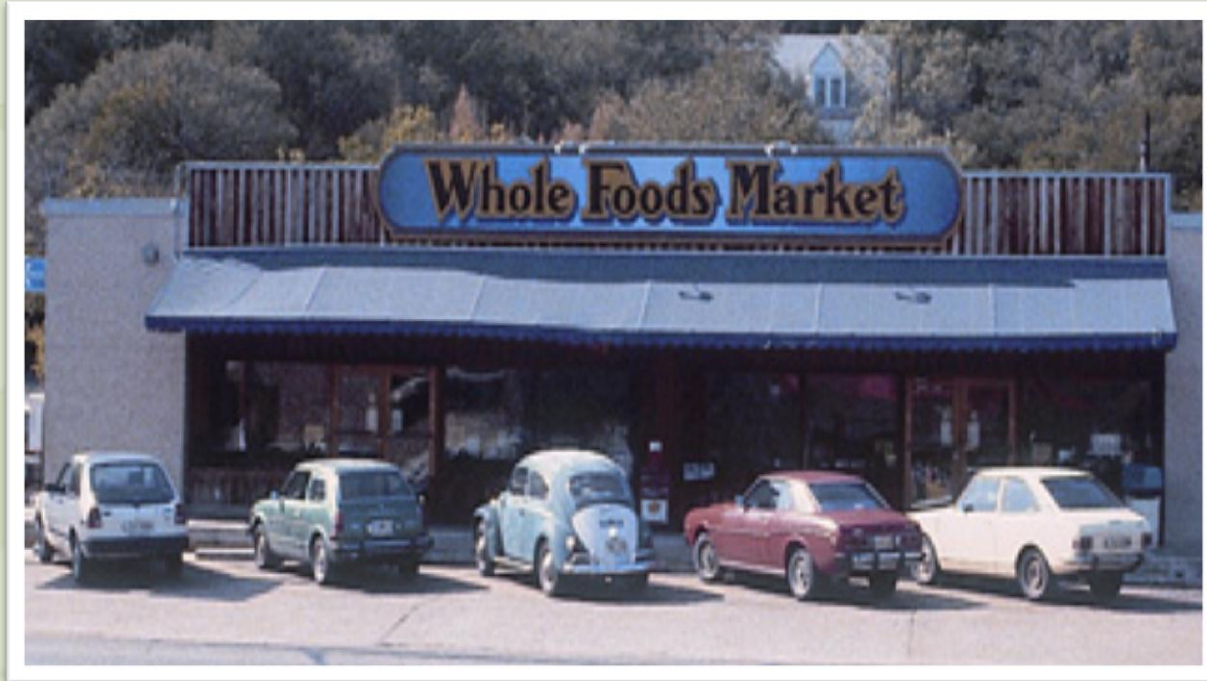




## Joining a Community Organically

# WHOLE STORY

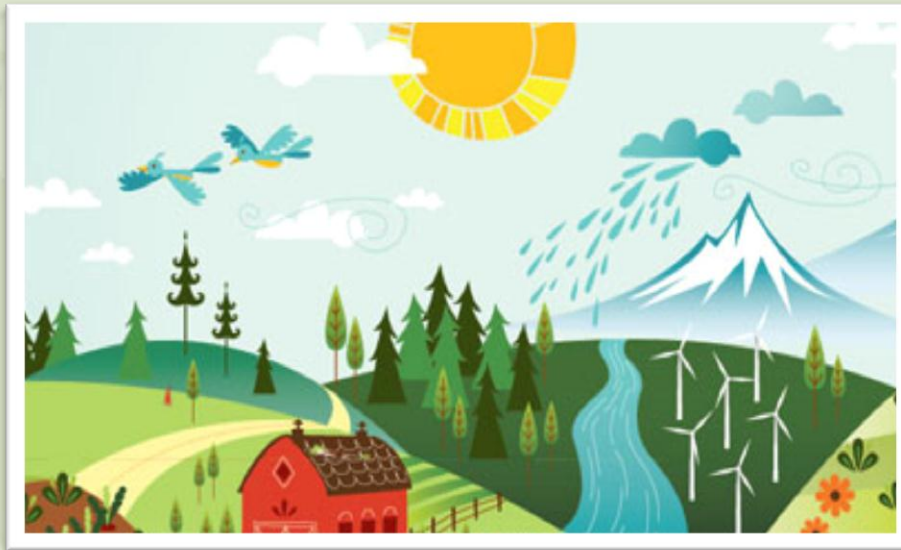


**Whole Foods Market - founded in 1980 in Austin, TX**

We had only one location and 19 Team Members

Now we have over 300 locations and 58,000 Team Members

## Whole Foods ◦ Whole People ◦ Whole Planet



**Whole Foods** We search for the highest quality, least processed, most flavorful and natural foods possible because we believe that food in its purest state.

**Whole People** Our people are our company.

**Whole Planet** We are committed to helping take care of the world around us, and our active support of organic farming and sustainable agriculture helps protect our planet.

