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Fact Sheet

FOR IMMEDIATE RELEASE

March 12, 2020

FOR MORE INFORMATION

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Trader Joe's Neighborhood Grocery Store

WHO

- Specialty grocery chain in the U.S.
- Founded by Joe Coulombe
- CEO is Dan Bane
- Only three CEOs total in company's history
- About 10 members on corporate team
- Over 10,000 employees
- Privately owned by ALDI Group (ALDI Nord) of Germany
- Does not rely on publicity, coupons, store cards, email advertising

WHAT

- Offer private label staple foods, organic foods and specialty gourmet products
- Limited number of products in comparison to other major grocery chains, yet assortment is more carefully selected
- Only buy from manufacturers or growers instead of distributors
- Focus on constantly changing product mix to further add to uniqueness of store
- Products only offered in stores and are not available online
- Targets audiences who are educated singles, couples and small families
- Remains free from union involvement and offer sufficient benefits to prevent labor unrest
- Revenue of \$13.3 billion USD

WHEN

- Originally began as convenience store chain called Pronto Markets in 1958 in Los Angeles, California
- First Trader Joe's opened in 1967
- Introduced granola as first specialty and private label food product in 1972
- Purchased by ALDI in 1979

WHERE

- Over 500 locations in the U.S.
- First location in Pasadena, California, on Arroyo Parkway
- No international locations
- Store location typically determined by density of population in a city, educational level of consumers, and distribution efficiencies

Trader Joe's mission is to give its customers the best food and beverage values they can find anywhere and to provide them with the information required to make informed buying decisions.

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The following information is not intended to be factual but is part of a class writing assignment from January 2020 to April 2020 at the S.I. Newhouse School of Public Communications, Syracuse University. All information is intended to be sourced appropriately.