

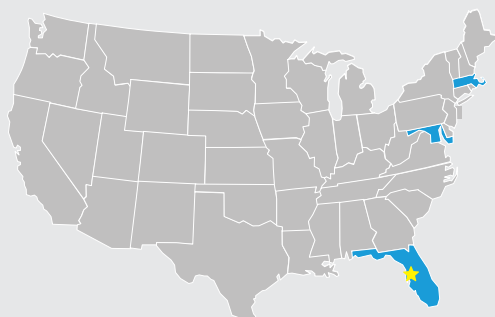
## Introducing Earth Origins Market as a new Natural Key Account



Each Earth Origins Market store has a unique, independent character influenced by the local community it serves. Earth Origins sells the highest quality natural and organic foods and supplements available, held to its own stringent standards. All stores offer a wide variety of gluten free and vegan options as well as local products. Proud of the stores' extensive variety of personal care, vitamins and supplements, the retailer's knowledgeable associates are passionate about informing customers and sharing the healthiest options available for each unique lifestyle.



### Earth Origins Locations



**11**

Current Store Locations

Palm Harbor, FL  
Headquarters

■ Current Stores

### Store Profile

The only retail division within the UNFI family, Earth Origins operates 11 stores in 3 states, with its stores averaging 10,000 square feet in size. Additionally, it offers over 15,000 products in its online store.

## Unique, independent retailers at the heart of Earth Origins

All Earth Origins Markets were originally locally owned, independent, natural and organic food stores. In 2010, the individual stores banded together and took Earth Origins Markets as their shared name. Each store location still retains its individual local flavor that makes it a fun place to shop.

## A Commitment to Natural & Organic

The stores are committed to offering only natural and organic products in order to cultivate quality, value, and health and build trust, customer satisfaction, and loyalty to the Earth Origins brand.

## Optimize your brand's sales and identify new opportunities at Earth Origins.

SPINS and Earth Origins Market have partnered to support the success of natural and specialty brands and provide customers with the most relevant product assortment to achieve their health and wellness goals. Through SPINS Key Account data, manufacturers can objectively analyze product performance and work in collaboration with Earth Origins Market.

### SERVICE SPECIFICS

<b>SPINS Channel</b>	Natural Retailer
<b>Measures</b>	All SPINS Measures available
<b>Products</b>	All available SPINS Categories and Attributes to the item-level
<b>Data Starting</b>	Week ending January 26, 2014
<b>Availability</b>	In SATORI with Period 11, included for clients purchasing all SPINS Natural Retailer Key Accounts; otherwise available for purchase