Inside Trader Joe’s Podcast Transcript — Episode 103: Trader Joe’s Springs Into A Bunch of Great New Products

[Serious music begins.]

Matt: Tara, can we talk?

Tara: Of course.

Matt: I have SPAA.

Tara: Oh. What is it?

Matt: S-P-A-A. Seasonal Product Abandonment Anxiety. When we do these shopping list episodes, I get so excited about a bunch of the new seasonal, limited products. I fall in love with them, and then...

Tara: And then the season ends. I understand.

Matt: Is there a support group I can join?

Tara: No, but none of the products we're going to recommend in this episode will abandon you.

Matt: Ever?

Tara: For a while at least. These products are new, but they're not seasonal or limited in nature. Our intention is, if customers like them, they'll stick around.

Matt: All right, then (takes a deep breath). I'm ready. Let's go *Inside Trader Joe's*.

[Theme music begins accompanied with two bells at a neighborhood Trader Joe’s.]

Tara: I'm Tara Miller, director of words and phrases and clauses.

Matt: And I'm Matt Sloan, the culture and innovation guy at Trader Joe's.

Tara: We do love our seasonal and limited time products at Trader Joe's. And you never know, sometimes those products can become full-time everyday products.

Matt: A seasonal product? A limited product? Well, it's something that we don't plan to sell every day, all year around. And that could be because it's tied to a season in the calendar, or even a specific holiday. It could also just be something for which there is no reasonable season because it's just 50,000 pounds of cheese that we love and it's a limited availability thing.

Tara: And an everyday product, it's a product we expect to have every day. Could we have a situation where a truck didn't arrive when it was supposed to arrive?

[Theme music ends. Transition to light upbeat music.]

Tara: That could happen. Could we have a situation where we sold through all of the product we had ordered for that day and we don't get more till the next day? That could also happen. But in general, those products are going to be around all the time, every time you shop.

Matt: Everyday products, well, they could be discontinued as well. It does happen.

Tara: Yeah, it certainly does. And listen, we have a long list, so let's get started.

Matt: There's no rush. These things are going to be around for a while.

[Music transition.]

Tara: This is an exciting development because oftentimes we'll introduce flavors of this particular kind of product on a limited basis. This new mochi ice cream flavor is being introduced as an everyday product. It is a salted caramel mochi ice cream surrounded by the sweet rice dough mochi.

Matt: If I'm remembering the panel, the tasting panel conversation was that this is great. When would salted caramel season happen?

Tara: Right.

Matt: So let's just try this every day.

Tara: You can't really think of a time of year when you wouldn't want to eat it. It's easy to open, (rips opens package) and there's six pieces inside a little tray.

Matt: Is the word mochi like fish? Is the plural just mochi?

Tara: I think so. You could eat the whole container. If you were so inclined to do so, you could eat all six pieces. And it's still like less than 500 calories, even if you eat all six pieces. But they're 80 calories a piece, so I think it's a nice, just satisfying enough piece of sweets.

Matt: They really just are ice cream bites surrounded by that really fun, squishy mochi texture.

Tara: Mmm.

Matt: The flavor's great. Something approaching that classic dulce de leche.

Tara: Yeah. And also…

Matt: It's not real salty.

Tara: They're also gluten-free.

Matt: Correct. Yeah.

Tara: Those are really, really, really good. I think we need to move on.

Matt: Understood. All right. What's next?

[Music transition.]

Tara: Can we take a little break and talk to Maggie?

Matt: You mean Maggie, Trader Joe's category manager for flowers and plants?

Tara: Absolutely.

Matt: Only if she can fit the theme of this podcast. So every product she mentions has to be available year round.

Tara: Oh, boy. Maggie, is that even possible for you?

Maggie: Yes, it is.

Tara: Fantastic.

Matt: Really?

Maggie: We could check that box.

Tara: Okay.

Matt: Oh, great. So welcome.

Tara: Let's do it.

Maggie: I brought our 20 stem tulip, big bunch. That's a SKU that we actually offer from January through Mother's Day.

Tara: Okay, wait. Hold up. SKU? Matt?

Matt: Oh, man!

Maggie: Yes.

Matt: So, yeah.

