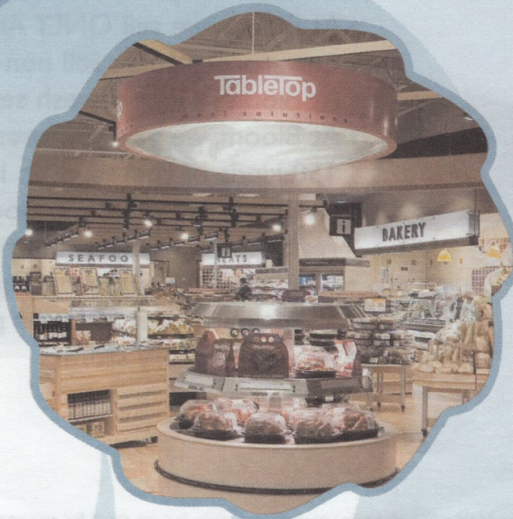


to find a store location nearest you,
visit shopbloom.com



 **bloom.**
a different kind of grocery store.

What makes Bloom

“a different kind of grocery store”™?

The short answer – everything.*

Here are just a few reasons Bloom is different:

Number 1

The letter “**H**” defines our difference.

Most folks associate grocery shopping with the words

“**H**assle”, “**H**arrowing”, and “**H**ard”.

We listened, and decided to fix that when we designed this brand.

Today, Bloom shoppers describe us as “Hassle-free” and “Happy” and “Helpful”.

- **H**eight challenged? We lowered our shelves to make things easier to reach.
- It's **H**andled: We have store maps on every cart handle.
- Need **H**elp? We have information kiosks that can give you over 2,500 recipes; print out the shopping list you created on-line in “pick order”, show you where products are located, provide games for kids and more!
- **H**ighly Trained: Bloom associates are trained to be experts, and are carefully screened to be help**FUL**, not help**LESS**.
- In a **H**urry? We have multiple check-out options to make getting out of the store a Bloomin' Breeze!
- **H**appy! Our overall mission is to give you a 'Shop Happy' experience!

Number 2

We “Biggie-Size” it for you without charging you extra moolah.

Go ahead. Give yourself a free upgrade.

- At Bloom, we sell **ONLY** Angus beef. **AND**, we sell it at prices all of our grocery peers sell non-Angus beef.
- At Bloom, we have fresh seafood delivered daily.
- At Bloom, we give you over 30 varieties of Artisan Breads baked fresh daily, 150 kinds of cheese, over 100 varieties of olive oils, and a partridge in a pear tree!
- At Bloom, we offer you oodles of restaurant quality, nutritious ready-to-serve-meals at prices lower than a trip through a fast-food restaurant.
- At Bloom, the global buying power of our parent company affords you all of your needs at lower prices than our primary grocery competitors!
- At your grocery store!



*This could take encyclopedic volumes to explain, but we stand for responsible “green” behavior; and don’t want to kill any more trees. Soooo, we’d ask you to visit www.shopbloom.com for anything we can’t explain here, in this tiny morsel of paper.