

Stater Bros. Markets Unveils New, Refreshed Look!

Updated Logo Reveal Ushered In the Iconic Chain's 83rd Anniversary

SAN BERNARDINO, CALIFORNIA (September 5, 2019) – Stater Bros. Markets proudly showcased its latest logo on Tuesday, August 13, 2019 at its store location on 15150 Kensington Park Dr. in Tustin, CA.

Revealed just four days before the iconic supermarket chain's 83rd Anniversary (*August 17th, 1936*), Stater Bros.' fresh, new look designed by its in-house Advertising Department, demonstrates the Company's continued commitment to its loyal customers, employees and the communities it serves.



**Click on image to view
unveiling ceremony!**

"We have implemented enhanced interior features, and expanded fresh offerings in our new and remodeled locations," said **Stater Bros. CEO Pete Van Helden**. "We realized the exterior of our stores did not reflect the extensive efforts we've made to the inside of our stores. The approach to our brand refresh was to achieve a look that pays homage to our Company's rich history while reflecting the ongoing progress of the Stater Bros. brand and its offerings. I am confident our refreshed logo sends the message that our roots have grown deeper; we're here to stay. We're moving forward and we're a competitive force in this marketplace, committed to meeting the needs of our valued customers, taking care of our loyal employees and giving back to our local communities," Van Helden concluded.

To date, Stater Bros. has remodeled 38 store interiors and by the end of October will have remodeled an additional seven store interiors. Nine Stater Bros. locations currently feature the Company's updated signage. In due course, all Company assets will feature the new look.

To submit a request to utilize the new logo, please email advertisingrequest@staterbros.com.

About Stater Bros. Markets

Stater Bros. was founded in 1936 in Yucaipa, California, and has grown steadily through the years to become the largest privately-owned supermarket chain in Southern California and the largest private employer in both San Bernardino County and Riverside County. The Company operates 172 supermarkets, and there are approximately 17,000 members of the Stater Bros. Market Family. For more information, visit staterbros.com.

STATER BROS. MARKETS...SERVING SOUTHERN CALIFORNIA FOR OVER 83 YEARS

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