

The August Buzz is here!

Hatch Chile Season Is Here!

Gelson's summer forecast: Very Chile ... as in Hatch Chile! Hailing from Hatch, New Mexico, these bursting-with-flavor peppers (spicy and a little sweet) are headlining a bunch of our delightful Kitchen dishes. Cooking at home? Purchase a case (or two!) of our freshly roasted Hatch Chiles and delight your taste buds with our delectable recipes: https://www.gelsons.com/announcements/view/our-very-best-hatch-chile-recipes

Pickup & Delivery will be available on:

- August 4-6 Order by 8/2 at 4pm
- August 11-13 Order by 8/9 at 4pm
- August 18-20 Order by 8/16 at 4pm
- August 25-27 Order by 8/23 at 4pm
- September 1-3 Order by 8/30 at 4pm

"Whoever said the best things in life are free... obviously grew their own hatch chile." - **Anonymous**

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.



WHAT'S HAPPENING

Virtual Ice Cream Tasting with Van Leeuwen and Gelson's Artisan Ice Cream

We had over 171 sign-ups for our ice cream tasting event at the end of July, which was fantastic! The event was even better with great reviews from customers. We had our own private label ice cream and Van Leeuwen ice cream where customers got the chance to taste and mix with different ingredients!











You're Invited: Meet Our Grower Event at Gelson's Santa Barbara

Join Gelson's Corporate Executive Chef, Tony Dang, and Santa Barbara-based farmer, Chris Cadwell, to sample fresh, delicious produce from Tutti Frutti Farms in the produce department on Tuesday, August 29, from *1:30-2:30. *The event time is TBD





Vacation Fun in Virginia

Yvonne Manganaro, SVP of Customer and Team Experience, shared a sweet family vacation moment last month. She was able to capture the photo "the moment just before the zebras stole the feed cup." Fun times!



Grab a Beer With Colin Cowherd!

Grab a beer with Colin Cowherd on Sunday, August 6, 2023, 3pm - 5pm at Gelson's Manhattan Beach.

Stop by the wine bar to try Colin's The Herd - Draft Picks Pilzner on draft! There will be \$7 Pilzner pints, giveaways, autographs, and photo opportunities with Colin. You don't want to miss this exciting event.



CUSTOMER CONNECTION

Gelson's Artisan Ice Cream featured on KTLA's Off the Clock

July is National Ice Cream Month so it's fitting that Gelson's Artisan Ice Cream was featured on KTLA's Off the Clock show! Watch the full segment here: KTLA_IceCream.mp4 (sharepoint.com)













Tony's Cool Run-ins

Gelson's Century City Bartender, Tony Delucrezia, had a couple of interesting interactions last month, meeting "Weird Al" Yankovic and Gene Simmons from KISS.

Photo Credit: Tony Delucrezia's Instagram page.





The Coffee with a Cop Event at Gelson's Irvine Was a Success

July 12, 2023 - Today we had our Coffee with a Cop event at Store 18-Irvine. We had an awesome turn out with over 20 Irvine Police Department representatives (Patrol, Motorcade, Sergeants, Detectives, Emergency Response Manager,

Crime Analysts, Programs Specialists, JACKSthe emotional support K9 and even the Chief of Police) along with a city council representative.

We also had several customers, along with their kids, come out and meet the Irvine P.D personnel. Overall, I believe the event was a success.

Written by Noel Jimenez, Area Loss Prevention Specialist



















MOVIN' ON UP

In case you missed it, here is a heartwarming final email from Aldo Malesci, former Silverlake/Los Feliz store director.

A Final Farewell To All My Co-Workers and Friends

I just want to express my gratitude and thankfulness for the opportunity that the company has given me over the past 53 years. I also want to thank all of you for the support and friendship you have given me throughout my career. I have met and worked with many great people throughout the years.

I also want to thank my family for always encouraging me and telling me how proud and amazed they were that I have been with the company for so many years.

I will say one important thing I have always stood by as I went to work every day; I reminded myself that our company takes care of us and our families. Never take it for granted that it is just a job; it is not; it is our livelihood. Remember to be consistent.

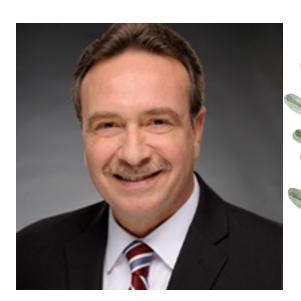
I wish the company and all of you many years of health and success. I will miss you all.

What a career!

Peace, Health, and Love.

Ciao.

Aldo



HAPPY RETIREMENT

Honorable Mention:

Happy Retirement, Helen!

The Encino team gathered for a beautiful send off in late July.

MOVIN' ON UP

Congratulations on your new roles!

Manal Bakhet will be the newest Grocery Manager at our Pacific Palisades store!



