



## **BACKGROUNDER**

In October 2008, four Phoenix Marketside stores opened in Chandler, Gilbert, Mesa and Tempe. The new pilot community grocery stores provide customers with a combination of prepared meal solutions, fresh grocery items, convenient locations and everyday essentials at an exceptional value.

Open from 7 a.m. to 10 p.m. daily, Marketside is designed to serve customers living close to the store. The small community locations are less than half the size of a conventional supermarket and are built to help customers get in and out quickly.

Marketside's prepared meals have been designed by a team of professional chefs, trained at top culinary schools and with resumes including some of the finest restaurants.

### **The Offerings at Marketside**

Marketside is designed for busy people who are looking for fresh, delicious foods - people who don't want to trade convenience and freshness for value.

Marketside's store offerings include:

- An assortment of hot, freshly prepared entrees, sides and soups;
- A produce section that offers regionally grown fruits and vegetables, including dozens of organic choices;
- A full-service deli that provides all-natural meats and cheeses;
- A butcher shop that provides only USDA-certified Midwest, grain-fed Black Angus beef, tender pork chops and West Coast grown organic poultry;
- A bakery that prepares an assortment of freshly baked breads and delectable desserts;
- A variety of fresh cut flowers from around the world that come with a five-day freshness guarantee; and
- A vast array of everyday, household name-brands

### **The Exceptional Value at Marketside**

Exceptional values will be an everyday occasion at Marketside with freshly-prepared, restaurant-quality food available without paying a premium. Examples from the everyday low price menu include: side items like classic-style mashed potatoes for \$2; personal size hearth-baked pizzas for \$4, individual serving size lasagna for \$6 and family-size penne pasta with chicken for \$8. Marketside also gives customers unbeatable prices on popular, everyday household brands.

In addition, customers will find natural and organic products throughout the entire store, as well as a variety of wine choices under \$10. For those items customers need every day – milk, butter, eggs, bread and bananas – Marketside guarantees a low, low price.

### **The Products at Marketside**

All products for Marketside have been chosen with the customer in mind. Across all categories of the store, customers will find a variety of offerings that will appeal to the entire family.

- Approximately 20 percent of Marketside's entire offer is organic.
- There are more than 50 selections of pre-cut fresh fruit and vegetables.
- Marketside produce is, on average, in the stores three to four days after harvest
- More than 200 of the wine selections retail for \$10 or less
- The Butcher Shop uses returnable product containers instead of cardboard boxes to decrease waste
- Marketside-branded milk comes from less than one hour away from Phoenix
- More than 100 varieties of specialty cheeses from around the world can be found in the Marketside deli

### **The Faces of Marketside**

Marketside associates have the knowledge and training to serve the customers in their communities. Each associate has completed more than 150 hours of training and a majority live within 10 miles of the store. Possessing a strong passion for food, many of Marketside's associates have a variety of food-related backgrounds, including:

- Assistant Manager for Marketside in Mesa, Elle, ran a successful cheesecake company in Michigan called Ellicious Cheesecakes, featuring over twenty homemade cheesecake recipes.
- Pantry Controller for Marketside in Mesa, Lori, owned and operated The Marquee Diner in Mesa, Ariz.
- Meal Specialist for Marketside in Gilbert, Michael, spent 20 years as an award-winning Admiral's Chef working on a Naval Destroyer. He was also short listed (Top 10) to be the personal chef for Ronald Reagan from a group of over 10,000 applicants.
- Meal Specialist for Marketside in Gilbert, John, managed Ace's Pizza Restaurant in Jamestown, Rhode Island, even taking home the prize for Best Pizza in Newport County.
- After graduating from the Scottsdale Culinary Institute Meal Specialist for Marketside in Chandler, Marwan, worked as a personal chef as well as a resort chef for Westin Hotels.

Marketside is a part of the communities it serves and strives to be a good neighbor. It will seek to take care of its people, including employees, customers, community, partners and suppliers.

### **The Eco-Friendly Ways of Marketside**

Marketside strives to promote sustainable business practices whenever possible. From reusable bags to recycled materials used throughout the store, it's always looking for new ways to be a good resident of the community and the planet. Examples of sustainable practices include:

- The four Marketside stores are a result of reusing an existing building.
- In total, the four stores used 11 tons of fly ash as a substitute for cement, translating into 11 tons of carbon dioxide reduction.

## *Marketside Backgrounder*

- To reduce water usage, low-flow toilets have been installed.
- While building the stores, there were several eco-friendly building materials used, including ice stone countertops in the prepared foods area, bamboo on fixtures and trespa panels on building exterior.
- In terms of fixture design, motion activated LED lights in refrigeration cases (low and medium temp) have been implemented, and screens on the chilled cases have been used to help conserve energy when the store is not being shopped.
- With regard to the exterior of the store, each Marketside store kept existing landscape and added additional greenery and plants.
- Cart rails are from reused plastic materials, specifically from the plastic punched out of baby diapers
- Every store is also equipped with bike racks.

The Marketside team is excited to open its stores and learn from Phoenix customers. For additional information please visit [www.marketside.com](http://www.marketside.com).