



SPROUTS FARMERS MARKET

By Kim Rockley

Last October, Sprouts Farmers Market opened their doors in Murphy Marketplace (FM 544 & Murphy) and has since become an essential part of the Marketplace landscape. A fun and affordable shopping experience awaits the community of Murphy and surrounding cities, in an easy-to-shop farmers market format. Customers step into a whole new world of wonderful food including natural, organic and great-tasting mainstream items all under one roof. At Sprouts you will find right from-the-earth foods at down-to-earth prices.

Four times a year, Sprouts holds a “Backyard BBQ” where they cook fall-off-the-bone ribs on 8 foot grills over mesquite coals. A huge hit with customers, the most recent barbecue resulted in over 1,000 slabs sold in just a few hours. In fact, Murphy sells more barbecue than any other Sprouts store in Texas.

Since its inception in 2002, Sprouts Farmers Market has been on the cutting edge of the natural foods game and achieved swift and steady progress over the last six years. With the recent expansion announcement of 100 stores in the next five years, Sprouts has enjoyed a monumental climb to the top of the natural foods chain. With projected sales growth expected to hit one billion when the 100 store mark is achieved in 2013, Sprouts continues to be a leader with great food for a great value.

The Murphy location was the thirty-first in the chain and the 7th location in the great state of Texas. The natural foods store, joins existing markets in Plano, Flower Mound, Southlake, Frisco, Dallas, Richardson and Coppell with four new locations in Austin scheduled to open this fall. The Arizona-based chain now boasts 33 stores in four regions with nine more locations slated for 2009.

Nearly all of Sprouts farm-fresh produce is purchased from local growers and several items sold in the store are unique to the Texas region. Fresh-off-the-boat gulf shrimp, grouper and scarlett snapper can often be found in the seafood depart-



ment. Other offerings popular with the Murphy crowd: locally grown pecans, honey sticks and organic milk.

Sprouts strong sense of community is a gold standard with customers and employees alike. “As a long time Texan, I’m thrilled to introduce new customers to Sprouts, offering my neighbors a great place to shop for natural and organic foods – at affordable prices! We appreciate them stopping by to let us know

they enjoy what we have to offer,” said Brady Dudley, Murphy Store Manager.

A passionate group of employees staff the Sprouts team in each store with several years of experience in every department and a certified holistic nutrition educator in each region. Doug Sanders, President and COO proudly proclaims: “Sprouts team members are a great group of people that fill

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our stores. They work hard, have fun and truly enjoy the difference they make everyday." Growing future "Sprouties" is a priority, with the current spotlight on children's health.

The successful "Celebration of the Child" program will bring speakers from across the nation to visit store locations with a variety of messages for spirit-minded consumers.

Murphy employees are healthy and happy with a variety of interests including an extreme sports enthusiast who cliff jumps and skydives his way around Texas and an 82-year-old great-grandma that works in the vitamin department. Her goal for herself and her customers: "A Healthy, Happy One-Hundred!"

Sprouts provides Texans nearly seven-hundred jobs, including 80 in the Murphy store. With the recent opening of a warehouse in Dallas and more store openings on the horizon, that number should top 1,000 by the end of 2009. Sprouts is also very active in the local community. A proud sponsor of the recent Lone Star Vintage Track Show in Collin County, a weekend filled with farm-to-table events, vintage tractors and a parade of local residents. Sprouts continues their community service with unprecedented initiatives honoring state park programs and scholarships to employees and their families.



In 2008, nearly \$200,000 was given to local programs in Sprouts' communities to benefit numerous programs in times of financial crisis.

The value message is an important one at Sprouts. Double ad Wednesday, website deals and manager specials are a few ways Sprouts helps their customers stretch their dollar. "Many of our customers tell us that they enjoy a



wealth of healthy foods for less when they shop at Sprouts" said Sanders. "Customers comment on the enjoyable shopping experience and the jovial atmosphere our employees provide."

In a struggling economy consumers tend to buy and prepare more foods at home. Bulk sales have blossomed as customers realize the key to saving money is to get back to basics. With most of a Sprouts store filled with perishables, finding healthy choices for a good value is like money in the bank. Customers take advantage of a great selection of gluten-free products, sugar-free and allergy-sensitive foods and selected offerings of indulgence brands. "Fulfilling customer demand is the cornerstone of our business, when the customers are happy, we're happy" says Sanders, a Texas native.

Parting with the plastic is another way Sprouts makes a difference. With 350,000 of their signature "green" bags sold, Sprouts promotes the reusable bags with customer incentives and education. They also promote their BYOB (Bring Your Own Bag) program and offer monetary incentives for each bag returned. Another customer offering unique to a Sprouts market is the focus on educating. Sprouts offers a variety of monthly events that are well promoted within the stores.

Looking into the future, Sprouts will maintain its reputation as the trusted source for natural foods, great quality and value, and consumer education. Sanders claims, "It's all part of Sprouts message to eat healthier, live better and spend less."

Sprouts is open seven days a week, 8 a.m. - 10 p.m., sprouts.com. •



Photos by Anne HIney & Sprouts.