

**Schnuck Markets, Inc.**

11420 Lackland Road  
 Saint Louis MO 63146-6928  
 Phone: (314) 994-9900  
 Fax: (314) 994-4040  
 (Mailing Address: PO Box 46928)  
 Website: www.schnucks.com  
 General e-mail:  
 consumer@schnucks.com

**OPERATING DATA**

Number of stores operated:	116
<i>Total stores 2009:</i>	114
<i>Total stores 2008:</i>	106
Store types:	
Convenience stores	11
Super stores	105
Corporately owned:	116
Store operating name(s):	
Logli	5
25,000-75,000 sq. ft.	
Schnuck's	100
25,000-75,000 sq. ft.	
Schnuck's Express	11
1,000 sq. ft.	
Overall preferred GLA:	
1,000-75,000 sq. ft.	

**Programs/services offered:**

24-hour operations, aisle markers, atm machines, check cashing, coin kiosks, credit cards accepted, double coupons, electronic couponing, electronic marketing, full service banking, gift cards, in-store health clinics, in-store restaurant, lottery tickets/ machines, photo processing, prescription pharmacy, samples/demos, self-checkout lanes, service deli, service meat, service seafood

Average number of checkouts: 16

**Co-branded store-within-a-store:**

Kaldi's Coffee  
 Full service bank name: U.S. Bank  
 Area served: IA (1), IL (33), IN (5), MO (55), MS (4), TN (17), WI (1)

**MERCHANDISE LINE DATA**

Stores offering gasoline:	11
Merchandise lines offered in stores:	
<i>Alcohol/tobacco:</i> beer, cigars, cigarettes, tobacco & accessories, packaged liquor, wine	
<i>Drug/HBC:</i> OTC drugs, health aids & beauty aids, paper & related products, prescriptions, soaps, detergents & household cleaners	
<i>Grocery:</i> candy, general groceries, gourmet foods/health foods, meals,	

unpackaged snacks, sandwiches, etc., pets, pet foods & supplies  
*Housewares:* automotive fuels/gasoline, kitchenware & home furnishings  
*Leisure goods:* books, magazines & newspapers, stationery, office supplies, cards, souvenirs  
*Perishables:* baked goods, dairy, floral, frozen foods, meat, produce, seafood

**PRIVATE LABEL DATA**

Private label goods purchased:  
*Drug/HBC:* OTC drugs, health aids & beauty aids, paper & related products, soaps, detergents & household cleaners  
*Grocery:* candy, general groceries, gourmet foods/health foods, meals, unpackaged snacks, sandwiches, etc., pets, pet foods & supplies  
*Perishables:* baked goods, dairy, frozen foods  
 Name of private label line(s): Full Circle, Schnucks

**BUYING DATA**

Buying committee at this location: Yes  
 Buying done at this location for:  
*Alcohol/tobacco:* beer, cigars, cigarettes, tobacco & accessories, packaged liquor, wine  
*Drug/HBC:* OTC drugs, health aids & beauty aids, paper & related products, prescriptions, soaps, detergents & household cleaners  
*Grocery:* candy, general groceries, gourmet foods/health foods, meals, unpackaged snacks, sandwiches, etc., pets, pet foods & supplies  
*Housewares:* automotive fuels/gasoline, kitchenware & home furnishings  
*Leisure goods:* books, magazines & newspapers, stationery, office supplies, cards, souvenirs  
*Perishables:* baked goods, dairy, floral, frozen foods, meat, produce, seafood

Generic lines purchased: yes  
 New items automatically distributed: yes  
 Headquarters approval required to call on stores: yes  
 Store managers authorized to purchase items not warehoused: yes  
 Product recall: buyer-specific

**PROMOTION DATA**

Advertising media: circulars, electronic coupons, flyers, internet, newspapers, radio, Sunday supplements, TV  
 Point-of-purchase materials: display bins, mobiles, motorized displays, over-wire banners, posters, pennants & streamers, price cards, shelf talkers, window signs  
 Manufacturer P-O-P encouraged: no  
 Store managers may select store displays: yes

**SUPPLIER/DISTRIBUTION/ WAREHOUSE DATA**

Own warehouse(s):  
 Frozen Foods/Grocery/Perishables:  
 8525 Page Avenue  
 Venita Park, MO  
 General Merchandise:  
 1605 Park 370 Boulevard  
 Hazelwood, MO  
 12921 Enterprise Way  
 Bridgeton, MO  
 Number of trucks operated: 58  
 Number of trailers operated: 224

**FINANCIAL SUMMARY**

2008	\$2,432,800,000 (e)
2007	\$2,348,300,000 (e)
2006	\$2,249,500,000 (e)

**(Supermarkets)**

2008	\$2,398,500,000 (e)
2007	\$2,314,000,000 (e)
2006	\$2,233,400,000 (e)

**(Convenience Stores)**

2008	\$34,300,000 (e)
2007	\$34,300,000 (e)
2006	\$16,100,000 (e)

(Figures include gas sales)

Public company: No

Online sales: Yes

**NEW AND NOTEWORTHY**

Schnuck Markets, Inc. also operates one floral design center and one central bakery.  
 In October, 2008, the company acquired three stores from Homer Group, O'Fallon, IL. Two stores reopened under the Schnuck's banner; the third site closed.

**KEY PERSONNEL**

Chairman: Scott C. Schnuck  
 President: Todd Schnuck  
 President, Desco Group: Mark Schnuck  
 Senior VP, Logistics/Manufacturing:  
 Richard T. Frede