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Trader Joe's, previously Pronto Markets, is a growing neighborhood grocery chain founded by Joseph "Joe" Coulombe. Originally, established in 1958 in Los Angeles, as Pronto Market convenience stores, the company was revamped and renamed in 1967, becoming Trader Joes, and changing business strategy to compete in the supermarket forum. Currently, Trader Joe's has 460 stores in the United States and is rapidly expanding while consistently remaining amongst the top-rated supermarkets in America.





Considered to be a “fresh take” on the traditional supermarket the brand began packaging innovative, hard-to-find, great tasting food items, which ultimately cut costs and saved customers money. Trader Joe’s dedication to “value” is the brand's core belief, and reason for existing which is reflected in the mission statement:

“The mission of Trader Joe’s is to give customers the best food and beverage values that they can find anywhere and to provide them with the information required for informed buying decisions. While providing these services with a dedication to the highest quality of customer satisfaction delivered with a sense of warmth, friendliness, fun, individual pride, and company spirit.”

our secrets to success

Boasting a commitment to provide great every day low prices on all products with no frills, no sales, and no clubs to join- a basic premise that seems too good to be true, and leaves customers wondering how they do it?

It's simple really:

- Trader Joe's buys directly from suppliers whenever possible, bargaining hard to get the best price, then passing the savings on to customers.
- If an item doesn't pull weight in stores they pull it to make way for something better
- They buy in volume and contract early to get the best prices
- Eliminating supplier's fees. Most grocers charge their suppliers fees for putting an item on the shelf, which results in higher prices - something Trader Joe's has eliminated.
- Keeping costs low. Every penny Trader Joe's saves, the customer saves.

In 1967, the original Trader Joe's was opened in Pasadena, California. The store's walls were decked with cedar planks and the crew donned cool Hawaiian shirts, the brand's trademark attire. In 1979, Trader Joe's was sold to Theo Albrecht, and became a part of Aldi Nord, the Aldi corporate family. In 1987, the brand named John Shields their new CEO upon the retirement of founder, Joe Coulombe. Under Shields' leadership the company rapidly expanded opening locations in the Pacific Midwest as well as on the East Coast. Between 1990 and 2001 Trader Joe's multiplied its profits by ten and quintupled the number of its stores. At the end of 2016 the brand had 460 stores operation spanning 40 states and plans for expansion in place.



stroll down memory lane

- 1967** The first Trader Joe's opened its doors in Pasadena, California. Still there today- same spot, same parking lot. If you were into wine- especially California wine- Trader Joe's was the place to go. Still is.
- 1969** The first Hawaiian shirt was worn, the trademark Trader Joe's attire.
- 1970** Trader Joe's first company newsletter - "The Insider Report" - was introduced.
- 1972** Granola- the first Trader Joe's private label grocery product was launched.
- 1975** A decorative maritime bell was established as the signature communication system.
- 1977** The private label concept expanded to include: Trader Joe's, Trader Mings, Trader Jose, Trader Giotto, Pilgrim Joe.
- 1984** Trader Joe's hit the airwaves- and started recording radio ads.
- 1985** The newsletter changed from the "Insider Report" to the iconic "Fearless Flyer".
- 1991** Trader Joe's mission statement is written down.
- 1993** The first store outside of the Golden State, aka California, is opened in Phoenix, AZ.
- 1996** The website went live. www.traderjoes.com.
- 1997** Registers were introduced, enhancing the logistics and efficiency of lines. The brand began consistently introducing about 10 new items every week.
- 2001** Price scanners were installed for quicker checkout
- 2002** The first bottles of Charles Shaw wines were sold in Trader Joe's stores. A fast customer favorite and winner of medals in many competitions
- 2007** Trader Joe's made a commitment to eliminate artificial trans fats from all private label products (along with artificial colors, flavors, preservatives & GMO products).
- 2012** COOKIE BUTTER. that is all.
- 2013** Trader Joe's hits 400 stores.
- 2016** Trader Joe's hits 460 stores with more anchors set to drop in 2017

products

Trader Joe's stocks about 4,000 food and non-food items, 80% of which bear one of the brands names.

