



Gelson's What's the Buzz

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

The July Buzz is here!

30% Off Discount for all Gelson's Employees

Only a few days remain to take advantage of your 30% off employee discount. It ends on July 9. Take advantage of this opportunity to get all the delicious barbecue and snacks you'll need for your summer festivities!

Remember, you can save online, too! Order online at gelsons.com/catering and receive 30% off using the code **EMPLOYEE30**.

"July is hot afternoons and sultry nights and mornings when it's a joy just to be alive. July is a picnic, a red canoe, a sunburned neck, a softball game, and ice tinkling in a tall glass. July is a blind date with summer." - **Hal Borland**

Information Station

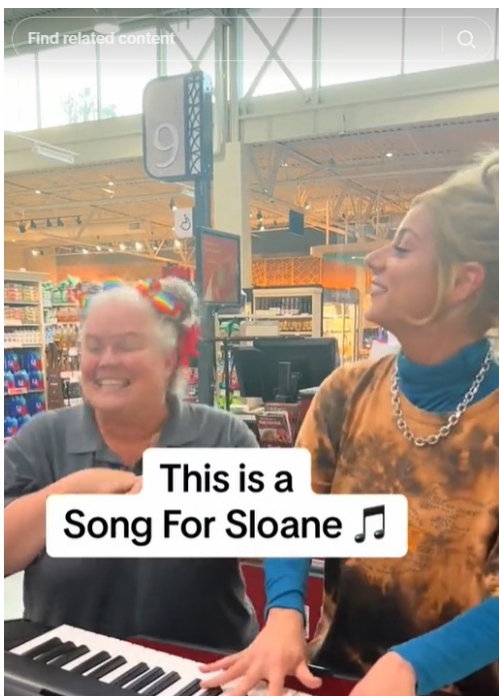
Our "What's The Buzz" was created to share information about our company with our company. If you have any store-related images or news about Gelson's community activities that are *Buzz* worthy or social media worthy, please email ndawley@gelsons.com.

CUSTOMER CONNECTION

A Song For Sloane is Gelson's Most Popular Instagram Video of the Summer

Singer-Songwriter Jax of @jaxwritessongs surprised Sloane Balkwill, a Gelson's Calabasas cashier, with an impromptu song. The way Sloane's face lit up with joy and amazement was adorable. It was a beautiful display of Jax's talent and music's power to unite people. As referenced in the video, Sloane's daughter, Kyla Balkwill is a Clerk's Helper at the Gelson's Calabasas store. **The Instagram video garnered 40,840 views at the time of print.**

Click the link below to see the sweet moment: <https://www.tiktok.com/@jaxwritessongs/video/7247234248543980843>



Father's Day - Certified Angus Beef Sweepstakes Winners

Gelson's Meat & Seafood team launched a successful Father's Day sweepstakes in collaboration with Certified Angus Beef, where customers were encouraged to enter to win 2 Certified Angus Beef ® USDA Choice Tomahawk Steaks, 2 Certified Angus Beef ® USDA Choice Rib steaks, and 1 CAB Pitmaster BBQ Tool Set. 357 customers entered for the grand prize. 3 winners were chosen.

Pictured below is Gelson's Manhattan Beach customer, Aline P. of Torrance, who visited the store to claim her prize. After learning she won, she responded, "WOW, I'm so happy! I've never won anything before, LOL."



WHAT'S HAPPENING

Get Ready for Hatch Chile Season!

The Gelson's Kitchen offers Hatch Chile Cornbread, Hatch Egg Salad, Hatch Chile/Grilled Corn/Heirloom Tomato Salad, Hatch Macaroni & Cheese, Mini Quiche Hatch Chile, Hatch Chicken & Cheese Quesadilla, Hatch Pork and Beef Sausage and Peppers and Hatch Turkey Meatballs in Suiza sauce are among the many offerings from Gelson's meat department.

If you are good with handling the heat, get yourself a case! They're the ideal addition to many dishes, including omelets, baked chicken, pasta, sandwiches, dips, salsa, and more.

