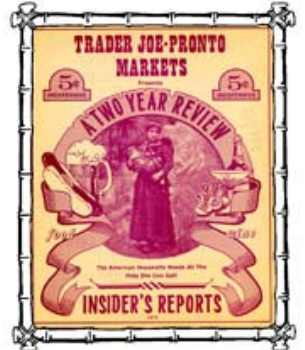


# TRADER JOE'S

what a trip...



## 1960s

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**1967** The first Trader Joe's opened its doors in Pasadena, California. Still there today - same spot, same parking lot.

If you were into wine - especially California wines - Trader Joe's was *the* place to go. Still is. But back in the late 1960s, we sold *every* California wine there was.

**1969** The first Hawaiian shirt was worn. Okay maybe it was the second or third...? Well, it was definitely one of the loudest & may have led to the trademark Trader Joe's attire.

## 1970s

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**1970** Trader Joe's first customer newsletter - "The Insider Report"- was introduced. In it we told stories about wines we sold. Customers coveted it. They even paid 5 cents for it.

**1972** We launched the first Trader Joe's private label grocery product - granola. How down to earth.

**1973** "Still trying to find ourselves" - a butcher shop, nuts in barrels, magazines & pantyhose - oh, yes, you could've found all of these items at your local Trader Joe's. (Seriously, pantyhose.)

**1975** A decorative maritime bell was used to get someone's attention - a signature communication system was born.

We started cutting & wrapping cheese for the first time. The stores smelled great.

**1977** Trader Joe's, Trader Mings, Trader Jose, Trader Giotto, Pilgrim Joe - having fun (as usual) while we expanded our private label concept

The first reusable "Save-A-Tree" brand canvas bag was introduced at Trader Joe's. Then re-used. We like to think it's still being used.

Our first private label organic item is introduced - Organic Unfiltered Apple Juice.

**1978** We finally stop selling pantyhose. The unencumbered freedom is glorious.

## 1980s

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**1981** Trader Joe's was mentioned in a national magazine for our All American Nut Butter. Either it was a pretty slow news week or our nut butter was just that good. (It still is.)

**1982** Our private label canned corn was first introduced to our stores. This classic with the original yellow label remains a popular product today (and it only costs a few more cents than it did in '82).

**1984** Trader Joe's hit the airwaves - we started recording our own radio ads where we tell the behind-the-scenes stories about our products with a signature sign off - "Thanks for listening."

**1985** Our newsletter changed from the "Insider Report" to the now iconic "Fearless Flyer," which is free & still remains the primary form of advertising for us today.

**1988** We took our first big leap outside of Southern California into Northern California where we opened a store in the city of San Rafael. And it was a leap year.

**1989** We finally stopped packaging up almonds and pistachios in our stores. The growers started shipping them to us pre-packaged in one-pound bags - a fresh idea for even fresher nuts!



**1991** Trader Joe's Mission Statement was written down... in chalk.



**1992** We put Handles on our paper bags – how handy.

**1993** We started opening our first stores outside of The Golden State, beginning in the Valley of the Sun, aka Phoenix, AZ.

**1994** We contemplated the idea of planting cutting gardens in front of our stores. Okay, not really. But Trader Joe's did start selling fresh cut flowers.

A Crew Member in Santa Barbara dressed up as a giant pickle. We still don't know why.

**1995** We opened our first stores in the Pacific Northwest - starting in Beaverton, OR and shortly thereafter in Bellevue, WA... Later that year, Nevada, the 36th state in the union, became home to the 70th Trader Joe's, as we opened a neighborhood grocery store in the city of Henderson.



**1996** www.traderjoes.com went live. We featured one piece of animation on our homepage – a man swinging from a hot air balloon, presumably searching the world for new items.

**1997** Our real estate guy traveled from California to Boston for the first time and opened the sunroof of his rental car. In February. With 5 inches of snow on top of it. In a much smarter move, we opened our first EC store in Brookline, MA. Dancing in the aisles ensued (literally).

We started consistently introducing about 10 new items every week... There really is always something new at Trader Joe's. Grocery shopping – boring? We think not.



We introduced flow through registers to our stores enhancing the logistics of lines without compromising the quality of conversations.

## 2000s

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**2000** We opened our first two Midwest stores. One in Chicagoland in Glen Ellyn, IL & one in Northbrook, IL. On the same day.

**2001** Price scanners were (finally) installed for quicker checkout.

**2002** The first bottles of Charles Shaw wines were sold in Trader Joe's stores. A fast customer favorite and winner of medals in many competitions, it earned the endearing moniker, "Two Buck Chuck." Same price today.

**2004** A spontaneous round of karaoke breaks out in the frozen aisle of our Oceanside store. Watch out *American Idol*.



**2006** "Start spreading the news..." Trader Joe's opened in downtown Manhattan on St. Patrick's Day. Our very first customer bought an energy bar - that's it.

Later that year... Trader Joe's entered the southeast, a region known for its distinctive cuisine (makes sense), opened a store in Roswell, GA, followed shortly by Cary, NC.

**2007** Trader Joe's made a commitment to eliminate added trans fats from all private label products (along with artificial colors, flavors, preservatives & GMO ingredients... but that's old news by now).

We introduced simple symbols on our packaging so our customers could easily identify the right product choices to fit their lifestyles.



**2009** Trader Joe's included a timeline on the website.

and then...