Tara: Okay. Jargon alert. Let's go.

[Retail jargon alert sounder.]

Matt: It’s been a while since we've been able to do a jargon alert for SKU.

[Upbeat music begins.]

Matt: S-K-U, stock-keeping unit, a classic of grocery industry jargon. It's what we call a product, a unit, a thing, an item. Stock-keeping unit, SKU.

Tara: You just said that it was possible for you to talk to us about something that we have every day, but then you just said we only have it January…

Maggie: Through Mother's Day. Yes. So this particular item that's offered during the spring is from the Netherlands. We do also offer a summer tulip program. The bulbs come from Chile and Peru, Southern Hemisphere tulips, and that's why we're able to offer that under a different SKU as a 15-stem during the summer months. So we have tulips available 365 days a year, yes.

Matt: So if a rose is a rose is a rose and the Netherlands is Holland, let's go Dutch, why is it that Netherlands is so associated with tulip and tulip-growing?

Maggie: Tul…

Matt: Are they just good at it? And if so, how?

Maggie: They're amazing at it. They've been growing for so many years. Matt, you probably know about the story of tulip bulbs being worth their weight in gold. That at one time…

Matt: Or more.

Maggie: Yes.

Tara: Tell me and the rest of everybody listening, because I don't know this story.

Maggie: I feel that's a Matt story (laughs) because Matt knows everything about everything, and I think he probably has a better version.

Tara: You just made his head get really huge.

Maggie: I did. I did.

Tara: Matt knows everything about everything.

Matt: Yeah. Look at how small his legs are. Great early examples of speculative markets gone crazy was this mania, Tulipomania as it was sometimes called, where people were using tulips as investment tools. And they thought that they would make a quick buck or a long-term investment strategy would be to buy a bunch of tulips. And if any of those tulip bulbs broke when they bloomed, if they had more than one color, they were worth even more. And like so many bubble markets, it came to pop.

Maggie: Yes.

Tara: Would that be a bulble market?

[Rimshot.]

Matt: A bulble market.

Tara: Sorry.

Matt: That's great. Flower talk all day.

Tara: Okay.

Maggie: So there's been a lot of different people who've tried to look for different places to grow bulbs all over the world. And for the winter season, the Netherlands is the right growing ground. You need a bit of a microclimate, and the Netherlands has it for tulip bulb-growing.

Matt: I don't think these are grown outside anymore at this scale.

Maggie: They are. The bulbs are.

Matt: The bulbs are. So explain the difference.

Maggie: The bulbs are but the tulips are not. Yeah.

Matt: Okay.

Maggie: So when people always ask me, like, "Should I go to the Netherlands and see the tulips in the fields?" I think it's hilarious because, those bulbs that you see when you're flying in on a plane into the Netherlands in May and June, are the bulbs that are grown for these bulbs to then be grown from. So those plants actually are just mowed down, and they go to the wild. They're not picked and harvested. They're grown outside to get the actual bulb for the next year's crop. Then they take those bulbs and they plant those in kind of like a milk crate system inside of warehouses, stacked two to three high. And the tulips roll around in a warehouse on a conveyor belt, really very rarely ever being touched by human hands. If you look at the number of…

Matt: It sounds so romantic.

Maggie: Yeah. It's so not (laughs). You go ahead and hold onto the romanticism of the tulip being harvested in the fields, but the reality is that tulips are not harvested that way.

[Music transition.]

Matt: Well, it was always tricky as a customer because your leading indicator of field-grown tulips was a muddy bunch.

Maggie: (laughs)

Matt: And so when you were trying to put them into a vase, it was like, "Boy, there's a lot of dirt here." Well, because they were grown in the ground, in dirt.

Maggie: We do have some tulips that are still grown in soil, but most tulips have moved to being grown on water, so they're water tulips.

Tara: They're grown on water?

Maggie: Yeah. They're in a crate, and they put the tulip in the crate in the water, and they grow off of the water.

Matt: Tulips are a classic cut flower. They're easy. They're so vibrant. You can get a relatively tight bud tulip to bloom and develop in the vase.

Maggie: It is still active and growing. They smell water, they'll start to develop. They're very sensitive. They like wet feet.

Matt: Those tulips.