products include:

GOURMET FOODS

ORGANIC FOODS

VEGETARIAN FOODS

"UNUSUAL" FROZEN FOODS

IMPORTED FOODS

DOMESTIC AND IMPORTED WINE AND BEER

"ALTERNATIVE" FOOD ITEMS

PRODUCE

PERSONAL HYGIENE PRODUCTS

STAPLES- SUCH AS BREAD, CEREAL, EGGS, DAIRY & COFFEE

HOUSEHOLD CLEANERS

VITAMINS

PET FOOD

PLANTS & FLOWERS.

Trader Joe's sells many items under its own private labels at a significant discount to brand-name equivalents. The brand buys directly from local and international small-time vendors, which in turn eliminates "the middle man". Labels are often named in accordance with ethnicity of food

labels include:

TRADER JOSE'S (MEXICAN FOOD)

TRADER GIOOTTO'S (ITALIAN FOOD)

BAKER JOSEF'S (FLOUR AND BAGELS)

TRADER MING'S (ASIAN FOOD)

TRADER JOE-SAN (JAPANESE FOOD),

JOSEPHSBRAU (BEER),

TWO BUCK CHUCK (WINE),

TRADER JACQUES (FRENCH FOOD AND SOAPS)

competition

Trader Joe's competes in the grocery store and supermarket sector of the retail industry. Brands that are in competition with Trader Joe's include: Kroger, Whole Foods Market, and Publix.



Significant advances and growth in the grocery market as well as the presence of strong retailers such as Wholefoods, Kroger, and Publix intensifies competition for the company. These retailers currently pose an advantage over Trader Joe's due to wider range of merchandise, global presence, extensive store network and better price-quality equation.

what's the sitch?

STRENGTHS

- BRAND CREDIBILITY. The Trader Joe's brand has been in business for 50+ years
- PRODUCT & BRAND DIVERSITY. The combination of diversified products and brands appeals to a wide customer base.
- STRONG BRAND IMAGE. Strong brand image coupled with a wide private label portfolio leverages an opportunity for the company to attract new customers and enhance customer loyalty
- FINANCIALLY VIABLE. TJB is a self-funded private company that currently holds no debt. Highest per sq.ft. revenue amongst supermarkets
- INEXPENSIVE PRODUCTS. TJB is committed to providing customers the best quality product at the best possible price.

WEAKNESSES

- PRODUCT RECALLS. TJB equity, revenues, and profits could be adversely affected by product recalls.
- LIMITED SELECTION. Typical grocery stores stock around 50,000 items, TJB stocks nearly 4,000 items. Selection hinders the brand from being considered a "one stop shop"
- LACK OF ONLINE PRESENCE. Lack of presence in web-based format limits the operations and customer reach. This factor alone restricts TJB's consumer reach and confines operations to limited regions.
- MINIMAL ADVERTISING. Brand communication is limited to the Fearless Flyer and content published on website.

