

Gelson's What's the Buzz

There's much to celebrate - here's what's happening.

"If you look the right way, you can see that the whole world is a garden." — **Francis Hodgson Burnett**

The April Buzz is here!

On March 8, Gelson's observed International Women's Day by posting tributes to the powerful women in our stores and offices across Gelson's social media platforms. As a company, working with so many amazing, accomplished women who bring their authentic selves to work each day is a privilege.

Information Station

Our "What's The Buzz" was created to share information about our company with our company. If you have any store-related images or news about Gelson's community activities that are *Buzz* worthy or social media worthy, please email ndawley@gelsons.com.



Various departments gathered to celebrate International Women's Day. More on page 2.

Gelson's
LIFE TASTES
BETTER HERE™

IN THE COMMUNITY

What is International Women's Day?

International Women's Day, celebrated on March 8 annually, is a United Nations-sanctioned global holiday. It celebrates women's contributions to society, raises awareness about the fight for gender parity, and inspires support for organizations that help women globally.



Gelson's La Costa/Carlsbad Honors Lea Powell

Lea Powell, Gelson's La Costa/Carlsbad long-time employee, is retiring. Lea, who has worked in the food industry for 35 years, 25 with Gelson's, has worked in almost every department, from checking to liquor to non-foods. Her natural humor and upbeat personality made customers drawn to her, making lifelong friends.

Team La Costa/Carlsbad hosted a 2-day celebration in her honor by having a champagne special with the Esterlin Gelson's exclusive champagne for day 1. Then they surprised her with an afternoon off to celebrate with her favorite customers.



30% Employee Discount for All Gelson's Employees



The Gelson's employee discount will be increased to 30% from Monday, April 3 – Sunday, April 9, in-store and online. That's seven days of savings just in time for Easter and Passover.

Take advantage of this excellent opportunity to stock up on items on sale for even deeper savings – sometimes below our cost – for you and your family to have a grand celebration.

If you plan to order online, use code `EMPLOYEE30` to get your discount.

WHAT'S HAPPENING

School Tour at Gelson's Manhattan Beach

March 24, 2023 – “Today we gave a great tour of our store to 13 local Girl Scouts from Meadows Elementary. These bright young ladies were curious, inquisitive, and asked intelligent questions.

On March 8, I received a letter from three of the girls in the troop outlining their objectives. On March 22, I got an email from a troop parent asking if these same girls could come in and discuss the tour agenda! At about 3 pm, two young ladies showed up, with the third on Facetime to present the agenda and get my plan for the troop's visit. Amazing! They wanted to be sure that I was prepared!

Needless to say, the tour was a big success. Their requests were met. They wanted me to share Gelson's story and talk about what makes our store special! They all had a chance to create a healthy snack and chased it down with a Viktor Benes smoothie and goodies. This was an amazing group of future leaders! “

I feel honored to have hosted them.” – Words by Dennis Sullivan, Gelson's Manhattan Beach Store Director



School Tour at Gelson's Calabasas



Jessica's Healthful Salad Tasting Events

To introduce Gelson's customers to Jessica's Salads offerings' great taste and health benefits, the Kitchen will run two demonstrations on Friday, April 14, from 12:00pm-3:00pm and Saturday, April 22, from 3:00pm-6:00pm at all stores.



Cheers! Gelson's Hollywood Revamps Wine Bar



March 17, 2023 - On St. Patrick's Day, Gelson's hosted a grand opening of their new Wine & Tapas Bar. If you are nearby, stop by and enjoy great food and drink in your neighborhood Gelson's!



Welcoming Our Newest and Cutest Most Valued Gelson's Members



Are you or a team member expecting or have recently welcomed a sweet little bundle of joy? Please email Jackie Bagarotti at jbagarotti@gelsons.com. A Team Gelson's onesie (size six months) with a card from John Bagan, President & CEO, will be sent to the beaming parents.

