

Bloom Technologies – Making Shopping a *breeze*™

Bloom store attributes include novel, leading-edge technologies in the retail industry. The Bloom *breeze* technology is designed to enhance the shopping experience and help guests find products, get information and check out quickly. It's just "*breeasy*"!

Technologies Found in Bloom

Information Kiosks – Bloom logically organizes products in adjacent sections, but when help is needed locating an item or checking a price, customers can quickly reference the store's six Information Stations. These kiosks are strategically located throughout the store providing guests a quick and easy way to find the entire store's products, check individual prices, and print recipes for items in the store.

You can also locate the ingredients for recipes, find the perfect bottle of wine, discover how an exotic fruit or vegetable is used, and find easy, fun recipes. Children can also play a game while mom or dad picks up that next item or two. Forget your shopping list? No problem. Prepare it on shopbloom.com, download it at our information station and print it in aisle location order. Getting information at Bloom is truly a breeze.

Checkout Options: Bloom guests have three different check-out lane options. You can check yourself out using our Self-Checkout, you can select the cashless Mobile Register check-out process (debit or credit card only and available in select stores) or you can speed the checkout process all together by using our Palm Scan personal scanners.

Personal Scanners – Bloom's high-tech personal scanners are available in a number of stores. Deceptively small, they make a big impact. Once they complete a quick introductory demonstration, guests can use the personal scanners to expedite and personalize their shopping experience by checking prices, keeping track of their grocery total and being notified when their prescription is ready. Bloom's parent, Delhaize Group, has used the scanners successfully in its European grocery stores for many years. Guests can pick up a hand scanner at the store entrance and scan and bag their groceries as they shop, pay for their purchases at any available register including Self-Checkout and go.

Mobile Register –Bloom’s mobile registers, available in select stores, are quick deployment devices that alleviate long lines and lost time for guests. These registers, which are smaller and more ergonomically designed than traditional models, are outfitted with wireless check-out features, fully functional and can be used to expedite check out in many areas of the store, inside and out.

Check-Out Lanes – Select one of three different check-out options. Bloom offers a belted lane for large orders, a single-lane made for smaller orders, and the cashless (debit or credit card only) option.

Self Checkout – A cluster of self-checkout stations lets guests check out at their own pace. As always, Bloom associates will be nearby in case assistance is needed.

Self-Serve Produce Scale – Using this innovative, electronic scale, guests can check the weight and cost of their fresh fruits and vegetables before checking out.

Web site: www.shopbloom.com – Even away from the store, Bloom works to take the hassle out of grocery shopping. “My Shopping List” is a Web-based feature guests can use at home to record, research and store their weekly (or daily) shopping lists. The website will also be equipped with each store’s inventory, and will also provide the customer with a shopping list in aisle location order from the comfort of their own home. The site will also offer other features that keep consumers armed with all the tools to make their shopping experience quick and easy.