



Savings Made Simple

## Sam's Club® Proprietary Brands

The Sam's Club Proprietary Brands portfolio is one way Sam's Club delivers on its member promise of "savings made simple". Our portfolio of Proprietary Brands includes brands we own, as well as brands we purchase or license on an exclusive basis. Now Sam's Club is expanding its Proprietary Brands portfolio with the introduction of three new brands: Artisan Fresh™, Daily Chef™ and Simply Right™. The introduction of these brands marks a significant step forward in providing members superior value as each brand was developed to deliver product benefits and quality in a category relevant way. In addition to the three new brands, Sam's Clubs will continue to offer its existing Proprietary Brands including: Member's Mark, Bakers & Chefs, Sophyto®, Calle Azul® and Rue 33®.

### *New Proprietary Brands*

Sam's Club conducted extensive consumer research to determine what Members valued the most when shopping various club categories. We found that Members were looking for products that consistently delivered high quality and great value, and that quality is defined differently among the different categories. Sam's Club listened to its Members and has ensured that each of its three new Proprietary Brands provide exclusive, unique, and quality products at an amazing value.

**Artisan Fresh™** - A passion for 'made-from-scratch' goodness is at the heart of all Artisan Fresh foods. Only great-tasting, skillfully prepared fresh foods carry the Artisan Fresh name, and they are always at an extraordinary value. Artisan Fresh products include deli and bakery items, take and bake pizzas and meals that are prepared fresh in the Clubs. Members can take home Artisan Fresh foods today, including:

- All Natural Spinach and Three-Cheese Ravioli
- All Natural Spinach and Asiago Cheese Chicken Sausage
- Triple Chocolate Bundt Cake
- All Natural Sliced Bagels

**Daily Chef™** - Built on the premise that Members' favorite foods should be delicious and affordable enough to enjoy every day, Daily Chef features carefully chosen, flavorful ingredients, so that every meal can become an instant favorite. The Daily Chef brand includes a wide range of top quality products, such as savory seafood and imported olive oil. The Daily Chef brand includes premium items such as:

- Colossal easy-peel shrimp
- Dried Montmorency Tart Cherries Sweetened with Fair Trade Certified Sugar
- Organic whole bean coffee
- Lump meat crab cakes

**Simply Right™** - Spanning the health and wellness arena, the Simply Right brand offers healthful, gentle and safe personal care products for the entire family. All items that carry the Simply Right brand are clinically developed and tested to support the well-being of your household members. The brand features health and wellness essentials such as:

- Triple Strength Fish Oil Supplements
- Hand Sanitizer
- Premium Diapers & Baby Wipes
- Exceed Premium Dog Food



Savings Made Simple

## *Existing Proprietary Brands*

Through its Proprietary Brands, Sam's Club strives to ensure that Members get the most value for their membership by providing exclusive, quality products that delight the Member. Sam's Club has introduced the following Proprietary Brands to Members over the past several years:

- **Sophyto**<sup>®</sup> - Inspired by nature and backed by science, Sophyto is a breakthrough line of professional anti-aging skincare products previously only available at dermatologists and medical spas now sold exclusively at Sam's Club. Harnessing the healing power of botanicals to naturally nourish and restore skin's youthful glow, Sophyto helps all skin types feel healthier and more radiant.
- **Calle Azul**<sup>®</sup> - Calle Azul is an award-winning, 100 percent agave anejo tequila that meets the highest industry standards for both quality and flavor. Produced by the Rodolfo Gonzalez family of Mexico and imported by The Sazerac Company, Calle Azul is double distilled using the traditional pot still method from hand-selected agave growing in the Highlands of Jalisco. It is aged for a minimum of 18 months in carefully-selected American oak barrels. This artisan tequila proprietary brand is available in a 750 mL bottle and retails for \$19.99.
- **Rue 33**<sup>®</sup> - Rue 33 is a refined wheat vodka from the Cognac region of France that represents the highest of standards at a great value. It is six times distilled and three times filtered, and produced by the renowned Louis Royer and imported by Shaw Ross. Rue 33 is made with only select premium wheat and spring water from France's prestigious underground sources to yield small proprietary batches for Sam's Club. This premium proprietary brand vodka is available in a 1.75 L bottle and retails for \$28.