

Fuel your future.

Discover
you.



Employment Brand

Communications Strategy

Business to Candidates

You belong here if you hunger for more.

We're a dynamic, technology & innovation focused retailer

We create easy, fun, and exciting shopping experiences, and we need hungry people like you to achieve that goal every day.

Business to Associates

Associate Experience Survey

Leverage D2HR for Video, Podcast & blog content

Fuel Social Recognition Channels

Promote Careers Site, ABCos.com stories

Blog Posts on websites

Repeat our PR story internally

Print collateral at launch, transitioning to digital collateral by fiscal year end

Person to Person

Team Meetings focused on survey results

Check-In Process for New Hires

ERG events & Community Opportunities

Career Path chats

Group Recognition events + Brand Launch

Business to Leaders

Engage in Goal Development for Survey Results

Launch Performance Management process

Drive Recognition Channel use

Drive SMART Goal adoption

Fuel your future.
Discover you.



Voice - Fuel your future. Discover you.

Employment Brand

- › **Creative**
- › Recruiting
- › Orientation & Training
- › Internal Comms
- › Community
- › Recognition

Marketing Brand Voice:

As a brand, we're dedicated to customer service—to being a local, friendly neighbor who'll go out of our way to make sure our customers can enjoy the freshest foods. Our voice helps deliver on that promise.

Employment Brand Voice:

As a company, we're dedicated to creating a place where our associates thrive and build careers around something that inspires them so they can inspire customers with delicious meals and fun, easy, exciting ways to shop and experience fresh flavors.



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Employment Brand Voice Traits

WELCOMING

- Talk like a caring friend who wants to make your work easier, more fun and more inspiring.

AUTHENTIC

- Our words should feel natural and conversational, not corporate or stuffy.

HONEST

- We build trust and develop through honest feedback and clear directions.

HYPERLOCAL

- Our team is our first community; we celebrate them and their wins first.

APPRECIATIVE

- We begin & end conversations with thanks and gratitude toward the audience.

STRAIGHTFORWARD

- Communicate clearly and simply; if we have to include legal jargon, we'll explain what it means.

INCLUSIVE

- We're intentional in how we speak and write so everyone feels like they belong.

HELPFUL

- Think associate-first: What can we do to make their lives easier or their work more inspired?



Collateral themes

Warm and Friendly Color palette that diverges from our logos

PRIMARY COLORS



SECONDARY COLORS



TERTIARY ACCENT COLORS



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The Words We Use

- Singular **Associate**
- Plural **Associates**
- Group **Team**

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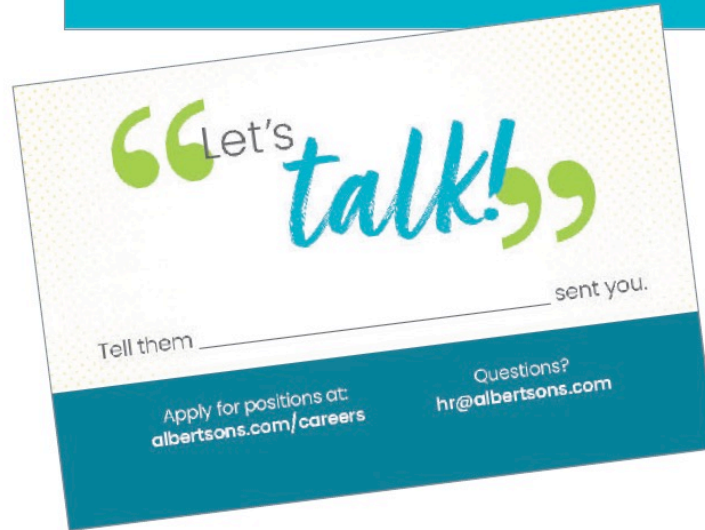
- **Why?** These terms index higher with job seekers, and we want to be consistent from external to internal content.



