



eBREEZE

Go to www.acmestores.com to read the e-BREEZE online!
Associates can read the e-BREEZE on the Acme Fresh Market web portal!

Spring 2024 Observations



JON ALBRECHT
VICE PRESIDENT
SALES & MERCHANDISING

Stop and Smell the... Spring Merchandising!

As the sweet scent of spring fills the air, it's time to switch out those soup displays and English Roast displays for baked beans, charcoal, and steaks! The transition from Winter to Spring is my favorite as it brings so much opportunity for our stores to rethink their bulk areas and lobbies to represent graduation parties, outdoor grilling, and our big beverage sales! I'm particularly excited about our Private Label Brands. Simply Done, Crav'n Flavor, and our Food Club and Acme Water items have huge opportunities to be leading brands in key categories.

One of our goals this year is to make Simply Done the #1 brand in plates, cups, napkins, and cutlery...perfect to lean in to this spring and ride out through the rest of the summer. Our Simply Done Red Party Cups and Simply Done 200 ct. Napkins have quality and value that rivals any national brand and do so at a much lower retail for our customers.

Crav'n Flavor has over 35 different snack varieties including Kettle Chips, Flat Chips, Peanut Butter Pretzels, and Beef Jerky. We buy so many chips at my house and I only expect the quantity to go up this summer! The jalapeno kettle chip is a family favorite but my go to is the mesquite barbecue kettle chip. It's a high-quality product that is typically half the price of the National Brand. Our customers are going to be looking for chips this summer, and we can give them awesome Crav'n Flavor chips at a great value.

With the weather heating up, Acme 24 pack water and Food Club 24 pack water will surely be a hit for your customer. They're typically both in the top 5 items we sell in the Grocery department. This year, Acme is really focusing on our single bottle Acme Spring Water. We bought new coolers last year to get this 99-cent item in front of our customers. Our goal is to sell 50,000 bottles of water, so keep those coolers full!

I look forward to shedding the coat and seeing everyone in the stores this spring!

Have You Applied for an Acme Fresh Market Scholarship?



KATIE SWARTZ
VP - MARKETING

Acme Fresh Market is proud to support the educational goals of our associates, and children of associates, by awarding \$5,000 scholarships each year!

This program started when Acme Fresh Market turned 100 years old... over 30 years ago. Acme has supported many associates as they've pursued dreams... some related to grocery retail or pharmacy, and some totally unrelated!

At least one of our scholarship recipients decided to stay with Acme Fresh Market!

Would you like to have the chance for a \$5,000 scholarship to a 2 or 4 year degree program or accredited certificate program?

Applications for the 2024 Acme Fresh Market Foundation Scholarship are NOW OPEN!

Apply by April 7, 2024

for your chance to be considered for this year's Scholarship Program!



Attention Associates! Apply for a \$5,000 Scholarship!

HURRY! Apply by: April 7, 2024

HOW TO APPLY

Pick up an application from your Customer Service Team Lead or Store Director.

Or scan code to download an application or visit acmestores.com/scholarship



ELIGIBILITY

The Acme Fresh Market Scholarships will be awarded to active associates, or sons and daughters of active associates of Acme Fresh Market and R.S.V.P. Food & Party Outlet stores. The applicant must be a graduating senior or a student who is currently enrolled in a **2 or 4 year degree program, or in an accredited certificate program**, in the United States.

What's Acme's Personality? Local Fun!



KATIE SWARTZ
VP – MARKETING

Acme Fresh Market is the only grocery store in our market that has been “Feeding the Families of our Community for over 130 years!” What a statement! But, what does that mean to the customer and how do we show

them?

In the Marketing department, we spend a lot of time thinking about what makes Acme different and, even more importantly, why a customer would choose Acme because of that difference. One thing that makes us different – we’re local and family-owned and operated. Why would a customer choose Acme because we’re local and family-owned? Our stores are fun to shop! You can ring the cow bell on Moo Cow in our Dairy aisles or ride Cheerio the mechanical horse in a lot of our stores! We offer Donuts with Santa, Coloring Contests and other fun family-friendly in-store events. ***We call these efforts creating “Emotional Attachment”!***

An idea that came from an associate at Acme 16 was to bring back Coloring Contests in a big way! We listened and she was right - Acme Fresh Market associates and Store Management Teams created some

serious emotional attachment with 32 families when we awarded our Valentine’s Day Coloring Contest Winners with giant stuffed animals! Many more kids and families saw their coloring sheets on display at our stores and spent time together coloring Acme’s coloring sheet. When we posted the winners pictures on social media, we created emotional attachment with a whole different group! That’s a different kind of connection that Acme does better than anyone!

