Gelson's What's the Buzz

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

The May Buzz is here!

Happy Mother's Day to all the wonderful mothers, co-mothers, and mother figures! We wish you a blissful day with lots of hugs, kisses, gifts, and great food (that you will not be cooking, OK!). Enjoy your Mother's Day treat on page 2.

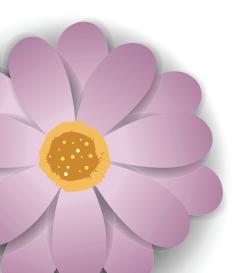
This month of May, we are covering a lot of exciting news such as, job promotions, job openings, Mother's day promotions and so much more!





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.







IN THE COMMUNITY

Celebrate Mom with Brunch, Chocolate Dipped Strawberries, Flowers & More

Serve Gelson's for a delightful Mother's Day! Our irresistible chocolate-covered strawberries, hand-dipped in imported Villars Swiss chocolate, make for the perfect Mother's Day gift! You may also order Mother's Day Brunch, a gorgeous bouquet, excellent wine, a cheese and charcuterie platter, and more!

Order now at gelsons.com/mothersday

Pickup dates: 5/13 & 5/14. Final Day to Order: 5/12 at 10 pm.

Book Club: The Next Chapter Custom Cheese & Charcuterie Plate

Molto Delizioso! Indulge in our custom Book Club: The Next Chapter Italian-inspired cheese and charcuterie plate, specially handpicked by Gayle DeCaro, Specialty Cheese Category Manager, and Lisa Ali, Deli Merchandiser. When paired with one of our outstanding wines, it makes an exceptional Mother's Day gift.

Order now through May 21.
Gelsons.com/bookclubcheeseplate









HAPPY MOTHER'S DAY

Happy Mother's Day! Have fun and enjoy your Mother's Day treat!









WHAT'S HAPPENING

A Note From Our President & CEO

In case you missed it, here is what John Bagan, CEO & President, shared about the New Store and Remodel Updates.

I am writing with an update on some of our new store formats, remodels, and concepts.

First, I must share that, unfortunately, the timeline for our West Los Angeles store in the West Edge development has slipped from May. There is a worldwide backlog on certain critical electrical components we need for our store, which pushes back our opening date and our ability to support and nourish the community. Based on the latest information provided by our construction team. we cannot open sooner than August. There are still many projects that the leadership team will continue to move along related to the new store, so the good news is that we will have longer than usual to perfect some of our merchandising, training, and marketing plans to ensure that our new flagship store will have a very successful opening.

Second, the site work for our first small format store in Toluca Lake has started to take shape. The developer had to wait for the unusually rainy winter weather to improve but has excavated the site to create the supports necessary for this multilevel, mixed-use development. We're still working on a name for the concept since it won't be a full Gelson's grocery store. The store will tentatively open in late 2024.

Third, our Dana Point remodel is nearly finished. Like our Hollywood store, we added a Wine and Tapas Bar so the neighborhood will have a great place to connect. We tentatively plan to have customer events in both Hollywood and Dana Point for the eight days running from May 22 through May 29, Memorial Day.

Finally, the leadership team is prioritizing the many great ideas generated by working groups to expand Gelson's physical footprint in SoCal and new markets, find new ways to reach customers who love great food, and improve our sales and profitability to enable a thriving business for decades to come. We will share some early ideas with the CEO of PPIH later this month, and I am inspired to know he is committed to growing our company in North America.

As always, please let me or any of our leadership team know if you have any questions or suggestions. I appreciate your support!

John



WHAT'S HAPPENING

Gelson's Manhattan Beach Celebrates Lawrence Bennett's Retirement

Lawrence Bennett, Assistant Manager at Gelson's Manhattan Beach, retired in style last month. Team Manhattan Beach celebrated an end to his 38-year career with Gelson's at Barsha's Restaurant & Wine Shop!









Gelson's Silver Lake Celebrates 365 Days Of Safety

Store #22 recently celebrated reaching their one-year milestone without a chargeable Workers' Compensation Injury. The employees celebrated with fresh grilled carne asada, chicken, pork tacos, rice, and beans. There was a raffle for two tickets to a Dodgers game, and Jimmy Nakahara, a 41-year Produce Clerk, won the drawing.