Safety First: Gelson's Conducts Fire Drills

March 2, 2023 - With the assistance of the Area Loss Prevention Specialist, Gelson's conducted Fire & Evacuation drills at the Santa Fe Springs Distribution Center and offices and Encino offices. "As part of Gelson's continued Focus on the safety of our employees," said Noel Jimenez, Gelson's Area Loss Prevention Specialist. "It was important to conduct first drills to ensure that our teams know what to do and how to react in case of an emergency that requires evacuating the building."



WHAT YOU SHOULD KNOW



Where do you see yourself in 5 years? Let us help you get there.

The Retail Management Certificate Program is an accredited business program developed by the WAFC and grocery industry leaders. This program consists of eight online college courses designed to help build business management skills focusing on the retail industry. Courses taken in this program apply college credits toward an Associate's and Bachelor's Degree in Business! The curriculum is linked directly to core competencies required for managerial success.

If interested, please scan the QR code and complete the form before April 26, 2023.

If you have any questions, please contact Alejandra Vargas at avargas@gelsons.com, or 310-638-2842, ext. 4620.

Fall 2023 Class Schedule
August 14, 2023 – October 13, 2023, First 9-Week Session
October 16, 2023 – December 15, 2023, Second 9-Week Session

Retail Management Certificate
Program (RMCP)



Gelson's

Gelson's Regional Hiring Events for 2023!

Gelson's regional hiring events have proven to be very successful! Since Human Resources started the program in October 2022, they have hired and retained 161 new Gelson's team members! With the success of this program, we have decided to continue with the events through the second quarter of the year to the end of June.

Tell a friend or loved one about our upcoming hiring events:

- Dana Point and Century City - 4/05/23, 10am-2pm
- Rancho Mission Viejo and West Hollywood - 4/12/23, 10am-2pm
- Carlsbad and Westlake Village - 4/19/23, 10am-2pm
- La Canada and Laguna Beach- 4/26/23, 10am-2pm



MOVIN' ON UP

Congratulations on Your New Roles!

Kent Diep has been promoted to Senior Accountant.



Nguyen Pham has been promoted to Senior Accountant.



Bianca Grande promoted to Center Store Buying Clerk.



Karla Ash has been promoted to Senior Director of Human Resources and Recruiting.



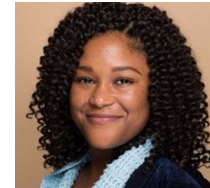
Brayan Aquino is the Store Director at our soon-to-open West LA store.



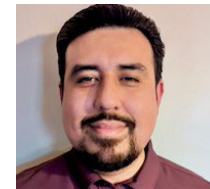
Pablo Chavez is our new Store Director at our West Hollywood store.



Nicole Dawley has been promoted to Marketing Manager.



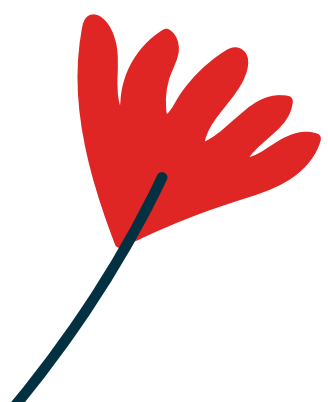
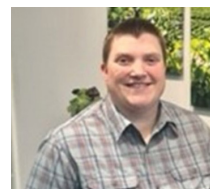
Josemanuel Lopez has been promoted to Meat and Seafood Supervisor.



Gretchen Johnson has been promoted to Category Manager.



Stacy Moore has been promoted to Assistant Category Manager.



STELLAR CUSTOMER SERVICE



What Gelson's Customers Are Saying:

"Robert Serrano is an exceptional service provider. He is helpful, warm, and welcoming and has established a good rapport with all of us "Saturday morning regulars." He is an excellent brand ambassador for your company. Thank you."