The power of our brand – local, family-owned, creating emotional attachment – really comes down to one thing... you! Our friendly associates in our stores make the difference and give customers one more reason to choose Acme Fresh Market. Thank you!



Congratulations, Winners!

What are Electronic Shelf Labels or ESL's?



KEVIN WALLER
DIRECTOR OF INFORMATION
TECHNOLOGY & SYSTEMS

I’m Kevin Waller – a newer associate at Acme Fresh Market. I’m not new to technology though and I’m excited to bring new ideas to Acme! One of the new ideas I’m excited about implementing is Electronic Shelf

Labels – or ESLs. What are these and why am I excited? Read on!

Electronic Shelf Labels (ESLs) are a new, modern and innovative technology coming soon to all Acme Stores. ESLs will provide Acme stores with a wide range of features that will improve operational efficiency and

reduce pricing errors. ESLs don't need ink, printers, or even paper. Prices are updated automatically from the Information Services department to the screen – or ESL – in each store.

ESL are currently piloting at Acme 11 with more stores on the roadmap for 2024!

There's lots more exciting technology on the horizon for Acme Fresh Market! I'm excited to work with the Acme Team to bring it all to life to create even more Highly Satisfied Customers!



Spring Cleaning & Summer Picnics Simply Done!



STEVE SCHENAULT
CATEGORY MANAGER

I'm a Category Manager at Acme Fresh Market which means that I think about the value our products bring to our customers daily. I start with the Acme Pentagon when I think about what will provide

value to our customers in pricing and quality of our products. This summer our Category Management team is focusing on continuing to grow Acme brands with Simply Done products that provide superior value to our customers with the price and quality shown with each item.

Simply Done is tailored to our Value corner coming into this Spring season with our customers looking for products for both Spring cleaning and Summer picnics, whether it's Simply Done Disinfecting wipes and Glass Cleaner to our new line of Simply Done Snap & Lock Glass Containers, Cups, Plates or cutlery, we have the brand of items to get your warm, sunny days started off right.

Have you noticed in your store that there are Simply Done items merchandised near ad displays and on

end caps? You've probably built or filled some of these items yourself! This is our Simply Done Tie In strategy - we make it easy to add Simply Done items to your cart! You – and the customers at your store – can see this in action on Endcap Displays or Nook & Cranny displays in our Meat, Dairy, Deli, and Produce departments. Simply Done Tie Ins are a great way to show value to our customers.

We continue to expand our Simply Done assortment with new items and product lines like Simply Done Bright Day, launching in October. This is a great line of eco-friendly Simply Done products that target an ever-increasing interest in sustainability from our customers, with more than 75 percent of our customers finding this to be an important quality in the daily products they use. Keep an eye out for these exciting new items this Summer!

Acme is all in on Simply Done in 2024 and beyond and it's easy when you have a brand that provides the most value and quality of products at a lower price. The more we sell with Simply Done the more we will grow Acme's Gross Margin. Continue to use your world class merchandising to get one more Simply Done item in the cart... How can you get one more Simply Done item in a customer's cart today?

MAKE SIMPLY DONE YOUR HOUSEHOLD HELPER

Outdoor entertaining made easy.
Quality products to get things done.



simply done™

Protect Acme's Assets!



MIKE HARGET
DIRECTOR OF OPERATIONS

Protecting Acme Fresh Market's assets from criminal activity is one of the many important tasks and responsibilities of each Acme Associate.

Asset protection is always evolving in response to new shoplifting tactics and trends. Our IT department is continuously protecting our information systems from unwanted cyber activity, our in-store security associates monitor for shoplifting, and we have many other ways we protect Acme's assets.

One thing we want every associate to know:

NO CORPORATE ASSOCIATE, INFORMATION SYSTEMS DEPARTMENT ASSOCIATE, OR STORE DIRECTOR will ever contact a store or store associate requesting money, gift cards or to administer any technology procedures.