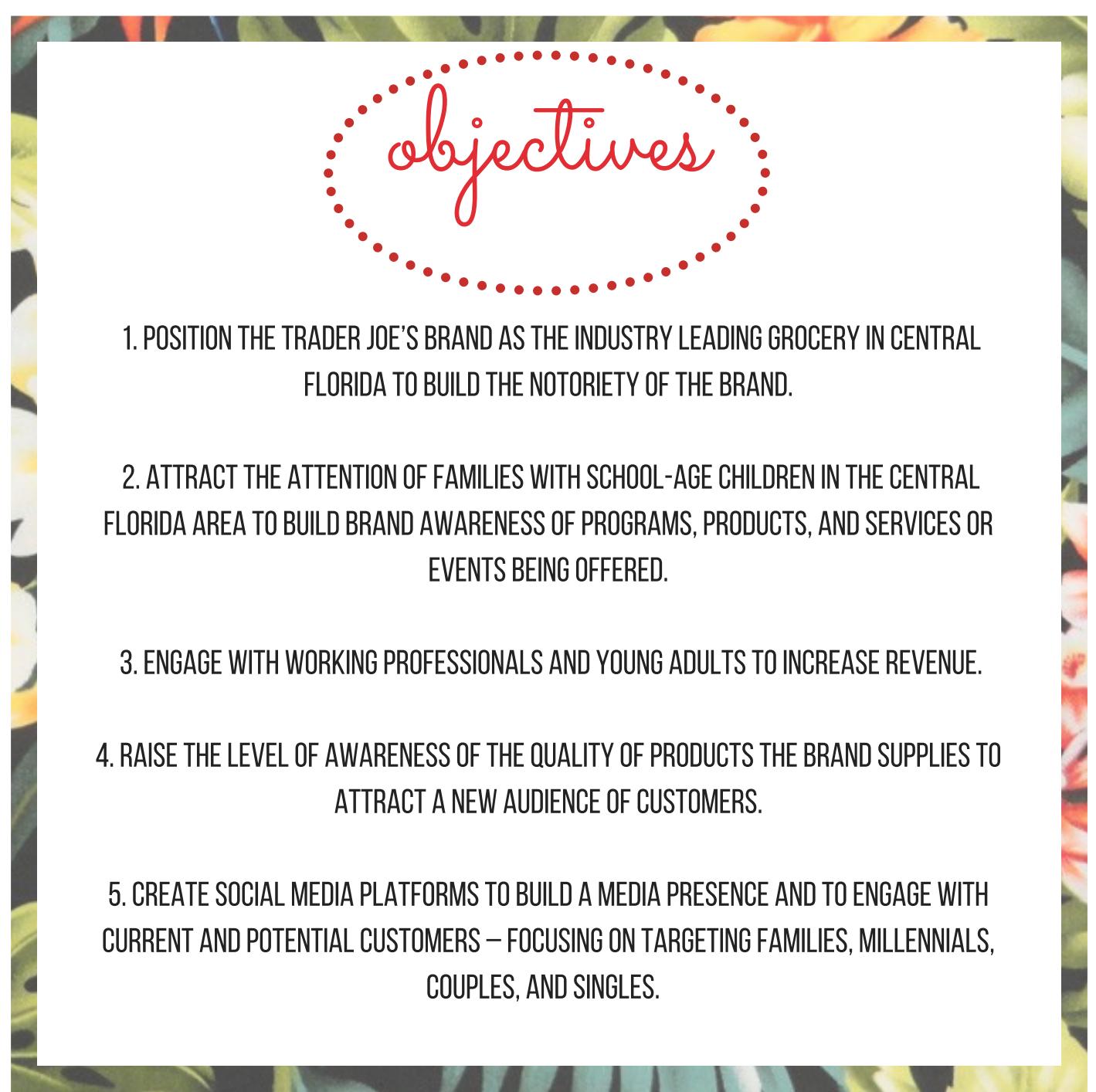


OPPORTUNITIES

- ONLINE MARKET. Establishing an online retail store would allow the brand to expand its reach while increasing revenue.
- ORGANIC PRODUCTS. Growing demand for organic products in the marketplace. TJB offers organic products through its Private Label brands, posing an opportunity for increased revenue due to increased demand.
- EXPANSION. TJB consistently reaches out to new customers through store expansion and introduction of new products.
- NEW MEDIA. Through the establishment of social media accounts, and the revamping of pre-existing brand communication methods, TJB would leverage the opportunity to effectively communicate and engage with their consumer, while expanding customer base.

