



**FOR IMMEDIATE RELEASE**

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**SPROUTS WOODSTOCK TO OPEN JUNE 28**

*New store will feature state-of-the art refrigeration technology and will kick-off grand opening celebrations with a special donation, events and deals*

**WHAT:** [Sprouts Farmers Market](#) will soon open its 16th store in the Atlanta area in Woodstock, Ga. to help meet the local demand for fresh, natural and organic foods at great prices.

**WHERE:** 1430 Towne Lake Pkwy., Woodstock, GA 30189

**WHEN:** Wednesday, June 28 at 7 a.m.

**DETAILS: Sustainable Refrigeration**

Sprouts in Woodstock will be the first grocery store in North America to utilize Second Nature™ CO2 Ejection refrigeration technology, the most energy-efficient and environmentally-friendly refrigeration system available in the industry. The cutting-edge technology takes up a much smaller carbon footprint, uses naturally-occurring CO2 that delivers a Global Warming Potential of almost zero, saves an average of up to 10 percent energy savings each year and meets the qualifications for the United States Environmental Protection Agency's GreenChill Platinum certification.

**Food Bank Partnership**

As part of Sprouts' commitment to "zero waste," the new Woodstock store will donate unsold and edible groceries to Atlanta Community Food Bank through the grocer's Food Rescue program. In 2016, Sprouts stores and distribution centers donated more than 19 million pounds of product through the Food Rescue program, which is equivalent to 15 million meals. Food that is not fit for donation is provided to local cattle farms and composting facilities. Sprouts' evolving "zero waste" initiatives help minimize food waste while reducing the impact of hunger and the company's environmental footprint.

**Sprouts Healthy Communities Foundation**

The Sprouts Healthy Communities Foundation will make a \$2,500 donation to The Center Helping Obesity in Children End Successfully, Inc. (CHOICES) in celebration of the store's opening. CHOICES aligns with Sprouts' healthy living concept by fighting against the deadly epidemic of childhood obesity through physical fitness training, nutritional education, counseling and community collaboration.

**Grand Opening Events**

Sprouts will host a ribbon-cutting ceremony at 7 a.m. on grand opening morning. Media and public are invited to join the festivities, tour the store and shop for their favorite healthy grocery items

Grand opening day giveaways:

- The first 200 shoppers in line will receive 20 percent off their initial total purchase.
- Delicious muffin and coffee samples will be served to everyone in line before the doors open.
- Upon checkout, every 15th shopper will receive a coupon book featuring Sprouts savings.
- Every customer will receive one free reusable bag with purchase.

Grand opening weekend deals:

- Saturday, July 1 - The first 200 customers to make a purchase will receive a coupon booklet for five free deli items.

- Sunday, July 2 - Upon checkout, every 15th customer will receive a coupon for \$5 off a purchase of more than \$15 to use on their next visit.

#### **VISUALS AND INTERVIEWS:**

- Hundreds of customers in line for the opening hours **before 7 a.m.**
- Ribbon cutting at 6:50 a.m.
- Customers and Sprouts spokesperson available for interviews. Media may request private store tour in advance.

#### **ABOUT SPROUTS FARMERS MARKET**

Sprouts Farmers Market, Inc. is a healthy grocery store offering fresh, natural and organic foods at great prices. Sprouts offers a complete shopping experience that includes fresh produce, meat and seafood, bulk foods, vitamins and supplements, packaged groceries, deli, baked goods, dairy products, frozen foods, natural body care and household items catering to consumers' growing interest in health and wellness. Headquartered in Phoenix, Arizona, Sprouts employs more than 25,000 team members and operates more than 260 stores in 15 states from coast to coast. For more information, visit [sprouts.com](http://sprouts.com) or @sproutsfm on Twitter.

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