Across the grocery industry in the United States, there is a new phone call scam being reported. These phone scams often claim to be from a company or even a corporate office associate. The individual on the phone may know your Store Director's name or use other names from Acme. The individual will then request that the associate either perform a task on our registers or computers or make a financial transaction for gift cards or cash. There are even reports from other grocery stores of requests for an associate to take cash from the register and deliver it somewhere. No one at Acme will ever ask you to take cash outside of the store. When in doubt – hang up the phone and get your Store Manager. We want to protect Acme's assets and most importantly – we want to protect our associates!

If you receive a suspicious call/request, follow the steps below immediately:

- 1) DO NOT act on the request. Do not take money anywhere, purchase gift cards or perform any technological procedures.
- 2) HANG UP immediately. This phone call should be terminated instantly.
- 3) Contact your Store Director, Manager on Duty, Director of Operations, or Senior Asset Protection Coordinator
- 4) Document Date and Time, Phone Number, and any other information you can provide so that this may be investigated Properly.

I cannot stress enough, NO CORPORATE ASSOCIATE, INFORMATION SYSTEMS DEPARTMENT ASSOCIATE, OR STORE DIRECTOR will ever contact a store or store associate requesting money, gift cards or to administer any technology procedures.

Acme continues to look into the future on ways to mitigate these types of criminal activity and we count on our associates to be observant and report any suspicious activity to store management to help protect Acme's assets and our fellow associates.



Acme #12 Looks Like a Million Bucks!



JUSTIN BAILEY
DIRECTOR OF OPERATIONS

Our Bailey Road location looks like a million bucks! Which is fitting because one very lucky customer won a million dollars on a scratch off lotto ticket last month that they purchased at our Acme 12 customer service counter!

The store has now completed a total reset to give our customers a better, broader assortment. The Natural and Organic products were integrated from a standalone department into the grocery aisles so a customer can choose between the “regular” product and the Natural and Organic product in one spot. The existing Natural and Organic department was remodeled to create a new State Liquor Agency. A new cold beer case was added to give our Bailey Road customers the largest cold beer selection in our chain. Boy do our customers like that! Since the renovation the store has competed weekly for the top spot in beer sales! The new Adult Beverage department looks great and has become a true destination.

In addition, nearly every Grocery aisle was reset to give our customers better assortment, and a more natural shopping flow. Snacks and beverages were moved to the front of the store, and major food categories such as Breakfast, Pasta, and International were moved to the back of the store to be closer to the Meat Department. Significant footage was added to the water and sparkling category to give the store more assortment and holding power.

The Health and Beauty department also went through a complete reset. The aisles are taller and cross aisles were added to be adjacent to the Pharmacy for a better shopping experience. New American greetings fixtures were installed to give the greeting card aisle a major facelift. New updated aisle markers are being created and will be installed in time for a special Cuyahoga Falls ad we have planned in April.

Store Director Justin Jones and his team have worked hard throughout this reset and have a well merchandised store that is ready to compete! Stop out and see the changes, and while your there...buy some groceries and a lotto ticket!

New Alcohol & Tobacco Sales Training!



LAURA DARROW
DIRECTOR OF PEOPLE DEVELOPMENT

We are excited to bring Alcohol Sales Training directly to your store. The State of Ohio requires associates engaged in the sale of alcohol to complete the Alcohol Server Knowledge (ASK) program.

Many associates remember driving to a store for the ASK program, sitting through a two-hour power point presentation and waiting weeks to get a Certificate from the State. Associates will now use Acme provided iPads to complete the ASK program online during their shift at their store. This training takes less than one hour and the ASK Certificate is printed at the service desk at the end of the course.

ASK training also touches on regulations for the sale of Tobacco. Customers must be 21 years of age to purchase

Alcohol or Tobacco. Confirming that customers are 21 years of age is one of the most important functions of front-end associates.

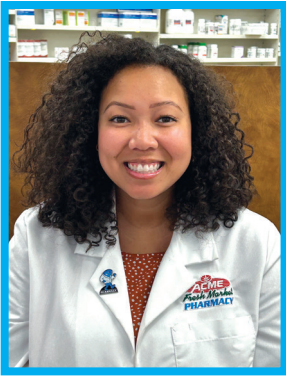
Here are other ways Acme supports checking ID's:

- Signs reminding associates and customers that 21 is the minimum age for alcohol and tobacco sales
- Digital calendars that show the date of birth for a person 21 years of age
- Ability to scan ID's to confirm the age of the customer

Handling alcohol and tobacco sales properly is an important function of Acme Fresh Markets. Whether a customer is buying a \$4,300 bottle of Louis XIII Cognac, a six pack of beer or a pack of cigarettes – our friendly associates will always check for ID!