THREATS

- RETAIL GIANTS. The presence of strong retailers and advancements in competitors products and services could hinder TJB future success.
- SUBSTITUTES. The availability of substitute products in the marketplace hinders the brands' ability to raise product pricing.
- SERVICES. Advancements in products and services (-delivery, online ordering, APP based services, etc.) offered by other retailers provide convenient/easier shopping alternatives for customers.



objectives

1. POSITION THE TRADER JOE'S BRAND AS THE INDUSTRY LEADING GROCERY IN CENTRAL FLORIDA TO BUILD THE NOTORIETY OF THE BRAND.
2. ATTRACT THE ATTENTION OF FAMILIES WITH SCHOOL-AGE CHILDREN IN THE CENTRAL FLORIDA AREA TO BUILD BRAND AWARENESS OF PROGRAMS, PRODUCTS, AND SERVICES OR EVENTS BEING OFFERED.
3. ENGAGE WITH WORKING PROFESSIONALS AND YOUNG ADULTS TO INCREASE REVENUE.
4. RAISE THE LEVEL OF AWARENESS OF THE QUALITY OF PRODUCTS THE BRAND SUPPLIES TO ATTRACT A NEW AUDIENCE OF CUSTOMERS.
5. CREATE SOCIAL MEDIA PLATFORMS TO BUILD A MEDIA PRESENCE AND TO ENGAGE WITH CURRENT AND POTENTIAL CUSTOMERS – FOCUSING ON TARGETING FAMILIES, MILLENNIALS, COUPLES, AND SINGLES.

audience

Trader Joe's works hard to keep its prices low in order for their customers to stay happy. By continuing to sell products under its own private labels, customers do not need to worry about an increase in prices. Due to the fact that this is one of Trader Joe's main goals, this helps ensures customers such as working-class millennials, singles, couples, and families. This is because those groups aim to eat healthy without breaking the bank and are smart about their buying choices. This is a stance it takes which is very similar to its cousin store,

Aldi. Unlike its competitor, Whole Foods, Trader Joe's is able to provide a quirkier shopping environment with its tropical theme. Its competitor provides a shopping environment that is very sleek that might not be appealing to certain audiences.

PERSONA

One of the primary audiences we are targeting is working-class millennials (ages ranging from 20-29). With over 340,000 millennials living in Orlando (as of 2013), it is clear to see that this demographic of people are certainly influencing the city. This could be why Trader Joe's has expanded to the East Coast. Millennials are now living in more metro areas such as Orlando and Atlanta.

This audience tends to be more conscientious about the shopping decisions they are making in comparison to the older generations. When grocery shopping they look for items that fulfill this general checklist:

- DOES IT HAVE UNNECESSARY ADDITIVES?
 - DOES IT HAVE A SOCIAL MEDIA PRESENCE?
 - DO MY FRIENDS LIKE IT?
 - IS IT HEALTHY?
 - IS IT EXPENSIVE?
- WILL IT GO BAD? (I.E: IS IT A FROZEN FOOD OR PRE-PACKAGED AND ALSO HEALTHY?)

Millennials choose brands in which are more economical. According to Business Insider, Millennials chose Trader Joe's because "low prices make it a hot destination". They are also the age group that takes the lead in purchasing foods that are organic and have less additives in them. This is why they are more than likely to shop at places like Trader Joe's because they understand what they are putting into their bodies.

The background of the image is a dark, solid color. Overlaid on it is a dense, colorful pattern of tropical foliage and flowers. The pattern includes large green monstera leaves with prominent veins, long, thin palm-like leaves, and various flowers in shades of yellow, orange, red, and white. Some flowers have distinct centers or stamens visible. The overall effect is lush and vibrant.

LETS TALK
STRATEGY

SOCIAL MEDIA

We will develop a social media content series that helps to tell the story of Trader Joes, and then promote select content into the social media news feeds (e.g., Facebook, Instagram, Twitter) of roughly 113,000 20- to 60-year-old social media users in the Orlando area, (550,000 22- to 50-year old "foodie" enthusiasts), along with roughly 150,000 local millennials including high school and college students.

We will develop social media accounts and content that engages interested audiences on a regular basis, and publish that content to key social platforms on an ongoing basis. Content may feature rich imagery, video, and educational information that promotes the Trader Joes brand while building relationships with past and prospective shoppers. We will manage social communities by answering questions with client-approved information.