- Andrew R., Gelson's Century City Shopper

"Paola is a friendly and sweet young lady who always prepares gourmet sandwiches for me in the deli/ prepared foods section, including numerous salads, etc. Paola is so kind; I wish my cousins were as gracious as she is! She is classy, thoughtful, and has a lovely, welcoming smile. I always seek her help with gourmet sandwiches and other prepared food items. She even remembers what I like to order. Please appreciate your stellar employee Paola, who works at the Valley Village store at 4738 Laurel Canyon Blvd, Los Angeles 91607. Paola kindly helped me again Today, March 28, in the early afternoon."

- Ida G. - Gelson's Valley Village/NoHo Customer

"Adrian is congenial and very skilled in preparing meat and fish to order on a customer's request. He is a Gelson's employee whom many of your customers go to for that service. We regard him as a friend, happy to see him, which greatly improves our time shopping at Gelson's."

- David P., Gelson's Pacific Palisades Shopper

The follow-up on Sam Rubin and the turkey chili scandal was exceptional! The presentation on KTLA was incredible. I think there will be a stampede on Gelson's turkey chili! Gelsons, always a first-class operation!!"

- David M., Gelson's Valley Village/NoHo Shopper

"Jesse in your meat department is so caring and devoted to his customers! Plus, the assistant manager Jose Alvarez is a rare and special leader. He has a huge heart. The world would be a better place with more people like Jose and Jesse!!"

- Anonymous, Gelson's Encino Shopper

"So, this was on 2/26/23, and the fish counter at Gelson's is fantastic. I started shopping at Gelson's just for the fish, and of course, I started finding other things I liked there. I'm in there on a Sunday, and I asked the fishmonger about some black cod they have that I like. He said he doesn't always buy it because it doesn't sell. Totally understandable. But he said that if I'd like, come in the next weekend, and he'd have some for me. I said, "great!" I came back, and there it was; I bought it. The fish counter there is special. And would I have that conversation about fish anywhere else? No chance. Anyway, I wanted to call out the fish counter for being the best in town, and it's not close."

- Jarrett B., Gelson's Westlake Village Shopper

"I would like to commend the service Mario, meat manager at Calabasas store, provided. He goes up and above to assist. All of the employees in the meat department are great, likely because of him."

- Anonymous, Gelson's Calabasas Shopper

"I am a very loyal Gelson's customer; I love shopping there and your products. About a week ago, the credit card I was using did not go through, and when I tried to use another card, I couldn't remember the passcode; I was getting very flustered because several people were in line. Shirley was amazing and stayed calm, helping me get through it. Ultimately, I had another card that I was able to use. When Shirley is working, I always wait in her line; when I am through, she thanks me and always uses my name. She is very special."

- Sharon J., Gelson's Long Beach Shopper

"I have always enjoyed shopping at this location simply because of the friendly customer service. Thank you!"

- Ling H., Gelson's Hollywood Shopper

STAFF PICKS

Staff Pick: Richard Khoury, Director of Facility Maintenance

As a Gelson's employee for almost 20 years, Richard Khoury, Director of Facility Maintenance at our Encino location, has watched the store evolve, and many products come and go. But when we asked him for a favorite, he didn't hesitate for a second: "The Envy apple — it's the most delicious apple!"

Before the Envy, there was another apple, and Richard remembers their breakup vividly. "Our Produce Director Mark Carroll goes, 'why are you eating that? You've gotta try the Envy,'" he says. "So one day, Mark brought a couple of Envys to my desk, and I ate them, and that was it. They're just delicious apples."

"Oh," he adds, "and I've gotten them at different chains, and Gelson's is the best. We just get way better quality."

Richard doesn't dip his apples — he simply slices them and eats them plain. "You don't want to dip it, because it would take away from that great taste!" Best of all, @envyapples apples naturally stay white longer, so they're perfect from the first bite to the last.



Follow Gelson's on Facebook and Instagram.



Good News! Gelson's Is Hiring

We're always looking for talented people to join the Gelson's team, so please let us know if you know anyone who fits our great brand.