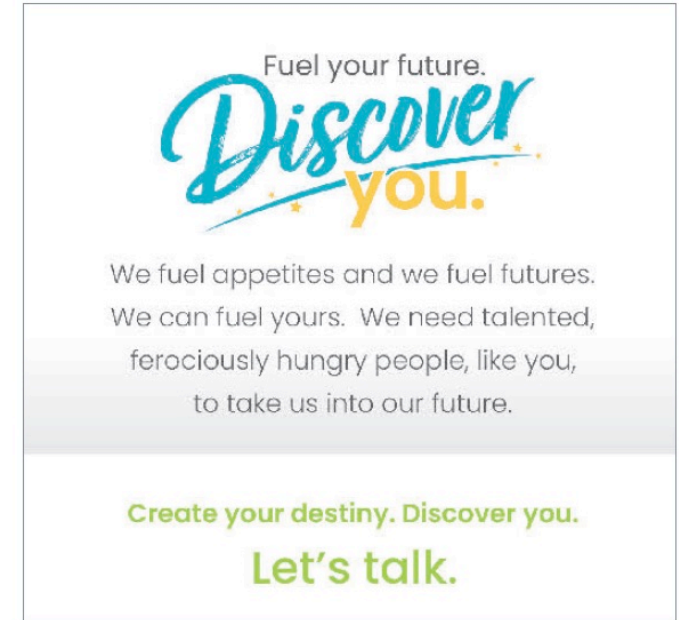
Recruiting Card

Employment Brand

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RECRUITMENT CARD: FRONT/BACK



RECRUITMENT CARD: INTERIOR



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Recruiting Posters to Job Specs



Grocery Associate

We are now hiring associates who are passionate about customer service who want to create an easy, friendly, and exciting shopping experience. We need people like you to make our stores a great place for your friends, family and neighbors to shop.

What does it take to be successful here? You are competitive. You love to learn new things. You love people. You want to be part of something bigger. Our company has opportunities that can fuel your future, spark your passion and ignite your potential. We are so much more than a grocery store and want to help you do what inspires you. When you join our team as a grocery associate you unlock the potential to become more than a clerk, allowing for growth into roles like cashier, delivery driver, department manager, barista and even roles in our warehouses, manufacturing plants and offices.

Whether you're looking for your first part-time job, returning to work after some time off, or want a full-time career, our company has amazing job opportunities waiting for you.



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Recruiting Posters to Job Specs



Grocery Associate

Responsibilities

Every associate, in every store, every day, and in every way has the responsibility to create the best possible customer experience. Our customers are the reason we get to do what we do!

Qualifications

A positive attitude, ready to learn, and a focus on people.

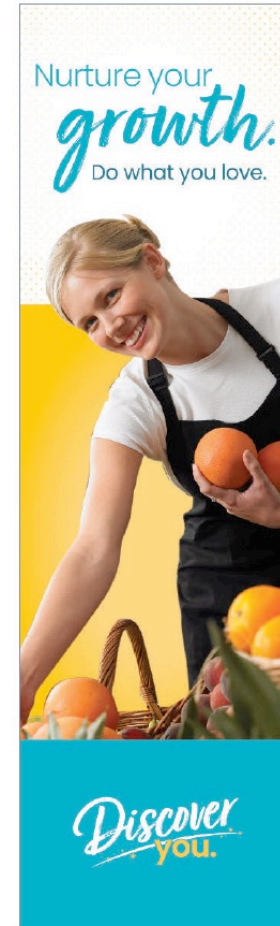
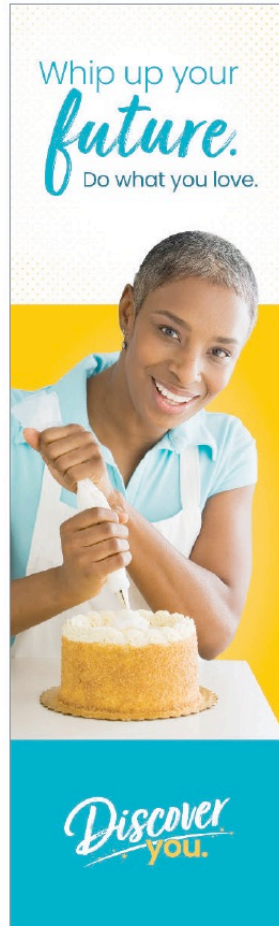
Our local stores have opportunities in meat, floral, produce, customer service, bakery, deli, produce, Starbucks and others. Apply now and let us know where you can make a difference.