Rewards customers can start ordering on 7/17/23, and non-rewards customers on 7/24/23.

Order link: <http://gelsons.com/hatchchiles>

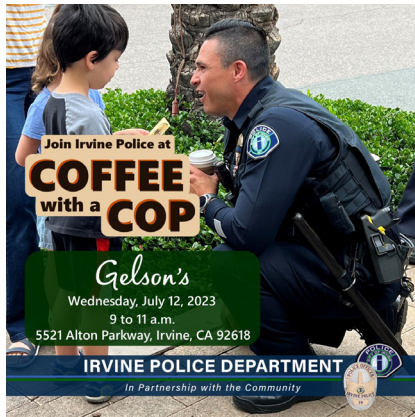


Taste the Gelson's Rainbow: Gelson's Century City 2-Day Ice Cream Tasting Event

On June 9, 2023, and June 10, 2023, Century City employees were invited to sample Gelson's Artisan Ice Cream. On the first day, Clerk's Helper Michelle Bustamante dished up tempting scoops of Sea Salt Caramel, Chocolate Mint Flake, Burgundy Cherry, Butter Brickle, Mocha Almond Fudge, Double Dutch, and Vanilla. Clerk's Helper Quinn Lohmann was happy to try something new. On Day 2, Jessica Mejia Hernandez scooped up samples for everyone, including Clerk Leo Hernandez. What a delicious event!



Gelson's Irvine Set to Host Coffee with a Cop Event



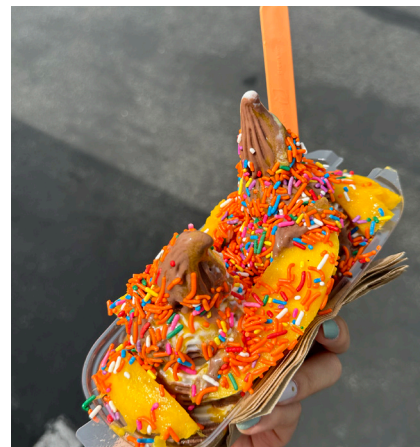
On Wednesday, July 12, in partnership with the Irvine Police Department, Gelson's Irvine will host a Coffee with a Cop event. The event is meant to bridge the gap between the Irvine community members and the police force.

New Poke Flavors at Gelson's!

Attention poke lovers! We have expanded our four new poke flavors to five more locations! After receiving great reviews at the Encino, Irvine, Long Beach, Manhattan Beach, and Santa Monica locations, Hurricane Sriracha, Ginger Wasabi, Kona Mango, and Miso Sesame are now available at Westlake Village, Calabasas, Sherman Oaks, Santa Barbara, and Dana Point. These new additions are sure to take your poke experience to new heights. Stop by the participating locations to indulge in these delicious flavors!

Highlights From the Mango Split Tour

Gelson's offered a sweet experience last month with a Mango Split Tour at seven of our stores. Partnering with the National Mango Board and SURE GOOD Soft Serve, an L.A.-based ice cream truck, customers enjoyed two special summer desserts: the Mango Split and the Mango Milkshake!



Meet Dolores Casillas, Gelson's Recruiter

As a recruiter, Dolores Casillas' role is very instrumental at Gelson's. She shared that her role "contributes to the overall company objective by screening candidates and ensuring they are a perfect fit for Gelsons and what we stand for... and give the level of service our customers deserve and expect." Read more about how Dolores started at Gelson's and her memorable Gelson's moment.



1. How did you get your start at Gelson's?

I started working at the Viktor Benes Bakery almost 25 years ago until I encountered Mr. Keith Miller. He encouraged me to apply for Gelsons in Tarzana for the coffee bar. I eventually became a checker and then an office cashier before applying for the open role in Recruiting last October.

2. What was your first day on the job like?

My first day on the job was GREAT; the people I met in the Santa Fe Springs and Encino offices have made me feel so welcomed. There really is a sense of pride in what we do in the offices, like there is in the stores.

3. Can you provide an overview of your job responsibilities and daily tasks?

Some of my responsibilities include interviewing candidates, attending hiring events and or job fairs, and communicating via email with possible candidates. I work to build relationships with potential applicants and place in the stores where the greatest needs are.