Administrative Assistant, Marketing Department
Administrative Assistant, Risk Management
Various Roles, West Los Angeles Store



Meet Noel Jimenez, Area Loss Prevention Specialist



Have you ever had a conversation with Noel Jimenez about his day-to-day? If not, you should try it sometime. From theft to slip-and-falls to employee safety, Noel and his team show up to the "scene of the crime" like detectives because a little sleuthing helps solve issues productively. With over 20 years of experience in loss prevention and retail operations, you'll quickly learn why he is the perfect person for the job. Read on to learn more about his role's importance at Gelson's stores and corporate offices.

Tell us a little about your background.

I've been in retail Loss Prevention for over 15 years and have over 8 years of experience in retail operations as a Store Manager/Trainer. I've worked with large retailers such as Target, Rite Aid, Old Navy, Petco, T.J. Maxx, Ross Dress for Less, and others. I was a certified Police Reserve Officer several years ago and am fluent in Spanish.

What is your title, and can you walk us through your day?

Area Loss Prevention Specialist: Help support stores with external theft issues, build Organized Retail Theft cases, and meet with law enforcement for these cases. Burglary and fire panel issues, assign leadership alarm codes, security talk training conversations, respond to emails, new camera allocations for remodel stores, and help schedule service work for camera issues. Help support the Human Resources department with investigations and video review, help register and assign training for the Alcohol Beverage Control state certification process for leaders, wine bar attendants, and backups. Responsible for helping supervise, monitor, and address any security concerns at the Santa Fe Springs distribution center and conducting store visits and audits.

What is the most challenging part of your job?

Helping address all the concerns from stores. With so much activity and communication coming through, prioritization and organization are key.

What is the most rewarding part of your job?

It is being able to interact with everyone in the company during store visits and training sessions.

What do you wish more people knew about Loss Prevention?

The Loss Prevention department is a support team for stores, field leadership teams, and corporate personnel. We help protect company assets, including our most important asset, PEOPLE while mitigating risks.



DIVERSITY, EQUITY & INCLUSION

PASSOVER 4/5/23 - 4/13/23

Passover (or Pesach in Hebrew) is one of the most significant and widely celebrated holidays on the Jewish calendar. For eight days, the Jewish community commemorates the Israelites' liberation from Egyptian slavery and their Exodus from Egypt. Passover is rooted in the story of the ten plagues that wreaked havoc during King Pharaoh's reign because of his reluctance to free the Israelites - specifically the Death of the Firstborn, where the Israelites' doors were passed over.



Why was this image chosen?
The Passover Seder Plate is integral to every Passover meal. There are six different foods, such as bitter herbs, sweet apples, and Matzo, each serving the purpose of retelling the story of Exodus.

Facts about Passover:

- One month before Passover, Jews do religious spring cleaning where they remove all hametz - leaven wheat, oats, rye, barley, and spelt - from their homes.
- During Passover, one must refrain from eating bread, pasta, pizza, cake, or cookies, etc., for eight days.
- It is said that Matzo was created when the Israelites left Egypt in haste, giving them no time to allow their bread to rise.
- During Passover, Jews eat a formal meal called Seder. The 15-step meal consists of unleavened bread and other food items symbolic of various aspects of the Exodus.

EASTER APRIL 9, 2023

Easter or "Resurrection Day" is the celebration of the resurrection of Jesus Christ, known as the Savior of the World, in the Christian religion. More than 2.5 billion Christians worldwide honor this day by going to Sunday church service to observe Jesus' life, death, and rebirth, and then end the day with an elaborate family feast and Easter activities such as an Egg hunt.



Why was this image chosen?
Christians and non-Christians alike participate in fun Easter traditions, such as egg decorating, egg rolling, and egg hunts.