# Our Core Values

- Selling the highest quality natural and organic products available
- Satisfying and delighting our customers
- Supporting team member happiness and excellence
- Creating wealth through profits & growth
- Caring about our communities & our environment
- Creating ongoing win-win partnerships with our suppliers
- Promoting the health of our stakeholders through healthy eating education

# Our Quality Standards

- We carefully evaluate each and every product we sell.
- We feature foods that are free of artificial preservatives, colors, flavors, sweeteners, and hydrogenated fats.
- We are passionate about great tasting food and the pleasure of sharing it with others.
- We are committed to foods that are fresh, wholesome and safe to eat.
- We seek out and promote organically grown foods.
- We provide food and nutritional products that support health and well-being.

# Buy Local

## What is LOCAL to Whole Foods Market?

LOCAL = products grown, raised, or processed *and* packaged within your home state or a 250 mile radius of your local store

MIDWEST = products grown, raised, or processed *and* packaged outside the 250 mile radius but within the Midwest Region



# Buy Local

## What is the Local Producer Loan Program?

- Whole Foods Market lends money to small, local, independent producers to help them expand their businesses.
- We have completed loans to organic vegetable farmers, a heritage turkey grower, a nutritional protein bar maker, a maker of body care products, and many others
- We have set an annual budget of \$10 million in small, low-interest loans
- Loans range from \$1,000 to \$100,000
- Over \$3 million loaned so far



# PR Team

## How does Whole Foods Market divide PR responsibilities?

Our Global team is based in Austin, TX

- Global team focuses on international and national opportunities and builds programs for regional support
- Global team acts as liaison between regions and other marketing teams, including departmental buyers
- Global team has eight members

Each region works independently of the others

13 regions total; primarily independent

- We are the Midwest Region:

Based in Chicago, IL

Supports seven states and Ontario, Canada

Regions growing by leaps and bounds; more PR work being outsourced with regional teams acting as management

# Mighty Midwest Region



# Marketing

## How does Marketing work at Whole Foods Market?

Each store has a marketer dedicated to its specific needs, customer base, and community.

Our Regional Team is based in Chicago and consists of Marketing Lead Team, Graphic/Signage Team Lead, and a PR specialist.

## What are the Marketing messages we focus on at Whole Foods Market?

We want clear and concise messages that focus on our Core Values and the three following points:



# Marketing

We only spend approximately 0.5% of our total sales on advertising and marketing.

## Ways we advertise

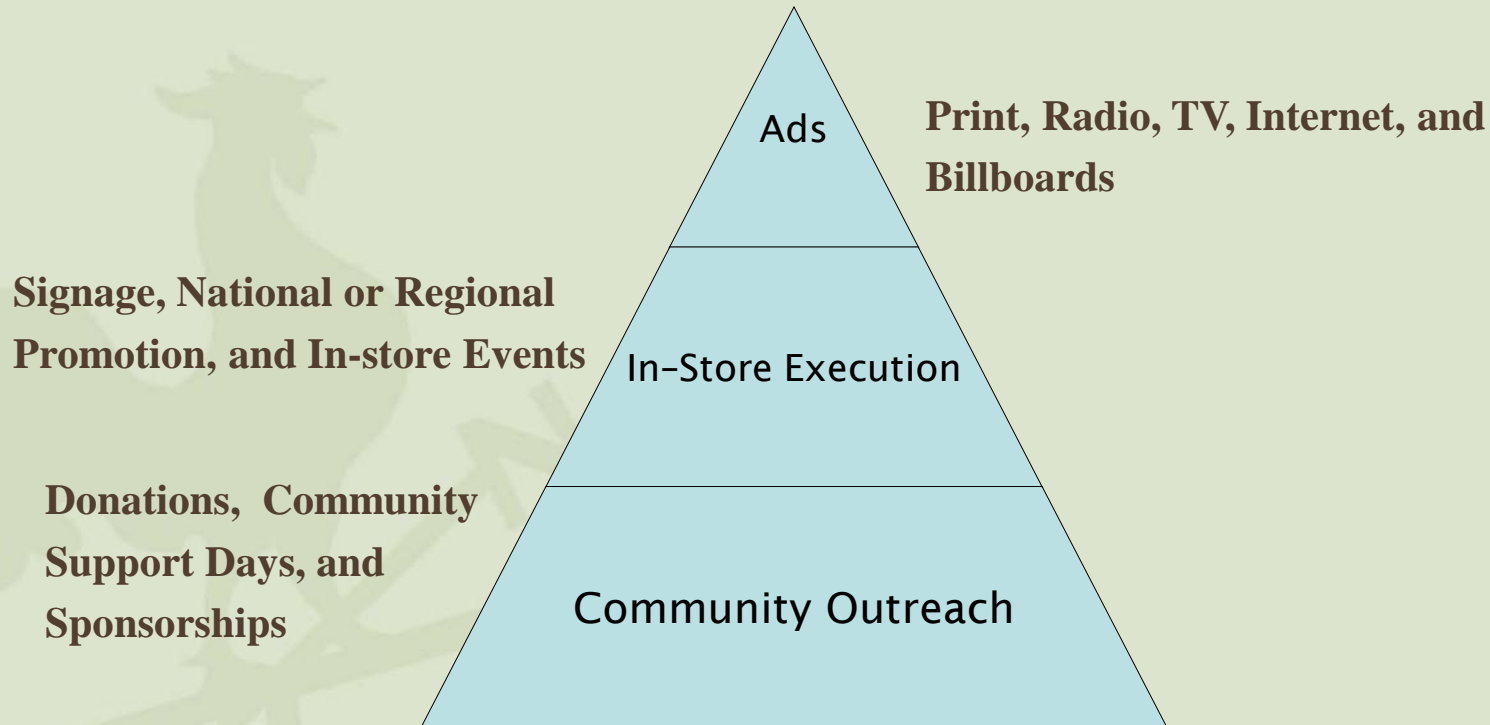
We rely primarily on **word-of-mouth** recommendations and testimonials from our shoppers, as well as the publicity and excitement generated by our new store openings.