4. What is a typical day in the office like?

A typical day in the office starts off with checking emails and reviewing applications. I reach out to applicants via phone and email, conduct interviews and schedule new hires for training. I communicate with Store Directors about their open positions and travel to stores to hold open interviews and process new hire paperwork.

5. How does your role contribute to the overall objectives of the company?

My role contributes to the overall company objective by screening candidates and ensuring they are a perfect fit for Gelsons and what we stand for. We try to place individuals who we fill will thrive in a busy environment and give the level of service our customers deserve and expect.

6. How does your job align with your long-term career goals?

After being in the stores and now in the office, I am learning all of the different aspects of the business. This allows me to round out my experience, that could possibly open new doors for me within other areas.

7. What is the most memorable or amusing incident that has happened to you while on the job?

One of my most memorable moments was when I hired someone so appreciative of being brought onto the team that she surprised me with Portos at my office.

8. If your job has a theme song, what would it be and why?

My theme song would be Happy by Pharrell Williams because when I go to work, I am always happy, especially when I get to see my Santa Fe and Encino family.

9. How do you currently stay updated and learning in your field?

I stay updated within my field by reading articles and attending online webinars. I also stay in contact with other recruiters at the different job fairs I attend. We are all facing the same challenges, so it helps to talk to others who are in the same field.

10. What do you find most rewarding about your job?

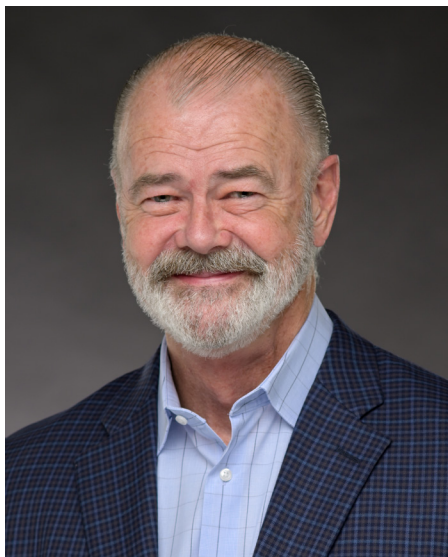
I find that giving people the opportunity to work for a wonderful company like Gelsons to be the most rewarding part of my job.

MOVIN' ON UP

Mark Motsenbocker will lead the development of Enterprise Risk Management (ERM)

We are pleased to announce changes in the Risk Management and Human Resources areas as we continue to improve processes and better support our associates and the company.

Mark Motsenbocker will lead the development of an Enterprise Risk Management (ERM) program to identify and mitigate operational, financial, compliance, leases, legal, and other risks across the company. Building on many of his current responsibilities, Mark will help create a comprehensive risk management approach that will include several areas of the organization where risk is currently managed. This more comprehensive approach to risk management will result in creating an ERM framework, including implementing an enterprise-wide risk policy, methodology, and procedures.



2023 President's Award Winner: Modesto Sandoval



Modesto began his career with Gelson's in 1989 as a kitchen coordinator at our Encino store. Since then, Modesto has worked at our Valley Village, Silver Lake, and currently our Sherman Oaks store during his 34-year career with Gelson's.

Modesto's outstanding work ethic, humbleness, and cheerful outlook have earned him the respect of his fellow associates, customers, and management team. He consistently goes above and beyond what's expected, from providing superior customer service to helping his co-workers, even if it is not in the Kitchen department. We are truly fortunate to have him on our team! His dedication to his position is exemplary, and his execution is unmatched. He remained positive throughout the many challenges over the past couple of years.

Modesto comes from a big family with ten siblings – five brothers, five sisters, and twenty-four nephews and nieces. He enjoys watching great soccer matches and roots for the L.A. Dodgers.

Please join us in congratulating Modesto on this extraordinary achievement!

