

the **fresh** grocer

Your Neighborhood Supermarket

Locally Owned – Quality Driven – Value Always

History and Mission

- *Founded in 1996, The Fresh Grocer is an independent grocer providing high quality perishables at affordable prices in urban and suburban environments with 7 stores currently operating in the Greater Philadelphia area.*
- *The Fresh Grocer is committed to understanding the needs, tastes and heritages of the communities in which our stores are located, and makes it a priority to offer an assortment of products and services to meet those various needs.*
- *The Fresh Grocer is committed to improving food access and to promoting the health and wellness of our customers, associates and communities.*

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7 Store Locations

Fresh Grocer Locations in the City of Philadelphia

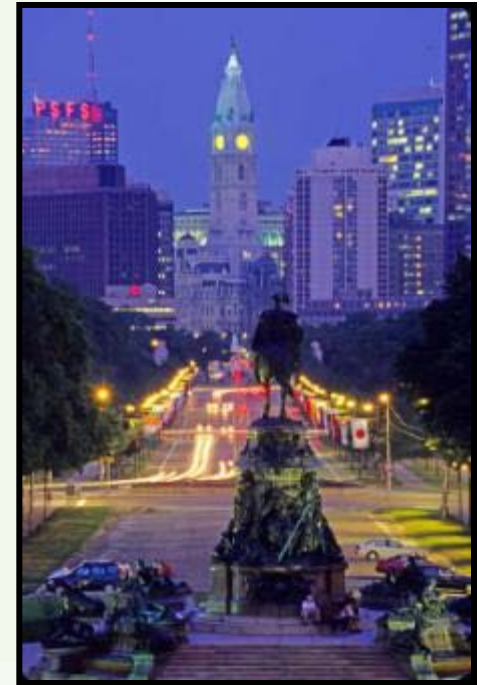
- 1501 N. Broad St, Philadelphia, PA 19122
- 5301 Chew Ave, Philadelphia, PA 19138
- 4001 Walnut St, Philadelphia, PA 19104
- 5406 Chester Ave, Philadelphia, PA 19143
- 5601 Chestnut St, Philadelphia, PA 19139

Fresh Grocer Locations in the Philadelphia Suburbs

- 5000 State Rd, Drexel Hill, PA 19026

Wilmington, DE Fresh Grocer Location

- 800 West 4th St, Wilmington, DE 19801



The Fresh Grocer Experience



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Recent Growth



**The Fresh Grocer at
The Shoppes at La Salle**
*Grand Opening
August 21, 2009*

**The Fresh Grocer at
Sullivan Progress Plaza**
*Grand Opening
December 11, 2009*



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The Fresh Grocer at The Shoppes at La Salle



- 5301 Chew Ave, Philadelphia, PA 19138
- 50,000 square feet
- *The Fresh Grocer at The Shoppes at La Salle is this NW Philadelphia neighborhood's first supermarket in over 40 years.*
- The opening of The Fresh Grocer at The Shoppes at La Salle put an end to Philadelphia's largest food desert.
- Over 250 full-time and part-time jobs were created with the opening of the new store.
- 98% of those hired are Philadelphia residents. 70% of those hired are residents of NW Philadelphia / Germantown area.

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The Fresh Grocer at The Shoppes at La Salle



- The \$14-million Fresh Grocer was financed in part by federal and state funding
 - RACP Grant
 - Redevelopment Assistance Capital Program of Pennsylvania
 - New Market Tax Credit (NMTC) Loan funded by The Reinvestment Fund, The Bancorp Bank, and US Bank
 - PA Fresh Food Financing Initiative (FFFI) Grant
 - The Machinery and Equipment Loan Fund (MELF) of Pennsylvania
 - Low interest loan financing for equipment
 - Community Development Financial Institutions Fund (the CDFI Fund)
 - Guaranteed 90% of Loans

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The Fresh Grocer at Sullivan Progress Plaza

- 1501 N. Broad St, Philadelphia, PA 19122
- Sullivan Progress Plaza is the nation's oldest African-American owned and developed shopping center.
- 46,000 square feet
- *The Fresh Grocer at Sullivan Progress Plaza, is this North Philadelphia neighborhood's first supermarket in over a decade.*
- Over 270 full-time and part-time jobs were created with the opening of the new store.
- 99% of those hired are Philadelphia residents. 75% of those hired are residents of North Philadelphia.



