



A Note From Our CEO:

Dear new associates,

Welcome to Flipman Foods. We're a provider of peerless provisions, supplying shoppers with superior sustenance. When it comes to nosh, we're number one. Flipman Foods: exceptional edibles since 1920!™

I grew up in a family with big appetites—and with Flipman products, we did eat well. We started our days with fresh squeezed orange juice from Flipman Greengrocer (oranges were 35 cents a dozen.) We would eat thick slices of Flipman Bakery breads (30 cents a loaf), and drink tall glasses of milk, delivered daily from Flipman's milk service (17 cents a bottle.)

But even more than a hunger for food, I was introduced to a hunger than can never be satisfied—the hunger of a business, to continuously explore new opportunities and grow ever larger. Even though the times have changed, Flipman's dedication to innovation has not.

I'm going to let you in on a secret, before you begin your first day at Flipman Foods. The key in the grocery business is to get people to try new things:

- Try a Flipman product, instead of someone else's.
- Try buying that Flipman product now, instead of later.
- Try a product similar to one you've tried before;
- Or try something totally new.

To prepare for our upcoming brainstorming workshop for new associates, I'd like you to take some notes on how you use the grocery store. Was the grocery store able to get you to try new things? My trusted designers Kathy and John have included some notes to walk you through the process.

I expect great things!

Yours, voraciously,

Walt Flipman, III



# A Cultural Probe for the next time you go to the grocery store

*“To swear off making mistakes is very easy. All you have to do is swear off having ideas.”*

-Leo Burnett



## What you’ll need

- 1. Printed copy of this document.
- 2. Pen or pencil.

## Instructions

The next time you go shopping for food, whether it’s to a grocery store, convenience store or farmer’s market, print out this guide. Use it to be more mindful of the way you go grocery shopping. This will work best for a “ten items or less” kind of shopping trip. If you’re really stocking up it’s going to be way too much work! Before you go, list out the things you’re planning on getting below. Then note whether you bought the item, got something different, or skipped it. Why do you think you did that?

## Grocery List

1. \_\_\_\_\_

☐ Purchased   ☐ Got something different   ☐ Skipped it

Why?

2. \_\_\_\_\_

☐ Purchased   ☐ Got something different   ☐ Skipped it

Why?

3. \_\_\_\_\_

☐ Purchased   ☐ Got something different   ☐ Skipped it

Why?

4. \_\_\_\_\_

☐ Purchased   ☐ Got something different   ☐ Skipped it

Why?

5. \_\_\_\_\_

☐ Purchased   ☐ Got something different   ☐ Skipped it

Why?

6. \_\_\_\_\_

☐ Purchased   ☐ Got something different   ☐ Skipped it

Why?

7. \_\_\_\_\_

☐ Purchased   ☐ Got something different   ☐ Skipped it

Why?

8. \_\_\_\_\_

☐ Purchased   ☐ Got something different   ☐ Skipped it

Why?

9. \_\_\_\_\_

☐ Purchased   ☐ Got something different   ☐ Skipped it

Why?

10. \_\_\_\_\_

☐ Purchased   ☐ Got something different   ☐ Skipped it

Why?