STELLAR CUSTOMER SERVICE

What Gelson's Customers Are Saying:



"Vilma at the service deli in Encino #2 provided exceptional service to me yesterday morning. I told her I was getting meat and cheese for my son, who has celiac disease, and she took great caution in changing gloves and cleaning the slicing machine for us. She also worked quickly and efficiently with a positive and friendly attitude. She is quite a great representation for Gelson's."

- Michyle L., Gelson's Encino Shopper

"I would like to recognize the exceptional service provided by Jorge in the West Hollywood store. He is friendly and knowledgeable and consistently provides excellent recommendations. I appreciate the fact that he always makes time for me when I am in the store and shares information about new product arrivals. With so many shopping options in the area, he is the reason I am and will continue to be a Gelson's customer."

- Scott W., Gelson's West Hollywood Shopper

"Your butcher, Daniel, helped me today. He went out of his way to assist me with my request in the most courteous way and manner. I am very appreciative of his help and kindness. Please acknowledge his customer service efforts as being among the best I've experienced in Irvine, CA since I've lived here for the last 9 years. Thank you."

- Linda P., Gelson's Irvine Shopper

"Evette, at the door, was a warm and friendly guide - it was my first visit to Gelsons. The staff at the store were friendly and helpful!"

- Chris M., Gelson's Rancho Mission Viejo Shopper

"The cheese pairing section employee was so knowledgeable and good that we bought so much cheese with him and even the dried nuts and fig spread."

- Sheila S., Gelson's Long Beach Shopper

"Great customer service, check-out lines always go fast, and the store is always clean and well stocked, making shopping here an enjoyable experience!"

- Patrick G., Gelson's Del Mar Shopper

"I love these grocery stores; they have a great selection of meat and produce. They have a really good salad bar for you to make your own salad."

- Christina C., Gelson's Irvine Shopper

"The cashier heard me tell my husband on the phone that I forgot to get the San Pellegrino water, and it was too late because I was already being checked out. The cashier asked if I still wanted the water and then sent a clerk to get me the three bottles I had forgotten. This is Gelson's excellent service."

- Shelley K., Gelson's Marina del Rey Shopper

STAFF PICKS

Staff Pick: Andrea Sagastume

No matter what the occasion, Construction Coordinator Andrea Sagastume swears by Gelson's tulips. "They're my second favorite flower!" she exclaims. (Her favorite, for those who are curious: ranunculus.)

Our stores receive cases of fresh flowers and plants every day; our floral managers and designers rotate out anything that looks droopy or past peak, and they're happy to work with you to create gorgeous arrangements for any occasion. As a former floral department employee, Andrea says: "People count on Gelson's when they want to splurge on a big, beautiful bouquet for family or friends, anniversaries, graduations — or a boyfriend or girlfriend, of course!"

The tulips are available year-round in our floral department, which is why Andrea considers these brightly colored perennials her go-to flower: "They're always there, they have really pretty colors, and they just last so long — especially if you add a penny to the water. It'll help them stand up."



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, Risk Management**
- **Quality Assurance Supervisor**
- **Various Roles, West Los Angeles Store**

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

Gelson's July Hiring Events

- **Irvine and West Hollywood - Tuesday, July 11, 2023, 10 a.m. - 2 p.m.**
- **Dana Point and La Canada - Tuesday, July 18, 2023, 10 a.m. - 2 p.m.**
- **Rancho Mission Viejo and Sherman Oaks - Tuesday, July 25, 2023, 10 a.m. - 2 p.m.**

DIVERSITY, EQUITY & INCLUSION

JULY 18 IS NELSON MANDELA INTERNATIONAL DAY!

Nelson Mandela International Day, also known as Mandela Day, is an international observance in honor of the work of Nelson Mandela, celebrated annually on his birthday, July 18. The day was officially set by the United Nations in November 2009, with the first observance of Mandela Day held on July 18, 2010. The day remains rooted in the call Mandela made in 2009 to honor him by working in communities rather than celebrating his birthday. The global theme for 2023 is "Climate, Food & Solidarity."



