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Because life has changed, we're changing, too. We are fundamentally reinventing our business, establishing a solid framework to provide consistently high-quality food that fits consumers' changing lifestyles. Every day, in every department of every store, we strive to establish clear, compelling points of difference in our offerings so we will be demonstrably superior to our competitors and can provide an exceptionally satisfying shopping experience for our customers. This is particularly evident in the quality and presentation of our perishables and the level of customer service we deliver.



QUALITY PRODUCE

We have dramatically improved the quality and presentation of our fresh fruits and vegetables. To differentiate our produce from our competitors', we specify higher quality grades and select from the best, sweetest crops available, some

of them unique items grown especially for us. For consumers seeking organically grown fruits and vegetables, we have expanded our assortment of top-quality, 100% Certified Organics to more than 80 items.

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Emilie Sanchez

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