Our stores spend most of their marketing budgets on **in-store marketing-related activities**, including signage and in-store events such as taste fairs, classes, tours, and product samplings.

Through our **Community Giving** we try to create goodwill and develop a high profile within the community. Each store also has a separate budget for making contributions to a variety of charities and community activities.

We presently **contribute at least 5% of our after-tax profits** in the form of cash or products to not-for-profit organizations.

# Marketing



## Why do we take this Marketing Approach?

We want to gain new customers, build our brand, and create loyalty.

# Community Giving

Whole Foods Market is a company with a conscience. We believe companies, like individuals, must assume their share of responsibility as tenants of Planet Earth. We believe passionately in supporting our communities and are actively involved by:

- Donating goods and services to 501c3 non-profit organizations
- Hosting Community Support Days once a quarter
- Supporting our community through our One Dime at a Time Program
- Supporting local food banks
- Sponsoring community events
- Educating adults and children with interactive tours of the store
- Hosting adult and child cooking classes

# Donations

## How do we support our Community?

Each Whole Foods Market store has a monthly budget designated for donations of gift baskets, gift cards, event sponsorships and food to local not-for-profit organizations.

## What are the requirements to receive donations?

- Like-minded organization (fits our core values)
- 6 week minimum advance notice
- One donation per organization per year
- Completed Donation Form and 501(c)3 letter required



# One Dime at a Time Program

## What is the One Dime at a Time Program?

Whole Foods Market gives 10 cents per bag to customers who re-use their own shopping bags for their purchased groceries. This program reduces our impact on the environment and supports local non profit groups. Customers have the choice to accept their cash refund, or donate the cash back to the store's chosen non profit organization.



# Community Support Day

## What is a Community Support Day?

A Community Support Day is a very meaningful way we give back to our community. On four designated days throughout the year a total of 5% of the day's sales are donated to local non-profit organizations.

This is a joint effort between WFM & the chosen organization; promotion is done by both WFM and the non-profit organization. This is done to increase awareness of their cause, build relationships in the

community,  
and to drive  
sales into  
the stores.



# In-store Events

## What type of in-store events do we do to support our Marketing Goals?

Cooking Classes (for adults and kids)

Healthy Lifestyle Lectures

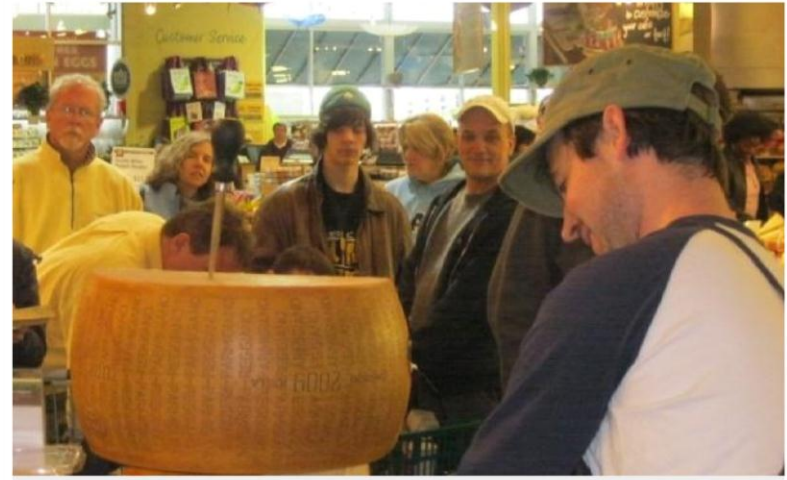
Demos/Sampling

- Wine tastings
- Food samples (seasonal, new product)
  - Ex. Cherry Fest, Strawberry Jamboree, Pii Day

Special Events (in-store theater)

- Holidays
- Contests/prizes

# In-store Events



# Off-site Events

## What type of off-site events does Whole Foods Market sponsor?

Whole Foods Market sponsors events in conjunction with local organizations committed to community service and likeminded causes.

## What are some examples of off-site events Whole Foods Market sponsor?

- LouFest (a green music festival)
- St. Louis Earth Day Festival
- Green Homes Festival



## Thank you!

If you have any questions please feel free to reach out.

**Kate Klotz**

**Kate.Klotz@wholefoods.com**

**Nichole Carpenter**

**Nichole.Carpenter@wholefoods.com**