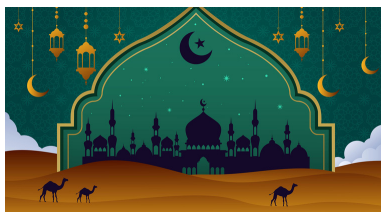
Why was this image chosen?
Nelson Mandela was an important anti-apartheid leader in South Africa, and served 27 years in prison for actions he took against the apartheid government. This image shows him during the years he served as president of South Africa following his release from prison (1994-1999). After his presidency, he focused on combating poverty and HIV/AIDS through the charitable Nelson Mandela Foundation, and continued to be active in world affairs until 2004. Mandela Day was created to foster a spirit of community service.

Facts about Mandela Day:

- Mandela Day was created to inspire people to embrace the values of democracy and contribute towards the ideals of ensuring a just and fair society.
- Nelson Mandela worked to encourage political engagement and volunteerism.
- Many celebrate by dedicating 67 minutes of their time during the month of July - one for every year of Mandela's service to South Africa - to their local community.

ISLAMIC NEW YEAR JULY 18 – JULY 19, 2023

Muslims worldwide celebrate Islamic New Year, also known as Hijri New Year, on the first day of Muharram, the first month on the Islamic calendar. The first year of this calendar began in 622 AD when the Prophet Muhammad led a great migration from Mecca to Medina to escape religious persecution by the Meccan pagans. The departure of Muhammad and his followers became a movement called the Hijra — where Muhammad set a constitution that protected every Muslim's rights and responsibilities. This event is significant for those in the Muslim faith, which is why Islamic New Year commemorates a sacred moment of their history.



Why was this image chosen?
Green has been associated with Islam by most of its followers because of a line in the Quran (18:31) which states that "those who inhabit paradise will wear fine silk garments of green."

Facts about Islamic New Year:

- Islamic New Year is spent reciting the Koran and hosting special sermons and prayer meetings.
- The Islamic calendar is a lunar calendar based on the revolutions of the Moon rather than the sun. Typically, it has 12 lunar months and is 354 days long.
- Muslims comprise over 24% of the world's population. Depending on the country or sect, it is observed at different times of the year, with different customs and traditions.
- The tenth day of Muharram, known as Ashura, is a day of prayer and fasting commemorating the death of Prophet Muhammad's grandson, Husayn ibn Ali. He died during the Battle of Karbala.

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

Gelato Boy Ice Cream

Explore Italian gelato without a passport. Gelato Boy's co-founder was born and raised in Venice, Italy, which helped pave the way for flavor-first authentic recipes.



Vita Coco Farmers Organic Coconut Water

Give your body and mind a boost! Made from hand-picked coconuts, Vita Coco's super-premium, 100% organic, non-GMO coconut water provides vital electrolytes and nutrients.



P.O.P Candy Butter Crunch

These buttery, nutty, soft-crunch toffees are handmade – no corn syrup, gluten, soy, or peanuts. Sprinkle on ice cream or enjoy right out of the bag!



Keto Foods Ice Cream Bars

These keto-certified vanilla crunch bars have zero sugar added and contain only natural sweeteners. The ingredients support 100% sustainably sourced cocoa and American farm families.



Tejava Brewed Peach Black Tea

Tejava's award-winning tea in the iconic one-liter glass bottle is now available in peach flavor! Unsweetened, bold, and smooth, it's carefully brewed in small batches.



Lesser Evil Popcorn

LesserEvil air-pops its light and fluffy organic popcorn before tumbling it in the best oils and sprinkling it with the purest ingredients available.



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Primal Kitchen Organic Dijon Mustard

Bring on the Dijon! Dare to dress up your favorite dishes with Primal Kitchen's delicious mustard, featuring complex, spiced flavor. It's paleo and keto certified.



Kettle Chips Air Fried

Sprinkled with Himalayan pink salt, these light, crispy chips have 100% bold Kettle brand flavor with 30% less fat than Kettle's regular sea salt chips.



Bachan's Barbecue Sauce

Bachan's family recipes are perfected over generations. The umami-filled Japanese barbecue sauce comes in a gluten free version or, for bright, citrusy notes, try yuzu.



