

CELEBRATING HY-VEE HISTORY

In 85 years, Hy-Vee has transformed from a small supply store in rural Iowa with a handful of employees to a major retailer with 236 supermarkets and more than 76,000 employees throughout eight states. Take a look at some of the significant historical events that have shaped who we are today.



1930
Charles Hyde and David Vredenburg form a partnership and open the **Beaconsfield Supply Store (Iowa)**.

1936
David Vredenburg's son, Dwight, who manages the Centerville (Iowa) store, **extends profit-sharing benefits to every employee** at his store.

"WE ARE THE ONLY COMPANY THAT WE KNOW OF IN THE RETAIL INDUSTRY THAT SHARES WITH ITS PEOPLE THE AMOUNT OF PROFITS THAT WE DO."

— Ron Pearson



1940
The Centerville store reopens with cutting-edge additions: a **frozen food case, fluorescent lights, background music and shopping carts**.

To encourage hesitant Centerville customers to use the new carts, Dwight Vredenburg tosses in candy bars and packs of chewing gum as an incentive.



1930

1940

1933

The pair introduce **profit sharing and autonomy to store managers** after opening the Princeton Supply Store (Missouri).

1938

Hyde & Vredenburg is incorporated, and **Dwight Vredenburg becomes its first president**.

1945

Hyde & Vredenburg, Inc., **purchases the Chariton Wholesale Grocery Company** and moves its headquarters from Lamoni, Iowa, to Chariton, Iowa.

1949

Centerville opens a new **"drive-in" store** — the first to offer **carryout service and self-service meats**.



DWIGHT VREDENBURG

Hy-Vee's first president, who took over at just 23 years old, motivated every employee to focus on customer service. During his 45-year tenure as president, Dwight Vredenburg transformed Hy-Vee from a corner grocery store to a modern supermarket chain.





1952

Three people suggest "Hy-Vee" in a contest to rename the Supply and Service stores.



1960

Fort Madison (Iowa) is the first store to have a courtesy counter and laundromat services.



1957

The first in-store bakery opens at the Iowa City No. 1 (Iowa) store.



1963

Hy-Vee unveils its second and most signature logo, which looks like a shopping cart.

1963

The company name changes from Hyde & Vredenburg, Inc. to Hy-Vee Food Stores, Inc.

1960

The Hy-Vee Employees' Trust is created and becomes a primary stockholder, making every fund participant an indirect stockholder.



1969

The first Drug Town opens in Cedar Rapids, Iowa, bringing Hy-Vee into the pharmacy business.

1963

The Hy-Vee Employees' Trust purchases the National Bank & Trust Company of Chariton.



1969

Hy-Vee merges with Cherokee, Iowa-based Swanson Stores, Inc., and gains 12 new stores, an office-distribution complex and presence in a new state: Minnesota.



1963

The "Helpful Smile in Every Aisle" slogan makes its radio and television debut. Hy-Vee is one of the first grocers in the nation to use television for advertising.

1950

1960

1970

Hy-Vee

1956

Hy-Vee adopts a new logo for its new name.



1956

Hy-Vee introduces its first private-label products: canned coffee and fresh milk.

1961

The first snack bar and coffee shop opens at the Des Moines No. 2 (Iowa) store.



1964

The first Service Award Dinners are held, honoring 406 employees for their service.

1967

The first in-store delicatessen opens at the Des Moines No. 2 store.

"THE 'HELPFUL SMILE' SLOGAN HAS SURVIVED MORE THAN 50 YEARS BECAUSE OUR EMPLOYEES FULFILL THAT PROMISE. IT'S MORE THAN JUST A SAYING."

— Ric Jurgens





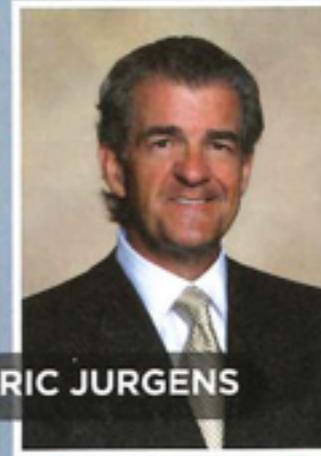
RON PEARSON

Ron Pearson built upon Dwight Vredenburg's legacy by catering to the needs of the contemporary customer. He focused on convenience, enhancing in-store departments and adding on-site gas stations, dry cleaning services and dine-in or takeout meal areas.



1988

The opening of the **Overland Park No. 1 (Kansas)** store marks Hy-Vee's entry into its seventh state and largest metropolitan area: Kansas City.



RIC JURGENS

Hy-Vee has its third leader to thank for its reputation for healthy living. Under Ric Jurgens, the company established the Hy-Vee Triathlon, began adding in-store medical clinics and created a Hy-Vee Health Team led by pharmacists, certified pharmacy technicians and dietitians.



1978

Dwight Vredenburg is elected chairman and chief executive officer.



1982

Hy-Vee establishes **Perishable Distributors of Iowa (PDI)** as an affiliate of the company.



