

TRADER JOE'S

Fact Sheet

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An Overview of Trader Joe's

Our History:

- In 1967, Joe Coulombe opened the first Trader Joe's in Pasadena, California.
- Granola became the first private label product sold at Trader Joe's in 1972, preceding the launch of Trader Joe's branded products in 1979.
- In 1979 the Albrecht family, owners of the German grocery chain Aldi, bought Trader Joe's with Coulombe staying on as CEO for the next ten years.
- Starting in 1989 with the expansion into Northern California, Trader Joe's moved past its SoCal grocery chain brand.
- Trader Joe's began to introduce stores around the country, first expanding out of California into Arizona in 1996 and then to the East Coast in 1996.
- In 2002, Trader Joe's launched the "Two Buck Chuck" wine, adding to its success of selling imported wines for the past decades.

Our Products:

- Trader Joe's believes every customer should have access to high-quality products at low prices with transparency about where the products come from.
- According to Lorr, Coulombe believed in finding "high price, low cubic inch" products and taking advantage of other grocers' blindspots in areas like nuts, vitamins and liquor.
- Coriolis shows that Trader Joe's only stocks unique products or those it can offer the lowest price.

Our Private Label:

- In using a European approach to private label products, Coriolis emphasizes how Trader Joe's is able to cultivate a list of products that are unique and demanded in the market.
- Trader Joe's products include no artificial flavors, artificial preservatives, genetically modified products, artificial trans-fats or "marketing" costs.
- Great quality products at a great price are key to the private label brand, and Trader Joe's works to both ensure value and make organic products accessible.

Our Employees:

- Employees or "crew members" are the core of Trader Joe's unique store experience.
- According to Coriolis, Trader Joe's has a strong company culture of friendly, personal and relaxed staff that are paid well and knowledgeable about products.

Our Mission:

- Trader Joe's values are: integrity, treating its store as a brand, being product driven, producing a customer wow experience and kaizen.
- The Neighborhood Shares program is part of Trader Joe's community outreach initiative to provide nourishment to those in need, and in 2020 donated almost \$345 million of food and beverages.

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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