Gelson's Celebrates The Grand Reopening of The Dana Point and Hollywood Locations

Dana Point and Hollywood's grand reopening celebrations will take place the week of May 22-29.

The relaunched Gelson's Dana Point includes a fabulous new bar and patio area, a luxurious chilled wine case, new decor throughout the store, updated customer restrooms, brand-new flooring, and updated lighting.

Updates at the Gelson's Hollywood location include a new bar and patio area, various new decor, new flooring, a redesigned and relocated floral department, stunning new produce fixtures, and updated lighting.

Customers can stop by Saturday, May 27, and Sunday, May 28, and enjoy delectable food and beverage samples, kitchen sampling, and enter to win grocery giveaways while enjoying the ambiance and elevated amenities.

Grand Openning





MOVIN' ON UP

Gelson's is Hiring!

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

- Administrative Assistant, Risk Management
- Various Roles, West Los Angeles Store
- Produce Manager

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

Gelson's Regional Hiring Events for 2023!

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

- •Rancho Mission Viejo and La Canada 5/10/23, 10am-2
- •Carlsbad and Century City 5/17/23, 10am-2pm
- •Irvine and West Hollywood-5/24/23, 10am-2pm
- •Laguna Beach and Santa Barbara 5/31/23, 10am-2pm

Congratulations on Your New Roles!

Please join us in congratulating our newest Assistant Grocery Managers!



Eduardo Rodriguez Calabasas



Steven Valdez Sherman Oaks



Evelyn Orantes Encino



Irvin Rabelero
Pacific Palisades



Eric Cruz-Canelo Santa Monica

Cory Beall has been promoted to Center Store Buying Clerk in the Encino Buying Office.





STELLAR CUSTOMER SERVICE

What Gelson's Customers Are Saying:

I've been shopping at Gelson's La Canada for several years for a few reasons. The selection and quality of the products are exceptional in all departments. Still, most of all, the quality of service I receive from employees in every department is something to brag about. I have written several times to thank specific people, but today I wanted to especially thank Joe in the produce department. Joe is so sincere and welcoming that it just brightens my day seeing him at the store. I hope to continue to see Joe at La Canada; he not only is a great professional in his area but also a role model for the other individuals at the store. Joe has a great positive and sincere attitude. Employing people like Joe shows that Gelson's cares for its customers not only by providing quality products but also professionals who take pride in helping customers.."

- Jacqueline A., Gelson's La Canada Flintridge Shopper

"I just love the Pacific Beach Gelson's and eat lunch from your salad bar every day of the week. Your deli, hot bar, and soup station provide a lot of dinners as well. On Wednesday, April 12, I picked up a catering order at this store (my first time using your catering service) of the spicy salmon platter, fruit and cheese platter, and cookie platter. I could not have been more pleased. Everything was wonderful. It was not only delicious but beautifully presented. The deli people even carried it out to my car for me. Nothing but compliments from my guests. I really hope that the catering people at this store will be alerted as to how appreciated their work was. I'll definitely be catering from you again."

- Philomene O. - Gelson's Pacific Beach Shopper

"I absolutely love your Gelson's lobster bisque soup. I noticed you started carrying it again and I bought every container of it that was on the shelf."

- Sheri W., Gelson's Valley Village/NoHO Shopper

"Hello, I would like to commend and give a shoutout to the staff at the Gelson's in Tarzana for
their exceptional customer service this morning,
4/16/23, at 9:00am. From the staff at the CPK
and bagel/pastry sections to the sushi section
(I was looking for California rolls, and Ken went
ahead and made me some California rolls with
blue crab, and I truly appreciated Ken doing that,
which is Class A service in my opinion, thank
you so much Ken!), to the cashier and bagging
section. Everyone was very friendly, kind, and
accommodating! It made me feel very special
to be shopping at Gelson's Tarzana, exceptional
service and wonderful staff! Kudos to everyone!

- Maria Victorio., Gelson's Tarzana Shopper

"In the hot food section, it is noticeable that Gabriel is back! He is a great chef. Please commend Sara in the deli. She is pleasant, has a great attitude, and makes delicious sandwiches."

