

Client:	Fresh & Easy Neighborhood Market	Product:	Fresh & Easy Property guide
Job Description:		Medium:	
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Creative Team:	Phil Catalfamo	Date:	3/15/07
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"We've put a strong team together, drawing on the wealth of skills and experience within the group. The first stores will open on the West Coast in 2007."

Tim Mason CEO, Tesco USA

People want fresh, healthy food. People want things to be easy.

So we're making our stores that way. Smaller scale shops with wide aisles, high ceilings and low shelves. And we're filling our stores with nice people, high-quality, fresh food and other essentials at affordable prices.

We also think people can use some inspiration, so we're adding a kitchen in every store, where we can demonstrate our easy-to-prepare foods and newest ideas. Ideas that will make our customers' busy lives easier.

And we're not just in the neighborhood. We're a good neighbor that cares about the community, too.

How about that.

A simple shopping experience with everything you need (and nothing you don't) right at hand.

Fresh should always be this easy.

Deutsch

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New to the Neighborhood

Fresh & Easy Neighborhood Market is a new grocery store chain opening late 2007. We're investing \$400 million per year into the U.S. over the next five years to provide a fresh and easy place to shop, where there is great food our customers trust. A place where they can find everything they need at very reasonable prices.

An easy place to shop

Our products appeal to everyone's one-stop shopping needs, from everyday staples to special occasion gourmet items. We promote healthy eating by offering fresh and nutritious food choices, including pre-prepared and organic goods.

And our private-label branded items are minimally processed with no added Trans fat, artificial colors, flavors or preservatives. Items like our coffees, teas, cereals, crackers, chips, drinks, canned goods, frozen foods and more.

We will also carry Fresh & Easy branded produce, including prepared fruit and veggies, hormone and antibiotic free meats, as well as pre-seasoned and marinated items, and seafood. We will have a variety of deli meats and cheeses, a full dairy range, ready-made salads, sandwiches, sushi, pre-prepared entrees and side dishes. And our bakery section offers a variety of breads, pastries, and dessert.

Our customers will feel comfortable in our stores because we're recruiting a friendly staff from the local area, keeping our aisles clear and making products easy to find. Our stores, roughly 10,000 square feet, will draw customers back to their neighborhoods, help boost local trade and reduce travel times.

A good neighbor

We're doing our part to reduce, reuse, and recycle any way possible. So we're equipping our stores with energy-efficient freezer cabinets that use LED rather than florescent lighting and modifying our refrigerators that cut energy usage by 10%.

We're also installing a solar panel roofing system on our distribution center in Riverside, California. At 500,000 square feet, this \$13 million project will be the largest roof-mounted solar installation in California, and possibly the world.

This retrofit will provide nearly a fifth of our chilled/frozen/grocery distribution center's power supply, saving c1200 tons of CO2 emissions each year.

A great place to work

We create a place where our people are part of a team and are treated with respect. Our management is here to help and work with our employees. We provide interesting jobs that give them the flexibility they need and the opportunities to grow. Plus, our salaries are fair and we have fun.

Fresh & Easy Neighborhood Market already employs 150 people at its headquarters in El Segundo, California and expects to create more than 2,500 new jobs once stores begin opening in 2007.

A great history

Our parent company is Tesco. Tesco is the United Kingdom's largest retailer and private sector employer, and its one of the world's leading international retailers. Tesco has over 2,700 stores employing over 380,000 people in thirteen countries across Europe and Asia.

Beginning in 1919, Tesco's success—strong values, listening to customers and innovation—hasn't changed all that much.

Tesco has been venturing into foreign markets for years, employing local people who understand the shoppers in their community better than anyone else.

So that's what we did in the U.S. Fresh & Easy Neighborhood Markets are tailored to the needs of individual communities. We are going to deliver quality, choice and competitive pricing for all of our customers.

Thank you for doing business with us.

"This is a tremendously exciting move for Tesco which will add a new leg to our international expansion. The United States is the largest economy in the world with strong forecast growth and a sophisticated retail market. It is a market we have researched extensively for many years and over the last year we have committed serious resources to developing a format that we believe will be really popular with American customers."

Terry Leahy Chief Executive