Recruiting Collateral

Employment Brand

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Fun, Easy, Friendly Recruiting Materials

Your *future* is knocking.
Come and get it.

Join us and get access to:

- A dynamic atmosphere to grow and learn every day
- Peers and leaders that will become lifelong allies
- Opportunities no matter what or where your interests are
- Diverse work culture
- Health and wellness benefits to keep you at your best
- Competitive compensation

We put our employees first so they can put our customers first.



easy and exciting new ways to shop and experience fresh flavors. Constantly evolving to better serve our customers, our rapidly growing eCommerce business meets shoppers where and how they want to shop. Our exclusive Own Brands products offer a diverse range of products including organic and natural choices.

With deep roots in all the communities we serve, we are committed to giving back to our neighbors through our Foundation and pursuing innovative ways to be more sustainable in our operations.

But it's not all about us, it's about you. It's about the difference YOU can make. Your future is ours. We hunger for more and hope you do too. If all this sounds appetizing,

Let's
connect!



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- › **Orientation & Training**
- › Internal Comms
- › Community Recognition

Orientation & Training

Make the Easy Stuff Easy



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Making Training Fun Again - Orientation

Welcome

Time: 15 minutes

Who: Store Director, Plant Manager, Mentor



1. Meet New Hires in lobby
 - Welcome
 - Introduce self/job history/culture
2. Employees introduce selves
 - Name/department
 - Why Here
 - Welcome over intercom – Be Excited!
3. We are here to celebrate our New Hires!

Tour

Time: 90 minutes

Who: Store Director, Plant Manager, Mentor

What: Walk employees to each department



1. Department Manager share key information about culture and department
 - 1st Day experience
 - Blooper
 - Culture story
2. Own Brands Samples
 - Throughout store
3. 5-10 minutes/department/
4. 5 minutes in between

Welcome Video

Time: 10 minutes

Who: Mentor

1. Show New Hire Video (4.26 minutes)
2. Questions
 - What stood out today?
 - Did you see anyone practice compassion?
 - How was customer service demonstrated?
 - What surprised you?



Closing

Time: 5 minutes

Who: Mentor

1. What's next?
 - Their will be more pieces and training to orient you further
 - Mentor is here to offer support
 - Time/date for return (postcard)
2. Hand out swag!
 - Coupons/bags/Own Brands/Beanies



Making Training Fun Again - Orientation

Scavenger Hunt

Time: 30 minutes
Who: Mentor



1. Purpose
 - Learn Store
 - Recognize Own Brands
 - Find Items
2. Mentor is available
 - Help if needed
 - Customers?
3. Debrief
 - Why are Own Brands important?
 - How are they different from national brands?
 - Are they generic?

Customer Service

Time: 45 minutes
Who: Mentor

1. Table discussion:
 - Examples of great service
 - Examples of poor service
 - What made these experiences great or poor?
2. Large group
 - Have people share
 - Write common themes on board or flipchart
3. Debrief
 - What elements does poor service have in common?
 - What elements does great service have in common?
 - Why is customer service so important to us?

Lunch or Coffee

Time: 15-30 minutes
Who: Mentor, Store Director, Manager

1. Buy lunch or coffee
2. Visit (on the clock)
 - Make conversation
 - Get to know them



Thumb Ball

Time: As Needed
Who: Mentor
What: Team Builder

1. Get out Thumb ball
 - Make circle
 - Throw ball
 - Answer question under thumb
2. Include everyone

Trainers
EXCLUSIVE



Employment Brand

- › Creative
- › Recruiting
- › **Orientation & Training**
- › Internal Comms
- › Community
- › Recognition & Social