- Saul B., Irvine Shopper

"Katherine Adkins continues to give the most excellent customer service! Always attentive, efficient, and exceptionally courteous. The store is kept immaculate, and customer service is quick and helpful. As Seniors, we appreciate that Katherine has kept the store and service as safe as possible during the entire pandemic. We appreciate that she continues to wear a mask as we do while shopping in the store. Katherine makes this Gelson's store shine and stands out above the rest. We appreciate having such a dedicated Store Director and friend to our community."

- Karen J., Gelson's Thousand Oaks Shopper

STAFF PICKS

Staff Pick: Melissa Merchant

As a Gelson employee for over two decades and the Liquor Buying Clerk at our Encino location for the past five years, Melissa Merchant knows a thing or two about wine. One of her favorites: "Gelson's rosé! It was one of our very first private-label wines. When it came out in 2018, my boss brought it in for us to try. I really enjoyed it — and now it's my go-to rosé."

Created by winemaker Julien Fayard, Gelson's rosé is a French-style wine using first-growth California grapes, producing a light, fresh, versatile wine. "It's a California wine with a French soul," Melissa adds. "It's a great wine to pair with all types of food. I love drinking it on my deck with a couple of friends on a summer day."



Follow Gelson's on Facebook and Instagram.





Staff Pick

Meet Marnie Nemcoff, E-commerce Manager



Ginger Salmon a l'Orange, Char Siu Pork with Coconut-Ginger Sweet Potato Purée, Spicy Miso Ramen Soup, and Slow-Cooked BBQ Pulled Pork Sandwiches ... oh, this is not the table of contents from your favorite cookbook or recipes from the Food Network; this is Marnie Nemcoff's dishes from her food blog, Marnie Cooks. Working at Gelson's is serendipitous for Marnie as most of her day-to-day duties entail creating and managing Kitchen and Instacart orders. The self-described Home Cook & Home Baker whips up amazing recipes in her downtime, leaving us wondering if she will ever bring leftovers to the office.

"I'm a total foodie, and I love to cook, so not only is this role ideal for what I love to do, the industry and all that Gelson's provides is right up my alley." Read on to learn more about Marnie.

Tell us a little about your career path to Gelson's. How long have you worked at Gelson's, and what inspired you to pursue a career in the grocery business?

I worked at the Century City store through high school and honestly, I wouldn't have wanted to work anywhere else. Even back then, my co-workers were like family and most of us are still very close. I left to go to college and pursue my education and career in Marketing. After many years in a different industry, I needed a change and, because I loved working at Gelson's so much, I was hoping to somehow come back. The timing with this "new" position was perfect. Plus, I'm a total foodie and I love to cook, so not only is this role ideal for what I love to do, the industry and all that Gelson's provides is right up my alley. I just celebrated my 2-year anniversary!

Please share what a typical day at the office looks like for you.

When I first arrive, I address any communications from customers regarding their online orders. First and foremost, I want to take care of our customers and ensure we are responding to them in a timely manner. I also field calls from stores who need assistance with online orders, Instacart and DoorDash. Most of my time is spent creating, managing, and monitoring the eComm pages on our website (catering, Meals To Go, holidays, events, gifts and more), as well as Instacart and DoorDash. I also work on eComm projects/new strategies as we are always striving to make our customers' online experience easy and seamless. In between my daily virtual meetings, I do a fair amount of data analysis and reporting and assist other departments with any eComm-related needs.

Managing eCommerce requires wearing many hats. How do you stay focused and organized?

Good question! You have to compartmentalize and prioritize each area/project. My Outlook calendar is my savior – I schedule everything, even reminders to myself. I'd be lost without it.

What do you wish more people knew about your role/department?

Working in eComm is more than just building out a website/shopping site. It requires skills in marketing, logistics, data analysis and customer service. It's also important to stay up to date with the latest industry trends and be able to adapt quickly to change.

What is the most challenging part of your job?

Probably balancing competing priorities and keeping up with technology. eComm is a rapidly evolving industry and keeping up with, and implementing, new technology and trends can be a challenge. We need to be constantly learning and adapting to new tools, platforms, and strategies that make sense for our company and our customers' needs.

What is the most rewarding part of your job?