Thank you for “Being an Expert”!

Spotlight on Pharmacy!



ACME
Fresh Market
PHARMACY
YOUR HOMETOWN PHARMACY

**From Front End
to Pharmacist –
Meet Acme Pharmacist
Kayla Pearson!**

Laura: Kayla, you started working at Acme in 2012. What was your first role at Acme?

Kayla: Acme was my first job. I started at Acme 12 on register when I was 16 years old.

Laura: Did you always want to be a pharmacist?

Kayla: I attended Kent State University and graduated with a bachelor's degree in psychology and criminology. I've always had an interest in science also. I shadowed a family friend that was a pharmacist, and it was very interesting to me. I applied to the College of Pharmacy at Northeast Ohio Medical University and was accepted. The program is four years long.

Laura: How did you come to work as a pharmacy technician at Acme 12?

Kayla: I was poached! A friend was working in the pharmacy at Acme and she told me they were looking for pharmacy techs. It was a great opportunity to network with pharmacists and learn the skills needed to succeed in a pharmacy.

Laura: What skills do you think are important for a great pharmacy tech?

Kayla: Customer service skills are most important. Any job that requires you to interact with customers is great experience for working in the pharmacy. I transitioned to the role of pharmacy intern once I entered pharmacy school. The Pharmacy Board allows increased responsibilities for interns like taking prescriptions over the phone.

Laura: How did Acme help you with your career goals?

Kayla: Acme has been very supportive of me. I'm a past recipient of the Acme Scholarship Program and Pharmacy Director Jeff McDougal wrote a letter of recommendation for me when I applied to pharmacy school.

Laura: Now that you are the pharmacist, what do you look for in a pharmacy tech?

Kayla: Someone that cares! Our customers get to know everyone at the pharmacy. A pharmacy tech that is kind and advocates for the customer makes a big difference. They also must be reliable and be very detail oriented. A pharmacy tech can be the sunshine in someone's day.

Thank you Kayla!

Acme provides the necessary training to become a pharmacy tech. If you are interested in learning more about being a pharmacy tech at Acme, please let your store director know that you are interested!

Congratulations! Gold Star at Acme #1!

How does an Acme associate earn a Gold Star?
You may think a manager gives it to you... but Acme recognizes associates with Gold Stars only if a customer recognizes the associate!

Store: Acme #1

Associate: Michelle H.

Nomination Comments:

Michelle H. was AMAZING! I had a terrible week and she was so KIND and went above and beyond! Thank you!



**Congratulations &
Thank you, Michelle!**

Celebrate with Solar Eclipse Cupcakes!



DANE MAIN
CATEGORY MANAGER
PREPARED FOOD & BAKERY

Acme Fresh Market is the local grocer – which gives us the unique opportunity to respond to what is going on in our community. What is everyone talking about in

Northeast Ohio these days? ***The Total Eclipse on April 8! Acme Fresh Market's bakery team seized the moment and created 2024 Total Solar Eclipse Cupcakes!***

Our 2024 Total Solar Eclipse Cupcakes are baked and decorated in our Cake Center at Acme 14, then provided to all stores.

Like all of our cakes and cupcakes, the 2024 Total Solar Eclipse Cupcake is handmade and gourmet decorated with our signature buttercream icing. Unlike any other cupcake, they are topped with bright vivid golden colored frosting to represent the bright shining sun in full light. Then, we strategically placed a thin wafer of fondant icing in black color to represent the passing shadow of the moon between the Sun and Earth. Some are placed directly in the center, and some are placed toward the outsides of the cupcake to represent the slow-moving solar eclipse timeline. Finally, garnished with an edible memory token displaying the state of Ohio with a full Total Solar Eclipse and dated for 4-8-2024 for a page in history!

We hope you enjoy these special cupcakes as much as we enjoyed creating them! See you at the party!



***Handmade & Gourmet Decorated
with Our Signature Buttercream Icing!***