Hourly Onboarding – Swag Bag

UPC	CIC	DESCRIPTION	PACK	SIZE	COST	RETAIL	CASE COST
		S SEL/REFRESHE SODA LEMON LIME	8				
		S SEL PAPER TOWEL THIRSTY STRONG	30				
		S SEL POPCORN EXTRA BUTTER	12				
		S SEL BEANS GREEN CUT	24				
		S SEL CORN WHOLE KERNEL	24				
		S SEL PASTA SAUCE GARLIC BASIL	12				
		S SEL GUMMI WORMS	8				
		O ORGNC SPAGHETTI	20				
		WITTEN BAG	1				
		OTHER BAGS	50				

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Hourly Onboarding - Perks

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Internal Communications



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Consistent Style, Messaging & Content



- D2HR usage promotions
- Benefits & Retirement communications
 - Discover You, Your Health & Your Future
- All Policies
- Performance Management & Goal Setting
- Career Paths (OBW 2.0)



If it's meant to engage our associates, we'll use Employment Brand Standards



Employment Brand

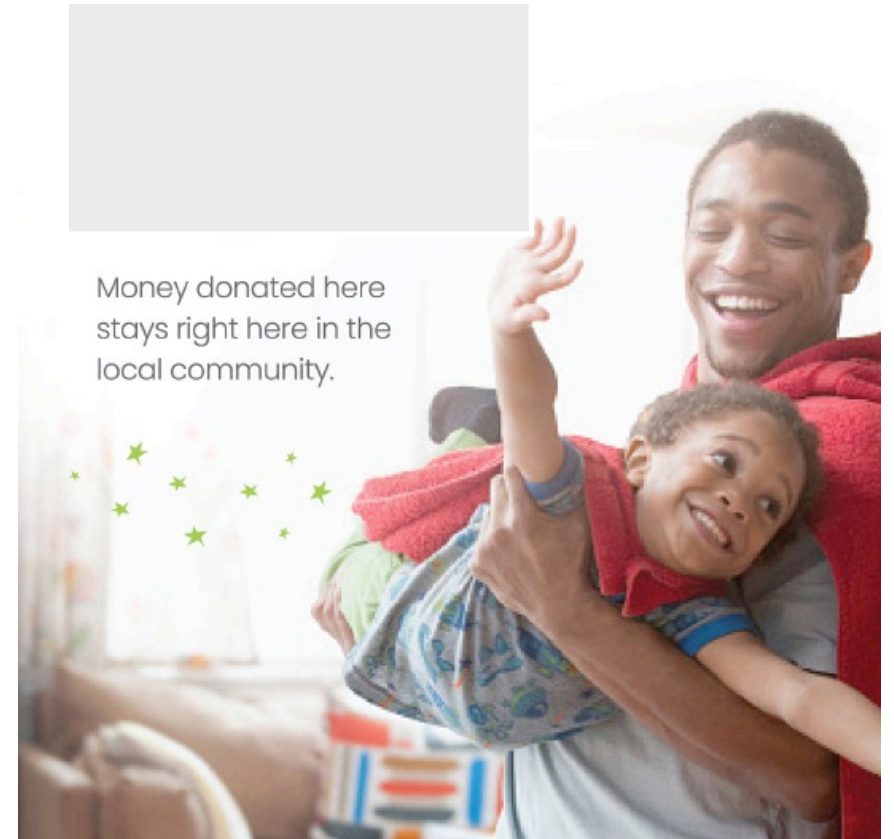
- Creative
- Recruiting
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- Recognition

Community



Consistent Style, Messaging & Content

fuel their **summer**



Employment Brand

- › Creative
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Employment Brand

- Creative
- Recruiting
- Orientation & Training
- Internal Comms
- Benefits & Retirement
- Community
- **Recognition**

Recognition



Recognize Associates, Repeat our Stories

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- ▶ Benefits & Retirement
- ▶ Community
- ▶ **Recognition**



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The logo features the word 'Discover' in a large, blue, brush-stroke style script font. Below it, the word 'you.' is written in a smaller, yellow, sans-serif font. A thick blue swoosh line starts under the 'D' and curves under the 'you.', ending with a small yellow star. Several other yellow stars of varying sizes are scattered along the swoosh and around the text.

Storytelling Arc

Communications Strategy

Business to Candidates

We're not your grandma's grocery store anymore

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