Aside from watching our eComm sales coming in, I go home with a huge smile on my face when I can make a customer's day better. I get a lot of calls from customers needing help with their online orders and I love when they tell me that they wish all companies had customer service as exemplary as Gelson's. I also love seeing our visions come to life, and customers enjoying and benefiting from them.

What do you like best about Gelson's company culture?

Aside from everyone having such a welcoming open-door policy, we thrive when it comes to collaboration, respect for diversity and inclusion, and a strong sense of our mission and purpose to Nourish, Connect, and Inspire. I really like that we focus on personal and professional development, and this is proven by how we promote from within to give employees opportunities to grow within the company.

What advice would you give to anyone interested in working in the world of ECommerce?

EComm is a dynamic area that requires multiple skills and experience. Stay up to date on industry trends and best practices and be flexible and adaptable to change. It's a little bit of everything – web/online platform development, sales and marketing, strategy, project management, data analysis, communication, and customer service... your day will never be boring!

Fun question: As an eCommerce manager, what is your favorite online shop?

Hmmm... I admittedly spend a lot of money with Amazon.

Any exciting plans in your department that you would like to share?

We are enhancing our eCommerce platforms to provide a seamless and enjoyable customer experience from start to finish, including aligning the in-store and online shopping experience. More to come!



DIVERSITY, EQUITY & INCLUSION

ASIAN AMERICAN AND PACIFIC ISLANDER HERITAGE MONTH

May is Asian American and Pacific Islander Heritage Month. Celebrated in the United States, it is a time to honor and recognize the contributions and culture of Asian Americans and Pacific Islanders. First introduced in 1977, it began as a week-long celebration, and later in 1990, it became a



Why was this image chosen?
The rich history and heritage of Asian Americans and Pacific Islanders goes back thousands of years!
AAPI communities play an integral part in shaping the history of the U.S.

Facts About Asian American and Pacific Islander Heritage

VESAK DAY MAY 5,2023

Vesak Day, also coined as "Buddha's Birthday," is recognized by more vesak Day, also colned as Budona's Birrnday, is recognized by more than 500 million Buddhists worldwide because it is a day to honor the birthday, enlightenment (awakening), and death anniversary days of teacher, philosopher, and spiritual leader Gautama Buddha, who founded Buddhism. The day is considered sacred and is a time for self-reflection, prayer, and peace. Buddhism, one of the oldest religions, is estimated to be about 2550 years old; it started in India, spread throughout Asia, and is now next-ined worldwide. is now practiced worldwide.



Why was this image chosen?
Gautama Buddha, born
Siddhartha Sautama, was
an Indian prince who left
his luxurious life for a more
holy nomad type of lifestyle.
After following different
teachings and finding none of
them acceptable, he deeply
meditated beneath a tree
one life-changing night and
one life-changing night and
one life-changing night and
becoming Buddha.

Facts About Vesak Day:

- At dawn, Buddhists go to their
- The Bathing of the Buddha is a ritual where followers bathe the statue of the infant Buddha with fragrant water, which symbolizes cleansing one's body, words, and thoughts to attain wisdom.
- Buddhists also spend the day performing good deeds such as giving blood donations, serving the needy, or visiting the elderly.
- A 2-hour Three-step, One-bow" is a prayer ritual done on this day. Prayers for world peace, personal blessing, and forgiveness are very common.
- Cards are given to family and friends to express love and blessings.

OLDER AMERICANS

Established by the Administration for Community Living (ACL) in 1963, the organization led the United States' observance of Older Americans Month (OAM) every May. OAM is a time to acknowledge the contributions of past and current older persons who made an impactful contribution to society.



Why was this image chosen? The 2023 theme is Aging Unbound, which offers an opportunity to explore divers aging experiences and discuss how communities can combat streeotypes. Let's promote flexible thinking about aging - and how we all benefit when older adults remain engaged, independent, and included.

Facts About OAM:

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:



Mama Lil's Pickled Vegetables

Cultish favorites of the Pacific Northwest, these hand-packed pickled vegetables are grown and produced in the Yakima Valley. They'll add subtle heat to any dish.



