



FOR IMMEDIATE RELEASE:

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CITY OF WACO WELCOMES NATURAL GROCERS TO BOOST LOCAL ECONOMY

WACO, TEXAS (September 6, 2024) — The City of Waco is pleased to announce the arrival of Natural Grocers, a Colorado-based family-operated company, which will soon open its doors at 601 N Valley Mills Drive. The new establishment is expected to bring 20-25 jobs to the community and contribute to the ongoing economic growth of the area. Waco celebrates being selected as the 24th store in Texas!

"Natural Grocers decision to set up shop in Waco is a testament to our city's thriving business environment and our commitment to fostering economic development and positive quality of life," said Jennifer Branch, Senior Economic Development Manager for the City of Waco. "The City of Waco's Economic Development team has been working with our recruiting partners at The Retail Coach on this and many other exciting projects for years. We anticipate several more announcements before the end of the year!"

Raquel Isely, Vice President of Marketing at Natural Grocers, says, "We're 'not your average grocery store,' and that's true for so many reasons. We intentionally do things differently than other grocery retailers. We are dedicated to improving human health, the health of the environment, and ensuring a robust economy – the triple bottom line of regeneration. From the smallest to the largest, we strive to make our business practices contribute to positive changes we're committed to seeing in the world.

Natural Grocers has been exploring new location opportunities in the heartland of Texas, specifically within Waco, for years. We are excited to have finally found the perfect location. Waco has such a rich history and an obvious sense of community. Celebrating 175 years as a city doesn't happen by accident! It's an obvious reflection of dedication, resiliency, and progress. These are things Natural Grocers values, too!"

The grand opening of Natural Grocers is scheduled for winter 2024, with a ribbon-cutting ceremony to mark the occasion. The event will be open to the public. Local officials, business leaders, and residents are encouraged to attend.

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Natural Grocers warmly invites residents of Waco and the surrounding communities to attend a special Meet & Greet event on September 10 and a two-day Hiring Event on September 11 – 12, 2024. The events will allow attendees to learn more about the Company's history, founding principles, and future employment opportunities. All events will be hosted in the conference room of the Courtyard Waco Hotel located at 101 Washington Ave, Waco, Texas.

For more information about the new business and its offerings, please visit <https://www.naturalgrocers.com/our-story> or contact Katie Macarelli, Director of Public Relations at Natural Grocers, kmacarelli@naturalgrocers.com.

About Natural Grocers By Vitamin Cottage

Founded in 1955, Natural Grocers by Vitamin Cottage, Inc. (NYSE: NGVC) is an expanding specialty retailer of natural and organic groceries, body care products, and dietary supplements. The products sold by Natural Grocers must meet strict quality guidelines and may not contain artificial colors, flavors, preservatives, sweeteners, or partially hydrogenated or hydrogenated oils. The Company sells only USDA-certified organic produce and exclusively pasture-raised, non-confinement dairy products and free-range eggs. Natural Grocers' flexible smaller-store format allows it to offer affordable prices in a shopper-friendly, clean, and convenient retail environment. The Company also provides extensive free science-based Nutrition Education programs to help customers and crews make informed health and nutrition choices. Natural Grocers is committed to its 5 Founding Principles—including its "Commitment to Community" and "Commitment to Crew." In fiscal year 2023, the Company invested \$15 million in incremental compensation and discretionary payments for Crew. Natural Grocers has 169 stores in 21 states, with its headquarters in the Union Square neighborhood of Lakewood, CO.

About the City of Waco Economic Development

Waco, Texas, is a dynamic city located in the heart of Central Texas, known for its rich history, diverse culture, and growing economy. The City is dedicated to fostering a vibrant and sustainable economy that benefits all residents and businesses. Economic development plays a crucial role in enhancing the city's economic vitality by focusing on strategic initiatives that attract new businesses, support existing enterprises, and promote innovation.

The City creates a business-friendly environment that encourages investment and job creation through partnerships with local, regional, and state organizations. Key focus areas include workforce development, infrastructure improvements, and community revitalization efforts.

The Economic Development Department provides a range of services, including site selection assistance, incentives and grants, and business retention programs, all designed to support long-term growth and prosperity in Waco. With a commitment to inclusivity and sustainability, the department is instrumental in shaping Waco's future as a hub for economic opportunity and quality of life.

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