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The Fresh Grocer at Sullivan Progress Plaza



- The \$15-million Fresh Grocer was financed in part by city, state and federal funding.
 - RACP Grant
 - Redevelopment Assistance Capital Program of Pennsylvania
 - New Market Tax Credit (NMTC) Loan funded by The Reinvestment Fund, The Bancorp Bank, and US Bank
 - PA Fresh Food Financing Initiative (FFFI) Grant
 - Loan provided by the City of Philadelphia's Gap Financing Program (Soft Loan / Grant)
 - The Machinery and Equipment Loan Fund (MELF) of Pennsylvania
 - Low interest loan financing for equipment
 - Community Development Financial Institutions Fund (the CDFI Fund)
 - Guaranteed 90% of Loans

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Kids Corner!

Smart Snacks for Healthy Kids

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- Kid-Friendly
- Dedicated to promoting healthy eating
- Merchandized with bright colors and “fun” signage
- Menu selections include a variety of nutritious snacks and meal options at affordable prices
 - *EX: The Fresh Grocer’s Healthy Lunchbox with fruit, 100% juice drink, and a wrap or sandwich on whole wheat for \$3.99*



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Healthy Eating & Nutrition Studies

- Healthy Eating Study
 - Partnership with The Fresh Grocer and the Einstein Center for Urban Health Policy & Research
- Healthy & Affordable Alternatives
 - Partnership with The Fresh Grocer, The Food Trust and Temple University's Center for Obesity Research and Education



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Healthy Alternatives

- Nutritional & Educational Signage
- Healthy & Affordable Alternatives
 - Whole Wheat Pizza
 - Turkey Meat Loaf Meal Deals
 - Baked Tilapia with Fresh Tomatoes
 - 100% Natural Store-Cooked Turkey Breast



Healthy Drinks for Healthy Bodies

Nutritional Info Brought to you by **the fresh grocer**

Choose these drinks most often!	Choose these drinks less often	Choose these drinks sometimes
 <p>WATER Drink anytime The best thirst quencher Sugar-free, calorie-free and caffeine-free</p>	 <p>Chocolate Milk Excellent source of calcium & vitamin D Nutritious - contains 16 essential nutrients Contains added sugar</p>	 <p>Soda, Fruit Punch, Sports Drinks Very high in added sugar Poor sources of nutrition Sometimes a source of caffeine</p>
 <p>MILK Drink 2 cups/day Excellent source of calcium & vitamin D Nutritious, naturally low in sugar, contains 16 essential nutrients</p>	 <p>100% Fruit Juice *Unsweetened Provides vitamins & minerals Naturally high sugar content</p>	

Healthy Supermarket Tours



- Hosted by clinical dietitians and nutritionists from various local organizations
- No cost for participants
- Participants receive nutritional information, meet with Fresh Grocer staff, are treated to live product demonstrations, and offered samples of healthy items like fresh fruit smoothies and 100 calorie trail mix



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Value Produce Aisle

- Added convenience for customers not used to shopping for produce
- Popular produce items are hand selected by a produce manager, bagged, weighed and tagged with a sale price
- Generates sales and positive customer feedback



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Community Partnerships

ARE YOU HEALTH PARTNERS?

BIGGEST WINNERS!

Join the **Biggest Winner Nutrition Program** and find out!



HEALTH PARTNERS
In Wellness and Health, Partners for Life.

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GET **fresh**
AT **MANNA**



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PHILABUNDANCE
Driving hunger from our community

HOLIDAY FOOD DRIVE
Help Us In The Fight Against Hunger!

THANK YOU FOR **RECYCLING**
This Reward Generously Provided by The Fresh Grocer

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Please see locations on back.
www.thefreshgrocer.com

\$5 OFF
A PURCHASE OF \$40 OR MORE*

*Excludes 12/1/2014. Reward must be presented at time of purchase. Not to be combined with other offers. Cannot be redempted or exchanged for cash. Not valid towards previous purchase. Void if expired or transferred. One coupon per customer. Limit one per transaction.

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PROJECT H.O.M.E.
Farmer's Market



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New Store Development



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