Mario Uribe will be the newest Grocery Manager at our Hollywood store!



Jon Cook will be the newest Store Director at our Sherman Oaks store!



Matthew Hernandez is our newest Grocery Manager.



Jose Salmeron will be the newest Store Director at our Silver Lake store!



Jesus Castillo will be the newest Grocery Manager at our Marina del Rey store!



Congratulations on Your Service Anniversary!

Bob Morgan - 50 Years
Tim Mahoney - 45 Years
Lisa Ali - 30 Years
Caeser Cordisco - 25 Years
Yvonne Manganaro - 20 Years
Bianca Grande - 15 Years

Happy Anniversary

STELLAR CUSTOMER SERVICE

What Gelson's Customers Are Saying:

"Just wanted to thank you again for the wonderful evening at the Bowl... and the food was absolutely delicious!! I am going to the Bowl again next week with a group of 8, and we have all agreed that Gelsons will be our go-to place to order our meals!!"

- Susan H., Diana Krall Hollywood Bowl Sweepstakes Winner and Gelson's Calabasas Shopper

"Flor is a great cashier, she has a positive attitude, plus she's pleasant, kind and helpful.

- Estella F., Gelson's Tarzana Shopper

"Steven is a Clerks Helper that not only performs his duties (bagging, etc.) well, he has a great caring, helpful, and cheerful attitude."

- Anonymous, Gelson's Westlake Village Shopper

"John, I'm sitting at your wine bar in Century City having my second glass of wine. How the hell did you find such a great bartender!! This guy Tony is remarkable not only a great bartender attentive and personable, but he does magic tricks too! my girlfriend and I just watched him take care of a special-needs customer with such grace and class. I wish I had an employee like this myself. we feel like we just found this wonderful little secret, hiding spot in the middle of Century City. Bravo buddy wish you guys the best continue success keep this guy, Tony he is a gem."

- Steve C., Gelson's Century City Shopper



"I am delighted to discover your excellent "Pasture Raised" eggs!!!! So happy that you are producing this product for all your shoppers in Pacific Palisades. I had just read that only "Pasture Raised" eggs have hens grazing in an open pasture. Thank you, Thank you. I have been a devoted patron since you opened in Pacific Palisades, Ca. in 1979. When you first opened. I would take out-of-town visitors on a tour of your stunning market. We had never seen such a beautiful market. It still remains a stellar business in my community. I am an artist, born and raised in Santa Monica. There have been many changes in my home town and the Palisades. But, no matter how much growth and development crowds these places now, your store, Gelson's, remains Quality I can count on consistently."

- Sally L., Pacific Palisades Shopper

STAFF PICKS

Staff Pick: Chris Connaughton

Equipment Buyer & Project Manager Chris
Connaughton is a big fan of our in-store poke bar.
"I love how you can customize your bowl. You put
whatever you like on it — and if there's something
you don't care for, you don't have to mess with it," he
explains.

We make fresh poke several times a day using our house Hawaiian and Hawaiian Spicy style recipes and generous chunks of beautiful, center-cut ahi tuna, so customers can come in anytime and get the freshest poke around.

"I probably stop by the poke bar at least once a month," Chris says. "There's a lot of good variety, and the Hawaiian style tuna is pretty bomb! I also love the calamari ginger salad, the octopus taco salad, and the seaweed salad. They have these little crispy onions, too. Just add some white rice, and you're good to go."

And what is Chris's top piece of advice for poke bar first-timers? "Don't be scared to try everything there. Try it all!"



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.

- Senior Director. Produce and Floral
- Various Roles, West Los Angeles Store
- Quality Assurance Specialist

For more information, see your store director or contact our recruiting team.



Follow Gelson's on Facebook and Instagram.





Gelson's August Hiring Events

- •Rancho Mission Viejo and Westlake Village Tuesday, August 8, 2023, 10 a.m. - 2 p.m.
- •Dana Point and Hollywood Tuesday, August 15, 2023, 10 a.m. 2 p.m.
- •Carlsbad Tuesday, August 22, 2023, 10 a.m. 2 p.m.
- •Pacific Beach and La Cañada Flintridge Tuesday, August 29, 2023, 10 a.m. - 2 p.m.

DIVERSITY, EQUITY & INCLUSION

IN AUGUST WE CELEBRATE THOSE WHO SERVE AND OUR VETERANS!

Here at Gelson's, every month is Military Service Month. Why? Well, 365 days a year, 7 days a week, and 24 hours a day, members of the U.S. military are on call around the world, defending the interests and security of the United States and beyond. This month, take the time to express gratitude to members of the military and their families for all they do daily.