Keto Corner Bakery Sinless Chocolate Cake

This chocolate cake is so good you won't believe it's keto friendly! Yet, it has 60% fewer calories and 90% fewer carbs than traditional cake.



Godiva Chocolate Masterpieces

Masterpieces are exquisitely crafted chocolates with luxuriously smooth, creamy fillings. They're inspired by the most iconic Godiva chocolates created in 90 years of Belgian artistry.



Armanino Meatballs

These tender beef meatballs are fully cooked, ready to heat and eat. Enjoy them as a simple appetizer, in soup, or with pasta and sauce.



Icelandic Glacial Water

Bottled at source from Iceland's Ölfus Spring, this award-winning water is filtered through ancient lava rock, yielding low mineral content and a high alkaline pH.



Armanino Basil Pesto Pouch

Armanino's pesto recipe combines fragrant basil, Parmesan cheese, and garlic in a bright, balanced sauce that tastes as fresh as if you'd made it yourself.



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:



Armanino Beef Ravioli Pasta

Ravioli pasta is filled with seasoned ground beef, spinach, ricotta, and mozzarella. Next, it's frozen to preserve freshness and flavor. Serve with an Armanino sauce.



Groundwork Organic Coffee Nicaragua Whole Bean

Promoting holistic agriculture practices, Groundwork, Cooperativa Sacaclí, and Coffee United proudly present this Regenerative Organic Certified™ coffee. The balanced flavor is bright and citrusy.



Brillo Sno Bol Toilet Bowl Cleaner

Brillo toilet bowl cleaner uses a proprietary hydrochloric acid formula to remove hard water stains, mineral deposits, lime scale, and tough rust in your toilet.



ZingPlant-Based Bars

Zing's delicious plant-based protein bars contain nut and rice protein, prebiotic fiber, heart-healthy fats, low-glycemic sweeteners, plus whole foods like nut butter and toasted coconut.





Thrilling Vegan Bakon

Made from simple ingredients, such as soybeans and maple syrup, this vegan product is saltcured and smoked to create authentic sizzle, aroma, texture, and taste..



Heywell Sparkling Energy Beverage

Heywell sparkling water energy beverages offer adaptogens, antioxidants, herbs, and organic caffeine for extra energy, immunity, hydration, focus, or stress support.



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:



Bitchin' Sauce

Produced in Carlsbad, this creamy, almond-based condiment is vegan, non-GMO, and kosher. Try new flavors: Spinach Artichoke, Caramelized Onion, and Roasted Green Chile and Pepita.



Berri Lyte Organic Electrolyte Solution

All-natural Berri Lyte is a pediatrician-approved formula that helps prevent dehydration. It's made with delicious fruits and vegetables, and plant-based electrolytes, such as coconut water.



Amino Energy Sparkling Beverage

Sip the any-occasion, zerosugar drink that supports energy, endurance, and hydration. It contains electrolytes, 5g of amino acids, and 100g of caffeine.



Abe's Vegan Muffins

Parents and kids will appreciate these muffins. They're created by a family who knows what it's like to have a little one with food allergies.



Momofuku Noodles and Sauces

Momofuku Noodles are air-dried, never fried. Plus, they're ready in four minutes! Momofuku Soy & Tamari is perfect for meats, marinades, salad dressings, and sushi.



Izzio Artisan French Rolls

Izzio's traditionally baked, French artisan rolls are mild in flavor with a delicious golden crust that you can crisp up in the oven or toaster.



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:



Izzio Artisan Sliced Bread

Let's hear it for the hearthbaked half loaf! Izzio's artisan, San Francisco style sourdough features chewy texture and tangy flavor with a crispy crust.



Naturezway Bamboo

Utensils

Made of natural materials (no plastics or toxic substances), Naturezway bamboo utensils are completely disposable,





Squirt Soda

Whether you're serving poolside beverages or mixing drinks, Squirt's great grapefruit taste guarantees a good time. After all, Squirt has been refreshing Americans since 1938!



JonnyPops Fruit and Cream Bars or Fruit Pops

JonnyPops organic fruit pops provide a one-of-a-kind flavor experience, with each layer being a different color and flavor! All JonnyPops are made with simple ingredients, and are free from artificial dyes, making them a snack that you can feel good about eating and sharing!.

