

All Hands on Deck as Smart & Final Prepares for the July 4th Rush

COMMERCE, Calif., July 1, 2016 /PRNewswire/ -- Fourth of July is more than just fireworks and a three-day weekend for Smart & Final, the longest continuously-operating food retailer in the U.S. Today marks Engagement Day, the kick off to the retailer's busiest days of the entire year as shoppers head to the store to purchase hot dogs, burgers, table settings and essential staples for Fourth of July festivities. During this same week in 2015, Smart & Final sold more than 200% more hot dog packages and pounds of ground beef, more than 500% more seedless watermelons, and more than 450% more pounds of potatoes than during normal shopping days as customers prepared for the Fourth of July.

"Each year we look forward to serving all of the communities in which we operate, providing families, businesses and nonprofits with all their Fourth of July and summer barbeque essentials and preparing for the high volume of products to be sold as they celebrate with their families and community," said Dave Hirz, Smart & Final CEO.

On Engagement Day, Smart & Final employees ranging from regional managers to C-level executives arrive at their local store to roll up their sleeves and provide hands on support to meet the needs of the holiday throng. Even CEO Hirz will join in by helping to stock shelves, ring up customers and gather shopping carts in the parking lot. Starting at 8 AM Friday, Hirz will return to his bag boy roots from younger days as he chips in at the Burbank Smart & Final Extra! store at 3830 W. Verdugo Avenue.

Smart & Final offers a one-stop shopping experience where businesses, community organizations, and household shoppers can fulfil their grocery needs while at the same time stocking up on thousands of club-size products, all without a membership fee. All recently opened stores feature Smart & Final's new *Extra!* format, which includes expanded frozen, deli and meat sections, a full produce section, organic and natural food products, high quality perishables and meats, a wide selection of private label offerings, and unique products such as self-serve bulk goods by the pound and oven-roasted chicken. Select stores also offer additional services such as a hot bakery, sushi and cut fruit offerings.

Furthermore, through its recently announced [First Street First Percent](#) campaign, customers can help give back to their own communities. When customers purchase First Street private label items, Smart & Final will donate the first one percent of net profits to the Smart & Final Charitable Foundation™ which supports local nonprofits such as Boys & Girls Clubs, food pantries and Little League organizations.

About Smart & Final

Smart & Final Stores, Inc. (NYSE:SFS), is a value-oriented food and everyday staples retailer, headquartered in Commerce (near Los Angeles), California. The Company offers quality products in a variety of sizes, saving household, nonprofit and business customers time and money. As of March 27, 2016, the Company operated 290 grocery and foodservice stores under the "Smart & Final," "Smart & Final *Extra!*" and "Cash & Carry Smart Foodservice" banners in California, Oregon, Washington, Arizona, Nevada, and Idaho, with an additional 15 stores in Northwestern Mexico operated through a joint venture. In business for 145 years, the Company remains committed to giving back to local communities through employee volunteer opportunities and Company donations to local nonprofits.

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