1983

Ron Pearson, Hy-Vee's chief operating officer, succeeds Dwight Vredenburg as president.



1994

Hy-Vee modernizes its 30-year-old logo and adds that the company is employee-owned.

1994

Hy-Vee launches the **Hy-Vee Employees' 401(k) plan** to encourage employees to save for retirement.



1990

Hy-Vee establishes **Perishable Distributors of Iowa** as a subsidiary and purchases Lomar Distributing.

MIDWEST HERITAGE

A Hy-Vee Company

Banking • Investments • Insurance

1995

The National Bank & Trust Company changes its name to **Midwest Heritage Bank**, which opens its first store branch at the **Ames No. 1 (Iowa)** Hy-Vee the following year.

1995

Hy-Vee's corporate offices move from **Chariton** to **West Des Moines**, and the corporate name changes to **Hy-Vee, Inc.**



1975

Hy-Vee now owns stores in four states. Its newest state, **South Dakota**, welcomes the first Hy-Vee store in Brookings.

1980



1979

The first Hy-Vee in **Illinois** opens in Macomb.

1985

Lincoln No. 4 (Nebraska) becomes Hy-Vee's first combination food and drugstore with more company firsts: a self-service salad bar, cheese and deli counters and a self-service bakery.



1977

Norfolk No. 1 is the first Hy-Vee store to open in Nebraska.

1990

1989

Dwight Vredenburg retires and Ron Pearson succeeds him as chairman and chief executive officer. During Vredenburg's 50-year tenure, Hy-Vee grew from 15 to 164 stores.

1992

Two important company purchases are made: **D&D Salads (now D&D Foods)** and **Florist Distributing**. Both become Hy-Vee subsidiaries.

1992

The first **Chinese Express** opens in Missouri at the **Independence No. 1** store.





2000

Hy-Vee switches the red and white colors on the logo it introduced in 1994. This updated version of the logo is still used today.



1995

Hy-Vee establishes the **Road of Gold program** to encourage safe driving.



1995

Hy-Vee/Weitz Construction Company is formed.

1998

The Hy-Vee Employees' Trust Fund and the 401(k) plan merge to form the **Hy-Vee Employees' Profit-Sharing Trust Fund and 401(k) Plan**. Participants have ownership in Hy-Vee stock.

1998

Midwest Country Fare replaces the Lots of Value private-label product line.

1996

Hy-Vee launches a **company website**.



1997

The first **"21st Century" store**, which has more room for general merchandise, opens at the Mankato No. 2 (Minnesota) Hy-Vee.



1997

The first **Hy-Vee Gas** opens at the Davenport No. 3 (Iowa) store.

2000

HealthMarket private-label products are introduced.



2001

The **HealthMarket department** is introduced at the new Columbia No. 1 (Missouri) store.

2003

Ric Jurgens is elected **Hy-Vee's chief executive officer**.

2006

Ric Jurgens is elected **chairman of the board**. Ron Pearson is elected **chairman emeritus**.



2006

The **Hy-Vee Legendary Customer Service Award** is established. Each year, 10 exemplary employees are inducted into the **Customer Service Hall of Fame**.

2009

Randy Edeker becomes Hy-Vee's fourth president. He succeeds Ric Jurgens, who remains chairman of the board and chief executive officer.



2009

Hy-Vee enters **Wisconsin, its eighth state**, with the opening of the **Madison No. 1 store**.



2009

Hy-Vee becomes the exclusive grocer sponsor of the **Kansas City Chiefs**.



2009

Hy-Vee and Amber Pharmacy, an Omaha, Nebraska-based specialty pharmacy company, partner to form **Hy-Vee Pharmacy Solutions**.



2010

Hy-Vee introduces the **Ronald D. Pearson Citizenship Award** to honor employees for volunteer work.



Amber Pharmacy joins the Hy-Vee family as its **seventh subsidiary**, creating a wealth of opportunities for the company in the specialty pharmacy field.



2015

Hy-Vee replatforms **online grocery shopping** companywide.

2000

1999

Hy-Vee begins stocking **Hy-Vee Grand Selections**, a premium private-label brand.

2005

Hy-Vee's first **in-store clinic** opens at the Davenport No. 5 (Iowa) Hy-Vee.



The first **Hy-Vee Triathlon** takes place.

2008

Hy-Vee introduces its **first mission statement: Making lives easier, healthier, happier.**



2012

Hy-Vee introduces the **Fuel Saver™ program**, which rewards certain store purchases with discounts on gas.

2012

Randy Edeker succeeds **Ric Jurgens** as **CEO and chairman of the board** following **Jurgens' retirement**.



"OUR FOCUS FOR THE PAST 85 YEARS ON SERVICE, CARING AND ADAPTING TO LIFESTYLES WILL HELP US MOVE FORWARD AND SUCCEED IN THE FUTURE."

— Randy Edeker



2013

Hy-Vee forms a new subsidiary, **Hy-Vee Construction**, after the purchase of its share of Hy-Vee/Weitz Construction.

2013

Hy-Vee begins adding **Market Grilles and Cafés** to stores.