Why was this image chosen?
About 3% of our Gelson's team
members have served in one of the
branches of our military, are in the
reserves, or are actively serving. We
thank our coworkers who have served
thank our coworkers who have served
a 10% alsocure of the
a 10% alsocure of the
former military members who are not
employees.

Facts about the U.S. military:

- There are now six branches of the U.S. military: Army, Marine Corps, Navy, Air Force, Space Force, and Coast Guard
- The Army National Guard and the Air National Guard are reserve components which operate partially under state authority
- Of the 21 million veterans in the United States, about 1.8 million veterans live in California – more than in any other state

WOMEN'S EQUALITY DAY IS AUGUST 26

Women's Equality Day is celebrated in the United States on August 26 to commemorate the 1920 adoption of the Nineteenth Amendment (Amendment XIX) to the United States Constitution, which prohibits the states and the federal government from denying the right to vote to citizens of the United States based on sex. It was first celebrated in 1971, designated by Congress in 1973, and is proclaimed yearly by the President of the United States.



Why was this image chosen? Women's Equality Day is about celebrating the passions and interests of women from all walks of life and, most importantly, helping to empower women politically.

5 Ways to Celebrate Women's Equality Day

- Become a mentor. Uplift the lives of young women in your community
- 2. Host a fundraiser or collection drive and donate money/goods to a non-profit that supports underprivileged women.
- Volunteer your time for a cause.
- 4. Read a book that focuses on gender equality.
- 5. Spread the word about
 Women's Equality Day on you
 favorite social media platform

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 Artisan Ice Cream

Made in California the oldfashioned way, Gelson's smallbatch ice cream contains more butterfat and less air than regular ice creams – delivering a richer, creamier dessert.



Noosa Frozen Yoghurt Gelato

Just in time for summer fun, Noosa's extra creamy, oh-sodreamy yoghurt gelato is here! Made from the best ingredients, it's a new spin on dessert.



Ruby Jewel Ice Cream Sandwich

Treat yourself to a Ruby Jewel ice cream sandwich. Made with premium, ultra-creamy ice cream and two all-butter cookies, they're sure to please.



Daisy Cottage Cheese

Satisfy your sweet tooth, wholesomely. Daisy's popular cottage cheese, boasting fresh and creamy taste, now comes in a single-serve size with real fruit compote.



Starbucks Cold Brew Concentrate

Starbucks' signature cold brew is now easier to make at home: simply add water and ice. Every sip is creamysmooth, reminiscent of milk chocolate.



Quinn Pretzel Nuggets

It's a sweet and savory win-win from Quinn! These gluten free pretzel nuggets are now available filled with deliciously sweet maple almond butter.



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Siete Grain Free Tortilla Chips

Made with cassava flour and 100% avocado oil, Siete grain-free tortilla chips are wonderfully light and crispy. Plus, they're free of gluten and dairy!



Häagen-Dazs Yogurt

Fermented in small batches using premium ingredients, Häagen-Dazs yogurt offers the health benefits of cultures plus a thick, smooth texture; no stabilizers or thickeners.



4th And Heart Ghee Original

Crafted from the milk of grass-fed, pasture-raised New Zealand and Australia cows, 4th & Heart Ghee can easily replace your current butter or cooking oil.



Dress It Up Dressing

Dress It Up was founded with the belief that salad is healthy and dressing should be too. Made from simple ingredients, it delivers classic flavors.



Ritter Sport Vegan Chocolate

There's no need to sacrifice terrific taste. Crafted from simple, high-quality ingredients, Ritter Sport's vegan chocolates are just as delicious as Ritter's other varieties.



Cheetos Flamin' Hot Tangy Chili Fusion

Experience Cheetos Flamin' Hot and then some! These crunchy, cheesy snacks bring together chili peppers, garlic, ginger, and citrus for a uniquely bold flavor.



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Scratch California Style Honey BBQ Sauce

Try Scratch's new Honey BBQ Sauce on chicken, brisket, ribs, and more! It's made with 100% real honey; no high-fructose corn syrup or added colors.



A Good Egg Pasteurized Eggs

A Good Egg pasteurized eggs are treated with warm water to eliminate salmonella inside and outside the egg. Enjoy them the way you like.



Fresh Vintage Farms Oil

Meet your kitchen's new secret ingredient! These California-grown, singleingredient, cold-pressed almond and walnut oils are great for cooking, sautéing, baking, grilling, salads, marinades, and dips.



Zack's Mighty Organic Tortilla Chips

Cut and fried from whole tortillas, Zack's chips stand up to any dip! Made with certified regenerative corn, they're also organic, non-GMO, and gluten free.



Tender & True

Recipes are created with a precise blend of natural ingredients (providing antioxidants, vitamins, and minerals) for optimal nutrition. Products are proudly made in the U.S.A.