DISPLAY ADVERTISING

We will use a set of supplied animated digital display ads that promote the Trader Joe's Brand and build a display advertising campaign to place those ads across a variety of websites about food, grocery, shopping, recipes, kids activities and parenting. Ads would run exclusively in the Orlando area on mobile devices and computers, as well as physical copies being displayed in store. Display ads will drive consumers to the brand website for more information.

PUBLIC OUTREACH

Beyond media, we will assist with outreach to other essential audiences, generating content and placement on owned media platforms of relevant organizations. We also can provide a full

range of public relations strategies and tactics, including statements, op-ed (guest commentary) articles, and one-on-one media and blogger outreach. In addition, we will provide media relations counseling, in order to provide immediate support in “putting out fires” with media, online influencers, and other key audiences.

PLATFORMS

ESTABLISH SOCIAL MEDIA PRESENCE



Trader Joe's •
Monrovia, CA / www.traderjoes.com
The mission of Trader Joe's is to give customers the best food and beverage values that they can find anywhere.

42 Boards 5.1k Pins 33 Likes 310.3k Followers 1.1k Following

Follow

Follow

Follow

Follow

Follow

Follow

PINTEREST

- recipe sharing
- featured seasonal products
- engage with customer base
- promote seasonal decor ideas

Healthy Options

Trader Joe's •
@TraderJoes

Home About Posts Videos Photos Notes Events Locations Jobs Instagram Feed

Like Message Share More

Sign Up

See All

Trader Joe's November 30 at 8:05

"Trader Joe's isn't just a grocery store. It's a tiki-themed wonderland filled with pyramids of Cookie Butter jars!"

Very responsive to messages

Invite friends to like this Page

It all started in the 50s... Would you believe we started out as a small chain of convenience stores?

facebook

PRIMARY SOCIAL MEDIA ACCOUNT

the main hub for Trader Joe's updates including news, events, and fearless flyer



INSTAGRAM

- promotion of events & products
- eye catching ad's and imagery
- customer recipe highlights

#notyouraveragejoe

678.6K FOLLOWING **6.5M FOLLOWER**

Tweets **Media** **Likes**

Pinned Tweet

Trader Joe's @TraderJoe's – 11/30/16
They're all Pinot Noir, they're all from California, and they're all less than ten bucks

A photograph of several wine bottles and glasses arranged on a surface.

Home **Notifications** **Moments** **Messages** **Me**

TWITTER

- punny jokes & hashtags
- forum for customer service support

#notyouraveragejoe

-promoting 2-way communication and interaction with the audience

FEARLESS FLYER

I'd like some of that gravy.

TRADER JOE'S
Fearless Flyer®
Food Pilgrimage

Vol. 8 No. 1
November 2014

THE STUFFING OF COOKS
The advent of Stuffing Mix allowed the "inside" of the roast to shine as an independent side dish. Now, the character of stuffing tells you more about the cook than even the bird.

Trader Joe's Cornbread Stuffing Mix was invented to give this significant serving the very best start. It combines lightly toasted white bread and cornbread croutons that are mixed with morsels of mushroom, celery & onion, and seasoned with sage, oregano & parsley. Add broth or water & butter; it instantly transforms into a fluffy, moist *farce*. Delicious as is, it also invites your signature moves: dried cranberries & sausage, pecans & more mushrooms, chestnuts & apples. At \$3.99 for each 12.4 ounce box, our Cornbread Stuffing Mix tells of a very savvy cook.

COVERING THE BASES:
SOUP TO BROTHS

Stuffing Tip:
1 Box = Stuffing for a 10-14 pound bird

THANKSGIVING IS COMING UP ROSES!
And we have Valentine's Day to thank. The beautiful blooms are cut in November to prepare for a healthy second flush in February. This means we can offer a stunning 8-stem Rose Bouquet with two Aralia leaves for just \$4.99. Close your mouth. Centerpieces, home dcor, hostess gifts – these are your buds.

