



NEWS RELEASE

Vital Farms Launches the “Behind Every Carton” Campaign to Show Consumers the Real Farms and Farmers Who Produce the Good Eggs Every Day

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The Behind Every Carton Tour will bring real family farmers to more than 20 Sprouts Farmers Market stores across Colorado, Arizona and California starting October 13;

Vital Farms will also launch new nationwide out-of-home and digital creative in partnership with GUT Miami and Dentsu X highlighting the brand’s “See The Farm” initiative.

AUSTIN, Texas--(BUSINESS WIRE)-- **Vital Farms** (Nasdaq: VITL) announced today the launch of the “Behind Every Carton” campaign, which celebrates the more than 600 real family farms that help bring ethical food to the table every day.

Behind Every Carton celebrates Vital Farms’ direct relationships with the farmers who produce eggs for consumers every day. At a time when much of the egg aisle feels far removed from the farm, Vital Farms takes a different approach, building real connections with the real people who care for the hens and do the work. Through in-person events and national out-of-home and digital creative, the campaign brings the farmers, their farms and their stories closer to the people who bring Vital Farms eggs home.

Together, these campaign experiences highlight the brand's "**See The Farm**" initiative: on the side of every carton of Vital Farms eggs, consumers can scan a QR code to see a 360-degree view of the farm where their carton of eggs came from.

"We care a lot about showing consumers the real people and places behind Vital Farms eggs. This campaign highlights an everyday truth about Vital Farms: you can always see the farm where your eggs were laid," said Kathryn McKeon, Chief Marketing Officer at Vital Farms. "We've grown a lot over the years, and one thing has never changed: Every carton of Vital Farms eggs starts with a real farmer caring for their hens on a real farm."

Consumers in Colorado, Arizona and California can meet Vital Farms farmers at upcoming Behind Every Carton tour stops (full schedule below). Nationwide, consumers can scan the QR code on the side of every Vital Farms egg carton and enter the farm name to see the actual farm where their eggs were laid.

Behind Every Carton Tour

The Behind Every Carton Tour connects shoppers with Vital Farms family farmers through a new retail experience that brings the real farms, real people and real care behind every carton to life. At more than 20 **Sprouts Farmers Market** stores across Colorado, Arizona and California, shoppers can meet Vital Farms farmers and crew members, swap stories and recipes, and learn more about where their food comes from. The tour kicks off October 13 in Denver.

At each stop, shoppers can experience Vital Farms' **See The Farm** initiative like never before using a carton-inspired virtual reality headset that transports them from the grocery store parking lot to actual farms where Vital Farms eggs were laid. They'll also take home free egg vouchers, swag and other surprises. Throughout the tour, select shoppers will be surprised with free Vital Farms eggs for a year.

The Behind Every Carton Tour is scheduled to visit select Sprouts Farmers Market stores on the following dates:

- Denver and Boulder, Colorado: October 13, 14, 17, 18, 21 and 22
- Phoenix, Arizona: October 27, 28, 30 and 31, and November 1
- Los Angeles, California: November 6, 7, 8, 12 and 13
- San Diego, California: November 15, 19, 20, 21 and 22

For participating store locations, event times and the latest tour details, please visit <https://vitalfarms.com/lp/behind-every-carton/>.

Out-of-Home & Digital Creative Campaign

Vital Farms is turning its iconic black carton into a window to the farm through a new digital, social and out-of-home ad campaign reaching consumers coast-to-coast. Developed in partnership with GUT Miami and Dentsu X, the creative features real farm footage and highlights consumers' ability to see the actual farm where their eggs were laid.

Vital Farms launched its **See The Farm** traceability initiative in 2020, which has been a feature on every Vital Farms egg carton ever since. Today, it features immersive 360-degree videos from nearly all of the more than 600 farms in the Vital Farms network.

The new creative features five real family farms, with headlines that reinforce the brand's efforts to bring greater transparency to the food system, including "Nothing to Hide. Just Acres to Show" and "What's Behind Your Eggs? A Real Farm You Can See."

"The idea came from the simple truth that there's a real farm behind every Vital Farms carton," said Justin Enderstein, Executive Creative Director, GUT Miami. "More than ever, it's so important to know where your food comes from, so we put the farm behind your food in plain sight. This campaign transports audiences to the farm, where they can sense the fresh air, hear the chickens squawk, and see them roam the open pastures."

More to Explore at VitalFarms.com

The Behind Every Carton campaign also extends to the newly refreshed **VitalFarms.com**, giving consumers more ways to explore where their food comes from and the practices that help bring it to shelves.

In addition to expanded educational content, the website now features a "**See Inside a Vital Farms Barn**" digital tour that opens the barn doors and gives visitors an up-close-and-personal, immersive tour of a real Vital Farms farm. Consumers can explore where the hens roost at night to keep them safe from predators, the pasture where they spend their days, and where farmers collect and pack eggs every day. Together with the See The Farm initiative, these experiences bring consumers even closer to the people, farms and practices behind every carton.

For more information on the Behind Every Carton campaign, including the full schedule of tour stops, please visit: <https://vitalfarms.com/lp/behind-every-carton/>.

ABOUT VITAL FARMS:

Vital Farms (Nasdaq: VITL) is a Certified B Corporation that offers a range of ethically produced foods nationwide. Started on a single farm in Austin, Texas, in 2007, Vital Farms is now a national consumer brand that works with more than 600 small farms and is the leading U.S. brand of pasture-raised eggs by retail dollar sales. Vital Farms'

ethics are exemplified by its focus on the humane treatment of farm animals and sustainable farming practices. In addition, as a Delaware public benefit corporation, **Vital Farms** prioritizes the long-term benefits of each of its stakeholders, including farmers and suppliers, customers and consumers, communities and the environment, and crew members and stockholders. Vital Farms' products, including shell eggs, hard-boiled eggs, and liquid whole eggs, are sold in more than 24,000 stores nationwide. Vital Farms pasture-raised eggs can also be found on menus at hundreds of foodservice operators across the country. For more information, visit <https://vitalfarms.com>.

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