Brave Good Kind Tender Chicken Bites

BGK slow-roasted, highprotein, low-sugar chicken bites give you a boost without spikes, dips, or crashes. They're available in three flavors: Original, Teriyaki, and Hot Honey



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Gelson's Popcorn

New from Gelson's! Handcrafted using the highest-quality ingredients, our gourmet popcorn comes in four delectable flavors: Sea Salt, Black Truffle, Kettle Corn, and White Cheddar.



Magnolia Bakery Banana Pudding Cookies

Magnolia Bakery's worldfamous banana pudding has transformed into indulgent, soft-baked, individually wrapped cookies. Each one is baked with real butter, bananas, chocolate, and vanilla wafers.



Gelson's Organic Flatbreads or Bites

Gelson's Organic crackers are made by hand in Sonoma County, CA using only the highest quality, local and organic ingredients. Pair with Gelson's hummus or create the perfect charcuterie board using a variety of Gelson's crackers.



Pure Green Juice Shots

Enjoy raw foods' nutritional benefits. Created by chefs and scientists, Pure Green juice contains 3-5 pounds of fruit and vegetables per bottle; no sugar added.









Cocojune Organic Coconut Yogurt

Grab a spoon – it's time for Cocojune! This dreamily delicious plant-based organic yogurt is full of science-backed probiotics and the company is certified plastic neutral.



Zapp's Potato Chips Evil Eye

Distinctively bold and crunchy, Zapp's potato chips deliver the vibrant taste of New Orleans. They're kettle cooked, one batch at a time, using premium ingredients.



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Siete Kettle Chips

Siete Mexican-style chips are cooked in avocado oil and expertly seasoned. Choose from Sea Salt, Sea Salt Vinegar with Hint of Serrano, or Chipotle BBQ.



MìLà Soup Dumplings

MìLà's best-selling soup dumplings are made with locally sourced pork, shrimp, and/or chicken, and rich, savory broth. Plus, they heat up quickly (under 12 minutes).



Pirate's Booty Crunch Attack!

Made with "Great White" cheddar cheese, these tasty, crunchy rice and corn puffs – in a new shape – will have you circling the bag for more!



Laura Chenel Mango Habanero Chevre Log

Fresh, creamy goat cheese pairs with ripe mango and habanero pepper in this spicy-sweet log inspired by the rich bounty and culinary influences of Sonoma.



Joyfull Bakery Seeded Parmesan Crackers

Joyfull Bakery's deliciously cheesy and crunchy crackers are artisan-crafted with 100% aged Parmesan and wholesome seeds, including sunflower, pumpkin, sesame, millet, and flax.



Trü Frü Nature's Dried Fruits

Trü Frü treats feature premium fruit, uniquely "hyper-dried" to preserve taste and nutrition. Then it's immersed in tempting dark chocolate for a natural indulgence!



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Stonefire Everything Naan Dippers

Perfect for snacking or as an appetizer with your favorite dips, Everything Naan Dippers are delicious, pillowy, bitesized naan baked in Stonefire's patented tandoor oven.



New Barn Regenerative Eggs and Plant-Based Milk

New Barn's deliciously clean, dairy-free kitchen essentials are sourced from regenerative organic farms, so you can eat well while helping the planet.



Purely Sedona Water

Sourced from the springs of Sedona, this electrolyte-rich water (sparkling or still) has a pH balance of 8.0 and comes in environmentally friendly glass bottles.



4505

Chicharrones

Light and crispy, these savory chicharrones are crafted from humanely raised pork. Try the spicy version, made with Tajin Clasico seasoning, or sea salt.



Petit Pot Dessert Pots

New from Petit Pot: Classic crème brûlée is exquisitely rich and elegant. Strawberry compote pairs with creamy cheesecake and a sprinkling of French butter cookies.



Siete Grain Free Taco Shells and Seasoning

Siete grain free taco shells are produced with ingredients like cassava, pumpkin, and avocado oil. Siete seasonings feature simple spices and bold flavors.



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Pan's Mushroom Jerky

Made of shiitake mushrooms, Pan's jerky offers a satisfying umami flavor and soft, meaty texture. Plus, it's a good source of fiber and vitamin D.



A Better Dog Food and Treats

On a mission to help dogs live healthier lives, A Better Treat makes its products with natural ingredients, including salmon, beef liver, chicken, and veggies.



Vista Hermosa Burritos and Tortillas

Vista Hermosa's authentic burritos and tortillas are created using traditional methods and quality ingredients. Get set for a memorable meal! glass bottles.





Tonnino Albacore Tuna Fillets

Tonnino albacore tuna is hand-cut and packed in glass, revealing the premium quality of the fillets. Choose from spring water, olive oil, and truffle oil.



CHOMPS Snack Sticks

Chomps are packed with protein from high-quality beef, venison, and turkey. The products contain no added sugar and are free of the top nine allergens.