GASTRONOMIC GRACENOTES

BEFORE REVAMP:

- PUBLISHED MONTHLY
- LACKS IMAGERY
- STRONG CONTENT
- NO AESTHETICS
- LIMITED AVAILABILITY

TRADE JOE'S

FEARLESS FLYER
food pilgrimager VOL. 11 NO. 1

OH SNAP!
Gingerbread Baking Mix, Gingerbread Cookie, Caramel Chocolate Bar, Gingerbread House Kit... we're genuinely jazzed about gingerbread right now. 'Tis the season, after all. In the spirit of full disclosure, we'll admit that the above list is woefully incomplete. There are more gingery treats to be found on our shelves, like Trader Joe's Gingerbread Cookie Sticks, new this year to our bakery section.

Gingerbread Cookies Sticks might be described as a cross between biscotti and soft-baked cookies. They're long like biscotti, chewy like...

THE BEAR IS BACK!
If a bear stumbles upon a gluten free gingerbread snack in the woods, and there's no one around to witness the stumbling, did it really happen? We think you should ask the bear who adorns the package of Trader Joe's Soft Baked Drizzled Gingerbread Oat Bars. We're selling Soft Baked Drizzled Gingerbread Oat Bars in a 6.2 ounce box of five bars for \$2.49, a price that will barely make a dent in your holiday budget.

SAUCY
Trader Joe's Pumpkin Vinaigrette will ensure your salad (or any meal option above) is greater than the sum of its parts. This fall, we're selling the 12 ounce bottle for \$3.49. Find it in our refrigerated cases.

OH MY GUAVA!
OMG! is a popular exclamation in our culture. (By "culture," we mean Trader Joe's, and by "OMG" we mean, of course, Oh My Guava! tropical fruit and black tea beverage.) For us, it's not just an exclamation —it's a drink with an attractive and unique flavor profile. To make it, we gathered our guava purée from Colombia in South America. It's fruit purée that's certified organic and kosher by the proper authorities. It's also certified DEE-licious, by us. The purée is blended with...

REVAMP:

- PUBLISHED WEEKLY
- RICH IMAGERY
- HIGHLIGHT NEW WEEKLY ITEMS
- AVAILABLE IN STORE & ONLINE

A/V SCRIPT

Title: Cookie Butter Romance

VIDEO	AUDIO
1 Fade in: Shot shows woman at desk where she seems to be distraught.	Nat Sound: Office Building noises (phone calls, printer sounds, random chatting)
2 Fade in: Shot shows man at desk where he seems to be distraught.	Nat Sound: Office Building noises (phone calls, printer sounds, random chatting)
3 Angle on: Woman stands in front of vending machine sad at the options she is given	Nat Sound: surrounding coworkers, laughter, chatter, vending machine sound
4 Angle on: Man sits in cafeteria looking unamused and sad.	Nat Sound: surrounding coworkers, laughter, chatter, cafeteria sounds
5/6 Cut to: Shot of man next to water machine, he still appears bored and unsatisfied. Cut to: Shot of woman bored once again	Nat Sound: Office Building noises (phone calls, printer sounds, random chatting)
7/8 Cut to: Shot of man in elevator Cut to: Woman in elevator	Nat sound: Elevator ding Nat Sound: Elevator ding
9 Cut to: Man in Car	Nat Sound: Radio playing with Trader Joe's commercial EX:

	<p>Host: "Guys, have you had the longest day and all you want is a comfort snack?"</p>
10 Cut to: Woman in Car	<p>Nat Sound: Radio playing with Trader Joe's commercial (same commercial as man is listening to) EX:</p> <p>Host: "Trader Joe's cookie butter can help with that"</p>
11 EXT shot: Trader Joe's Man and Woman walk inside Daughter and Mother walk inside as well	<p>Nat sound: Parking lot (cars driving by)</p>
12 Various Angles: Trader Joe's Isle Customers minding their own business	<p>Nat sound: Check out dings, customers talking</p>
13 Angle on: Woman tries to grab cookie butter off of top shelf	<p>Nat sound: Check out dings, customers talking</p>
14 CU (Close up): Cookie Butter begins to fall	<p>Nat Sound: Symphony music plays</p>
15 CU: Woman falls to her knees to grab cookie butter, man tries to grab cookie butter as well	<p>Nat Sound: Symphony music plays (continues)</p>
16 POV of Woman: Cute guy hands her the cookie butter and introduces himself.	<p>Woman says in her head: "Great job, Sam. Cute guy probably thinks your so clumsy". Man speaks: "This cookie butter is the best!" Woman stutters and turns red: "Uh thanks..." Man speaks and smiles: I'm Jared.</p>