Facts About Easter:

- Most Orthodox Christians who follow the Julian Calendar celebrate Easter later than most Christians. This year it will fall on April 24th.
- Easter takes place on the Sunday, after Lent - a 40-day fast, where participants give up one indulgence such as social media, alcohol, watching TV, etc.
- Traditionally, Hot Cross Buns - soft and slightly sweet little cakes with a cross cut into the tops - are usually served on Good Friday.
- Pastel colors and popular symbols such as eggs, spring lambs, bunnies, and flowers symbolize new life and growth.
- More than 700 million Marshmallow Peeps are sold each year, along with chocolate bunnies, jellybeans, and other candies designed to fill many Easter baskets.

RAMADAN (ISLAM'S HOLIEST MONTH) MARCH 22 - APRIL 21, 2023

Ramadan is the ninth month of the Islamic calendar and is marked by fasting, reflection, charity and prayer. It is believed that the first verses of Islam's holy scripture, the Quran, were revealed to the Prophet Muhammad during this time.



Why was this image chosen?
During Ramadan, Muslims only eat and drink before sunrise or after sunset, so the hours spent in darkness take on special significance.

Facts about Ramadan:

- There are more 2 billion observant Muslims around the world will abstain from eating, drinking, and some other activities between dawn and sunset each day of the month. They will engage in special prayers, read the Quran.
- These fasting periods can range from 11 to 16 hours per day. Before fasting each day, Muslims will begin with a pre-dawn meal called suhur, and then begin the iftar, the first prayer of the day, according to Nat-Geo. At dusk, after finishing the sunset prayer, or Maghreb, Muslims celebrate with the meal known as the iftar. This means "breaking the fast," and the meal is often shared with family and friends.
- Charity is a very important practice in Islam. During Ramadan, Muslims will often hold food drives or fundraisers to help the less fortunate.

Great New Products

We know you're busy and might not have had a chance to try some of our latest and greatest products. So, here's a roundup of what's new:

Chobani Coffee Creamer

Make your coffee creamy and delicious with these non-dairy creamers; available in caramel macchiato and French vanilla flavors. No artificial flavors or artificial sweeteners.



Barcode Drink

Barcode's all-natural, plant-based, premium formula provides everyday hydration as well as vitamins, minerals, and electrolytes. Also, it's under 30 calories with no added sugar!



Ketone-IQ Ketone Shot

Ketones are natural fuel and Ketone-IQ is a clean energy boost without sugar or caffeine. Have a shot whenever you need to re-energize.



Just Iced Tea

Just Ice Tea is an organic, Fair Trade Certified™ bottled tea line from the creators of Honest Tea. "Just" refers to the real-brewed tea leaves with a Just Sweet Enough™ taste. Caffeine-free and unsweetened varieties means there's an option for just about anyone. And fair trade sourcing helps provide a just way of life for our garden communities and the planet.



Mindright Bar

Improve your mood, energy, and focus. These delicious plant-based protein bars offer a proprietary blend of all-natural, brain-boosting ingredients to support a happy, healthy mind.



Aleia's Cook Top Gluten Free Stuffing Mix

Simple to prepare! Made with wholesome gluten-free bread, a rich, flavorful broth, plus a delightful blend of herbs and spices. Just add water and butter or butter substitute. Ready in five minutes!



Great New Products

We know you're busy and might not have had a chance to try some of our latest and greatest products. So, here's a roundup of what's new:

Gelson's
Explore Your Store

AMAZ Yerba Mate

AMAZ is a good-for-you energy drink powered by Yerba Mate and Super Plants from the Amazon Rainforest. Made with ingredients sustainably sourced through Regenerative Agriculture for healthier people and planet.



HopTea Sparkling Beverage

Hoptea is tea brewed like beer, with the full-bodied flavor of hops, but without sugars, additives, or fermentation. It's a great alternative to craft beer!



Tom & Luke Snackaballs

All Tom & Luke products are crafted from a few carefully chosen, wholesome ingredients. Cashew-based Snackaballs deliver terrific taste without a lot of sugar.



Purewild

These sustainably made, sustainably packaged drinks are infused with wild marine collagen and sweetened with a small amount of organic honey or organic agave.

