



Founders Market Primer - 2022

Introducing Who We Are

www.foundersmkt.com



MORE THAN A GROCERY STORE

We call ourselves Founders because we believe in returning to the original experience of the marketplace. We reject the current paradigm of big box stores and strip malls. Our size is intimate and friendly. We craft quality into the store's design. We offer fresh and organic foods. We believe in giving exceptional service to everyone as part of a much larger vision of caring for our community.

We add our light to the sum of light.

[These pictures you see in our Playbook are from stores we have built prior to Founders Market]



THE 21ST CENTURY COMMUNITY GROCER

Founders Market is driven by a passion for what we believe in. Our goal is about giving heart and soul to the benefit of our customers and community. It's about seeking the good, and giving the best, and offering an exceptional experience that includes locally sourced produce and prepared foods, emphasizing natural wellness and healthy choices, providing a higher standard of modern shopping that includes on-line orders and pick-up, and a store that invites the customer to linger, if ever time permits, to enjoy a cappuccino or freshly made sandwich with a good friend.



GIVING GREAT SERVICE

Every customer needs more than a smile. They need to be cared for, their needs appreciated, and treated as if good neighbors. Service is the number one thing we remember. It makes the customer's experience more than just another must-do in their day. We seek to provide the same level of care and support we give our customers to our employees, honoring the work they do, providing a sustainable living wage, and investing in our employee's desire to grow together with long term plans of advancing them into leadership roles.



STORE DESIGN

For over twenty five years, our Leadership Team has developed and designed and operated grocery stores for others in the industry. Nothing has been ordinary about our past achievements. We have given respect to all things creative and original in our designs, and our choices have been a witness to each store's success and authenticity. We have sought to breathe life into the stores that we have opened for such clients as Whole Foods Market, New Leaf Community Markets, and Good Earth Natural Foods. Now we believe it's time to give all our hard earned expertise for Founders.



FARM TO MARKET

Local and organic farms have a strong presence on the California Central Coast. These farms are close to home for us and their exceptional value does not have to be expensive for the customer. By choosing their quality and freshness we believe we can still offer great value and great price from these farms closest to us, keeping in mind what it means to care for the environment and the planet and for shoppers wanting the best.



OUR STORE VENUES

Fresh, home style excellence combines with simple, familiar, delicious food with a seasonal menu. A Bistro Deli lets you choose your own meal. Daily soups and salads ease the burden of making lunch or dinner. Drinks and smoothies are available for sitting outside. Our wine and beer venues offer you local brews and California wines. A Service Meat Shop combines with seafood freshly caught. Cheese comes from local artisan purveyors. Craft breads and pastries are baked and delivered every day. It all adds up to the experience, one venue at a time, and is at the heart of shopping Founders Market.



FOUNDERS MARKET

Seek the Good. Give the Best.

Contact:

John U. Fry, Chief Executive Officer– john@foundersmkt.com (831) 728-5588
Thomas Stelling, Business Advancement – tom@tomstelling.com (831) 359-5500