timeline

OCTOBER 2017 - MARCH 2018

HOLIDAY FOCUS

The Trader Joe's Campaign will occur over a six-month timeline. The focal point will be on the holidays that occur in the months spanning October 2017 – March 2018. The campaign will consist of scavenger hunts, guessing games, gifts, and discounts. The goal is to have families, mothers, children's, young adults and millennials participating in all activities. Engaging this audience will enable Trader Joe's brand to flourish and increase their social media presence. Hosting in-store events, and promoting these events on various social media platforms will also draw in new customers. The goal is to receive 100 followers or likes on each social media each month, at the end of the campaign, we will like to have a total of 600 Followers/Likes for the Trader Joe' social media platforms.

OCTOBER: "How many Candy Corn are in the jar?"

Customers will guess how many candy corn are in a jar that's been displayed in store as well as posted on social media. The winners will receive a discount incentive of half off their next grocery purchase. The customers will also have the chance to sample the ghoulish treats of the season at a sample table that will be set up. The 1st of October there will be the launch of the Trader Joe's Facebook page. The Facebook will include the new and improved logo; this media platform will be the main hub for Trader Joes featuring the Fearless Flyer's, and each event happening for the store. At this time the employees will be letting the customers know about the upcoming launch of social media platforms of Twitter, and Instagram that will be exposed by word of mouth.

The second week of October the following platforms will be launched. Instagram will be presented with vivid images of Trader Joe's delicious food options, receipts, and the holiday event flyer. Twitter will be for the young adults to favorite and retweet Trader Joe's puny tweets and have a two-way communication with the customer and the holiday events will also be announced.

NOVEMBER: "Send (Tag) us your Holiday Recipes! To our Facebook @ Trader Joe's

This will be the time that Trader Joe's will have customer's sends or tag them in their favorite recipes. The three top recipes will be featured on Trader Joe's Instagram, and the Fearless Flyer Holiday Edition which will be released the first week of December. The last week of November the promotional video will be released on Instagram, and Facebook, and online advertisement's like YouTube.

DECEMBER: "Find the 10 Gingerbread Men hidden @ Trader Joe's!"

The launch of the Gingerbread Man hunt in the store, the customers are given a map and a sticker book. The customer must match each sticker that will have a gingerbread that is dressed in a different outfit and must match it to the designated area on the map. The map must be completed completely to receive a free ginger snap cookie, and a chance to win a \$25 gift card.

JANUARY: “Trader Joe’s wishing you a Happy New Year!”

Trader Joe’s will be ringing in the new year by continuing to promote their new social media platforms. Customers that engage with the brand on any social media platform will receive 25% off their purchase.

FEBRUARY: “Celebrate the Love with a Jar of Cookie Butter”

Customers will receive half off any cookie butter flavor, and half off on Trader Joe’s Specialty Wines.

MARCH: “Luck of the Irish! Help us find the Lucky Clover”

Customers will be encouraged to scour Trader Joe’s look to find the lucky clover there will be a coloring station for children, for the adults there will be half off all alcoholic beverages.





OCTOBER



NOVEMBER



DECEMBER



FEBRUARY



MARCH

EVALUATION

Specific Media Measurements:

- Tracking the 100 followers/month goal

- # of Likes

- # of Shares

- # of customer posts utilizing brand hashtag

Facebook, Instagram, Twitter: Most widely used platforms by people of all ages (especially millennials)

All easy ways to display photos

Can reach anyone in the world with an account

Allow company to easily track success of tools

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FALL 2016

CREATED BY:

ELYsse Romeo

Annette Rivera

Chrissy Whitley

Juliana Fava