



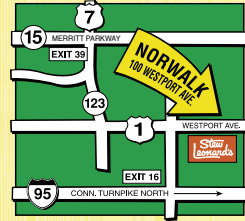
Stew Leonard's began as a small dairy store founded in Norwalk, CT in 1969 with just seven employees. Today Stew Leonard's is still family-owned and operated, but has grown to include two other stores in Danbury, CT and Yonkers, NY with a fourth store planned for 2004 in East Farmingdale, NY.

"Stew Leonard's is the kind of grocery store where KIDS want to go-and if you aren't a kid, it's likely to make you one again!"

- CNN.COM TRAVEL PURSUITS

How to get to our stores

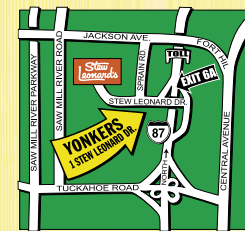
...directions are also on our website www.stewleonards.com



NORWALK, CT
100 WESTPORT AVE.
CT TURNPIKE (I-95)
TO EXIT 16, 1 MILE
TO U.S. ROUTE 1.
TURN RIGHT.
OPEN 7 DAYS / 7-11
(203) 847-7213



DANBURY, CT
99 FEDERAL ROAD
FROM I-84 TAKE
EXIT 7 TO ROUTE 7
NORTH. THE STORE IS
ON YOUR LEFT!
OPEN 7 DAYS / 8-10
(203) 790-8030



YONKERS, NY
1 STEW LEONARD DR.
2 MILES NORTH OF
THE CROSS COUNTY
SHOPPING CENTER
ON I-87. EXIT 6A.
OPEN 7 DAYS / 8-10
(914) 375-4700



And a fourth store coming in 2004 to East FARMINGDALE, New York!

A visit to Connecticut or New York would not be complete without a stop at Stew Leonard's—dubbed the "Disneyland of Dairy Stores" by the *New York Times* for its amusement park atmosphere, combined with its farm fresh foods and outstanding customer service. In fact, Travelocity™ named Stew Leonard's one of Connecticut's top 10 "local hidden gems and family favorites."



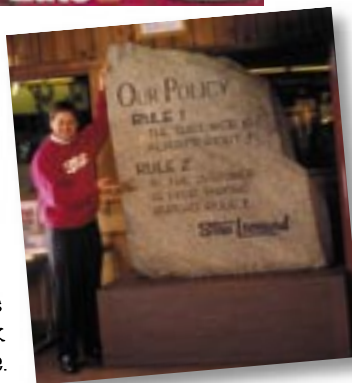
ZAGAT SURVEY



The success of this family-owned business and their legion of loyal shoppers is largely due to Stew's passionate approach to customer service:

- Rule #1 - The Customer is Always Right!**
- Rule #2 - If the Customer is Ever Wrong, Re-Read Rule #1.**

This principle is so essential to the foundation of the company that it is etched in a three-ton granite rock at each store's entrance.



Beth, Marianne, Stew Sr. Jill, Tom & Stew Jr.

The Leonard's Welcome You as a Visitor...

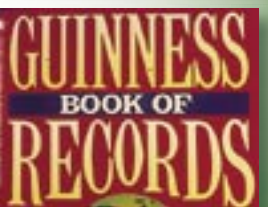
We'd like you to enjoy a **FREE Ice Cream Cone**

Made with our own dairy FRESH cream!

Just show this Flyer - One per family please

VISIT the WORLD'S MOST FAMOUS Food Store!

As Featured in...



"You'd Have to Own a Cow to Get Fresher Milk"

- STEW LEONARD, JR.



See It Bottled Before Your Eyes!

Stew Leonard's, The World's Largest Dairy Store, has the largest in-store dairy plant in the country. Our milk arrives fresh daily straight from our 2,000 acre dairy farm in Ellington, Connecticut. We then pasteurize, homogenize

and package our milk every day in our Norwalk dairy plant, located right in the heart of the store. Customers can buy milk that has gone from farm to shelf in as little as six hours.



COFFEE ROASTING



Farm Fresh Food

At Stew's, we don't just make the food in front of you — you can taste it, too. Every department has free samples. From hot croissants and our famous chocolate chip cookies, to fresh-squeezed orange juice and new products — we believe in show and sell!



ARTISAN BAKING

...PLUS so much more!

MOZZARELLA MAKING



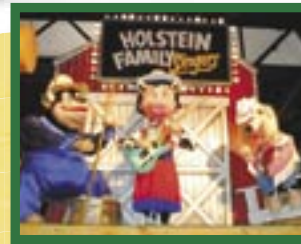
"Everyday is Showtime at Stew Leonard's"



Stew Leonard's costumed characters, including WOW the Cow, Daphne the Duck and Cynthia the Chicken, stroll down the aisles to amuse children, handing out cookies, stickers and free ice cream tokens.

Entertainment & Shows:

Realistic, state-of-the-art animatronics perform original songs to keep children entertained while Mom and Dad shop!



Live Petting Farm:

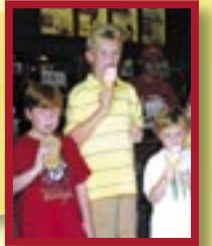
One of the many free attractions for children include "Stew's Little Farm," where kids can get up-close to real barnyard animals and feed the baby ducks, goats, cows, chicken, sheep and geese.



"All Ages Guaranteed a Moovelous Time!"

Ice Cream Parlor:

When Mom or Dad spends \$100 or more in the store, the register "moos" and kid's smile with glee—because that means that they receive a free ice cream cone!



FREE Hayrides in the fall

Stew's has a Halloween Hayride and pumpkin patch, and children dress up on Halloween to trick-or-treat throughout the store.



Holidays

From Christmas Tree and Menorah lightings, to sitting on Santa's lap and picking out the perfect tree, the holiday spirit abounds at Stew's.



Bags Around the World

Customers take pictures of themselves while holding our bag at different landmarks all over the world.

