Leader and – in less than a year – he was promoted to Store Manager!

Where do you live? I'm from Maine and have lived in Arizona for 12 years.

What is your most memorable day working at fresh&easy? The grand opening of the store I started working at – Alma School & University in Mesa. We all worked so hard to train and get the store ready; it was rewarding to see it come to life.

Has any customer stood out to you? I would have to say our regular customer Ernie, who shops with us every day. He is always so happy and energetic and loves talking about our different products.

What are your hobbies? I'm a movie freak and own 2,000-3,000 movies. Comedies are my favorite.

Why do you like working here? I like that it never gets boring and I get to tackle different challenges every day. I like that we interact with our customers all the time and that we make it a priority. I like the fact that I can grow as far in the company as I want to work towards. Our company cares, which is rare. 🍷



a good neighbor

Raising money for your school is easy.



With budgets so tight, customers are telling us fundraising is critical to providing schools with the resources they need. So, we created a program called *Shop for Schools* to help.

Raising money with *Shop for Schools* is simple. For every \$20 spent at one of our stores, schools will get a \$1 cash donation. The program is running from February 1, 2009 to March 31, 2009. The

checks we present to the participating schools at the end of the program can be used for whatever the schools need most.

Visit freshandeasy.com/shopforschools to find out more. ♻️



100%

This newsletter
is printed
on 100%
recycled paper



we care about the environment

Solar power makes sense.



Solar Panels on Distribution Center in Riverside, CA

We are always thinking of creative ways to reduce our energy usage. It's why we've built one of the largest roof-mounted solar panels in the world on our distribution center.

It's 500,000 square feet, the size of 5 football fields, and uses California sunshine to generate over 75% of the entire facility's energy. On a really sunny day, we've even seen the meter run backward!

How's that for thinking green? ♻️