Primal Kitchen Organic Hawaiian Barbecue Sauce

This island-inspired sauce is full of flavorful ingredients like pineapple juice and coconut aminos. Braise and glaze for huli huli chicken, or slather on salmon.



Forager Dairy- Free Cashewmilk Yogurt

Creamy, delicate, and deliciously dairy-free, Forager's cashewmilk yogurts are traditionally cultured using organic cashews and live active probiotics.



Wish-Bone Ranch Dressing

Now with a new, creamier taste! Made with onion, garlic, and black pepper (no high-fructose corn syrup), thick, creamy Wish-Bone ranch dressing adds great texture and taste to salads and more.



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Gelson's
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Oatly! Oatgurt

New Oatly Oatgurt is still a vegan, oat-based yogurt alternative, only now it's way better – with a nice tanginess you'd expect from the dairy-based stuff.



Attitude Laundry Detergent

Clean your clothes with Attitude! This science-based company makes high-quality, performance-proven products formulated from naturally derived ingredients and uses eco-innovative packaging to reduce plastic.



Cheddies Crackers

Ready for a fun-to-eat cheese cracker that evokes the nostalgia of childhood? Reach for a box of Cheddies: crunchy, clean, and packed with real cheese.



Palmer's Vitamin E Skincare

Palmer's products are specially formulated to protect and renew dry, damaged skin with highly concentrated, natural vitamin E for visibly healthier, younger-looking skin.



Primal Kitchen Organic Unsweetened Spicy Ketchup

Spice up breakfast tacos, meatloaf, burgers, hot dogs, and fries! Primal Kitchen's fiery update to its classic ketchup adds a caliente kick to your meals.



Socosani Sparkling or Still Water

Crafted by nature for thousands of years, Socosani 100% natural mineral water supports your health and wellness. It's rich in silica, magnesium, and electrolytes.



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CVT Ice Cream Pouch

No machine, no prep, no mess! CVT's delicious soft serve – made from a family recipe using seven all-natural ingredients – is now available in single-serving pouches. Check out Instagram @cvtsoftserve to see what all of the buzz is about.



Calidad Tortilla Chips

crunchy, flavorful corn tortilla chips are made from high-quality ingredients. Enjoy our new White Corn Tortilla offering.



Daytrip Prebiotic Soda

It's like a rejuvenating journey for your gut and mind. Try it today and be on your way to a healthier you!



Doritos Sweet & Tangy BBQ

Doritos is introducing an exciting new flavor: traditional barbecue taste is amplified with sweetness, complex spices, and tanginess for a bold twist on a classic.



GT's Cocoyo and GT's Alive or Kombucha

Create a new daily ritual! All GT's living products are authentically fueled by organic plants, raw fermentation, naturally occurring probiotics, and ancient wisdom.



Hu Chocolate

Let's hear a woo-hoo! Hu's new organic, grass-fed, creamy milk chocolate contains simple ingredients you can count on one hand – no weird ingredients.



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The Good Crisp Company Potato Crisps

These canister snacks are made without the top allergens. There's no added junk or anything artificial, so you can feel good and leave guilt behind. Try our newest offering: Sea Salt & Vinegar!



Wildgood Dairy-Free Ice Cream

Wildgood is a plant-based frozen dessert boasting extra virgin olive oil for the rich, creamy texture of premium ice cream without dairy or alternative milks.



Hippeas Chickpea Tortilla Chips

Hippeas' innovative chickpea flour reduces fat content while creating a lighter, crunchier chip. These far-out tortilla triangles give you flavor, plant protein, and fiber.



McConnells Organic Ice Cream

Introducing McConnell's organic fine ice creams! Made from scratch at the McConnell's family dairy, these four unique and delicious flavors feature the highest quality ingredients.



OneSun Farms Granola

Enjoy small-batch, super-delicious granola, made of organic, non-GMO ingredients and gluten free oats. It's the perfect breakfast, snack, or topper for your yogurt or smoothie.



McConnell's Fully Baked Cookies

The same scrumptious cookies served in McConnell's shops are now available for an at-home experience. They're fully baked and frozen; just heat in the oven.

