



NEWS RELEASE

Bed Bath & Beyond Accelerates Nationwide Rollout of Co-Branded Stores with The Container Store

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Twenty-two launch markets begin Phase One of the Bed Bath & Beyond + The Container Store transformation, with additional locations to follow in the coming weeks

NASHVILLE, Tenn.--(BUSINESS WIRE)-- Bed Bath & Beyond, Inc. (NYSE: BBBY) ("Bed Bath & Beyond" or the "Company") today announced the first phase of its nationwide rollout of the new Bed Bath & Beyond + The Container Store retail format, bringing together home essentials, storage and organization, custom spaces and home services under one roof.

The new format is designed to better serve the unique needs of local customers, creating a more connected home shopping experience and strengthening Bed Bath & Beyond's role as a trusted home destination within the neighborhoods it serves.

The first 22 locations will begin welcoming customers to the new format immediately, with additional stores scheduled to convert over the coming several weeks as the company continues its nationwide transformation. The rollout follows the successful launch of the company's first co-branded store in Texas and represents the next step in Bed Bath & Beyond's Everything Home strategy, a vision to create the most comprehensive ecosystem of products, services and solutions for the home while building deeper connections with customers at the local market level.

As the company expands, each location will help strengthen its understanding of the neighborhoods it serves, allowing Bed Bath & Beyond to deliver increasingly relevant products, services and solutions tailored to local needs.

"Our customers don't think about their homes in categories," said Marcus Lemonis, Executive Chairman and Chief Executive Officer of Bed Bath & Beyond, Inc. "For decades, customers have had to visit multiple retailers, websites and

service providers to complete a single home project. One company for bedding, another for storage, another for closets, another for installation. That model no longer works. We believe the future belongs to businesses that solve complete customer problems. By bringing Bed Bath & Beyond and The Container Store together, we're creating a destination where customers can buy products, organize their spaces, design custom solutions and access services all under one roof."

"As we expand this format across the country, we're creating destinations that reflect how people actually live in each market," Lemonis continued. "The closer we are to our customers, the better we can understand their needs, anticipate their projects and deliver solutions that improve their homes and lives."

"This isn't a retail experiment. It's the beginning of a completely new model for home retail," said Amy Sullivan, President of Bed Bath & Beyond, Inc. "We're bringing together two brands customers already know and trust and making them even stronger together. The same organization expertise customers have always loved from The Container Store now sits alongside the breadth, value and inspiration of Bed Bath & Beyond."

"Customers can shop for a dorm room, organize a pantry, redesign a closet, refresh a bedroom or complete an entire home project in one visit. This is about making home easier," Sullivan continued. "It's about delivering better value, better solutions and a better experience for customers. We want to help customers do more than shop for their homes. We want to help them improve, organize and enjoy their homes through products, services and expertise that work together seamlessly."

"It's also about becoming a more meaningful part of the neighborhoods we serve," Sullivan said. "Every community is different. The homes are different. The families are different. The needs are different. Our goal is to understand those differences and deliver products, services and expertise that are most relevant to the people who live there."

"As our ecosystem continues to grow, we'll have opportunities to serve customers through more of the important moments in their home journey, from moving in and getting organized to improving, maintaining and enjoying the spaces where life happens," she added. "While these first locations represent an important milestone, they are only the beginning of a much bigger vision for how products, services, technology and expertise come together to serve every stage of home and life."

"Over time, these stores will become trusted home destinations within their neighborhoods," Sullivan continued, "helping us better understand local customers, anticipate their needs and build a stronger connection between products, services and expertise."

"We want Bed Bath & Beyond to be more than a place to shop," she said. "We want it to become the most trusted home resource in every neighborhood we serve."

The new stores combine Bed Bath & Beyond's assortment of bedding, bath, kitchen, entertaining and home essentials

with The Container Store's expertise in organization, custom spaces and in-home services. Customers will also have access to custom closets, organization systems, design services and installation solutions that help bring projects to life.

As Bed Bath & Beyond continues its rollout, customers will also begin to experience the expansion of Beyond Home Services, bringing additional capabilities such as cabinetry, flooring, installation and other home improvement solutions into the ecosystem. Together, these offerings allow customers to move seamlessly from inspiration to design, purchase and installation through a single trusted partner.

Our vision extends beyond the store. We are building a connected home platform that allows us to serve customers wherever they are—within their neighborhoods and ultimately inside their homes.

Each location will be tailored to better serve the needs of its neighborhood, allowing the company to continuously refine assortments, services and experiences based on customer insights and neighborhood demand.

Phase One Locations

- Charlotte, NC
- Nashville, TN
- Austin, TX
- Westbury, NY
- Chestnut Hill, MA
- Columbus, OH
- Bellevue, WA
- Minneapolis, MN
- Park Meadows (Lone Tree), CO
- Salt Lake City, UT
- Miami, FL
- 6th Avenue (New York), NY
- Northbrook, IL
- Buckhead (Atlanta), GA
- South Coast (Costa Mesa), CA
- Houston, TX
- Oak Brook, IL
- Century City (Los Angeles), CA
- Natick, MA
- Portland (Tigard), OR
- Paramus, NJ
- Chicago, IL

The company expects additional Bed Bath & Beyond + The Container Store locations to open in phases over the coming several weeks as it continues its nationwide rollout. Over time, the company expects this format to become the foundation of a broader fleet of stores serving customers through products, organization, custom spaces, Beyond Home Services and localized experiences designed to meet the evolving needs of each community.

As the Everything Home strategy continues to expand, customers will gain access to an increasingly connected ecosystem of products, services and expertise. This creates a seamless experience that extends from the store, to the neighborhood, and ultimately into the home throughout every stage of the home journey.

About Bed Bath & Beyond

Bed Bath & Beyond, Inc. is building the nation's leading technology-enabled home company. Through its portfolio of brands—including Bed Bath & Beyond, Overstock, buybuy BABY and, upon completion of the merger, The Container Store, Elfa, and Closet Works—the Company serves customers across retail, marketplace, home organization, custom spaces and home services.

Guided by its Everything Home strategy, Bed Bath & Beyond is creating a connected ecosystem that helps customers buy, organize, improve and enjoy their homes through products, services and technology.

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Source: Bed Bath & Beyond, Inc.