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FOR IMMEDIATE RELEASE

NEWS RELEASE

Trader Joe's Welcomes New Hire As Chief Diversity and Inclusion Officer

Trader Joe's is proud to welcome Salma Bashir to the newly created position of chief diversity and inclusion officer. Bashir holds an MBA in human resource management from the University of Notre Dame with a specialization in workplace diversity and a bachelor's degree in management from Yale University.



Bashir currently serves as a member of the Yale University President's Diversity and Inclusion Commission and is a member of the board of directors of the Muslim American Legal Communications Education Fund. Prior to joining the Trader Joe's crew, Bashir was the director of diversity at Whole Foods and NatureBox and diversity and inclusion manager at Meijer.

As a national chain of local grocery stores, Trader Joe's is committed to providing a safe and inclusive space for our diverse community. CEO Dan Bane says, "It is important to us that we represent everyone shopping at Trader Joe's, and we are working hard to improve the diversity of our crew members."

The mission of Trader Joe's is to give our customers the best food and beverage values that they can find anywhere and to provide them with the information required to make informed

buying decisions. We provide these with a dedication to the highest quality of customer satisfaction delivered with a sense of warmth, friendliness, fun, individual pride, and company spirit.

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