Maggie: Yes. So we hold them dry and we have the stores bring in what they could sell through in a day so that we have confidence that the customer will have a good experience at home.

Matt: I always think it's cool because you get to experience a little geotropism, which we all need in our lives, where they might be a little floppy when you put them in the vase, and then they sort of perk up. How does it know which way to grow? It uses gravity. These things are smart. Amazing.

Tara: Geotropic? What?

Matt: Plants use earth's gravity to know which way is up.

Tara: So it's gravity that makes those otherwise potentially floppy tulips stand up straighter once they hit water and start to open?

Matt: It'd be like a reaction to the gravitational pull. Mine is usually to just fall, but they fight that impulse and they'll go up, because they're working to keep photosynthesizing, or to turn light into chlorophyll and food and energy for the plant.

Maggie: So on our tulips we always recommend that you leave them in the sleeve when you get them home. Give them a cut, put them in evasive water, and let them drink for about an hour, and they'll stiffen up in the upright position just because the sleeve is holding it that way.

Tara: That's a fantastic tip.

Matt: That's a good tip.

Tara: Yeah. That is my big takeaway from this conversation. Leave them in the sleeve when you get them home.

Maggie: Yes. Yeah. We actually have an awesome video. Just going to give a shameless plug. Awesome YouTube video on tulips.

Tara: I'll add that link into the show notes for this show so people can have a look at that.

Matt: We have stuff on YouTube.

Tara: We have a lot of stuff on YouTube.

Maggie: We sell 130 million stems of tulips a year.

Tara: 130 million tulips?

Maggie: So if you are buying tulips from Trader Joe's, you cannot buy a fresher tulip anywhere in the United States. It's impossible. They're harvested on Monday. They're in our stores on Thursday.

Matt: Even if that harvesting is taking place in the Netherlands?

Maggie: Yes. Yes. It's an amazing feat.

Tara: Wow. Are they teleporting from the Netherlands to our stores? Because that's really fast.

Maggie: They fly into Los Angeles every day.

Tara: And boy, are their petals tired (rimshot). Sorry.

Maggie: If you're on a flight from the Netherlands, if you're…

Matt: I have to sit next to this…

Tara: Okay. You'll come back and talk to us again?

Maggie: For sure.

Tara: Okay.

Maggie: Thank you, guys. Appreciate you having us.

[Transition to next item on the list.]

Matt: All right. What's next on the list? I'm really hoping it's not limited or seasonal.

Tara: No, Matt. None of these are limited or seasonal. I never thought I would be excited about something called prebiotic soda, and yet here we are. I didn't even know, in 2025, that this was a thing. Do you know what a prebiotic is, Matt?

Matt: I do. And then I just wonder, why do we need these things?

Tara: Do we need any of the things that we're going to talk about? I don't know if we need…

Matt: Well, fair. Okay. So maybe you want prebiotic soda.

Tara: Yeah. It's lower in sugar than a regular soda. It includes fiber.

Matt: Mm-hmm.

Tara: In theory, aid in digestion. So rather than just drinking empty sugar calories, you're drinking something that not only is not quite so bad for you but might actually have some potential benefits. And of course we're not making any claims about this, but it tastes good. One can, the Strawberry Vanilla, is 30 calories per 12-ounce can, and the Cherry Cola is 40 calories for a 12-ounce can. And for a can of soda, that's pretty sweet. And there's five grams of fiber in a can of these sodas.

Matt: Even though they have four or five grams of sugar in the whole 12-ounce can, depending upon the flavor, and the sweetness is really driven by ingredients like Stevia or monk fruit extracts that deliver that sweet characteristic without the sugar or the calories that go along with it.

Tara: To be clear, there is cane sugar in both of them. It's just less of the cane sugar.

Matt: Sure. A lot less.

Tara: Yeah. There's strawberry puree in the Strawberry Vanilla and there's cherry juice concentrate in the Cherry Cola. So they have real food ingredients in them. The fiber comes from agave inulin. We're going to open them up (pops open a can). I really like these. It's a sweet drink, so that's what you're looking for.

Matt: I think soda, the classic sodas, as having over the top levels of flavor, intense flavor. This is a strong-tasting, good-tasting soda. It doesn't taste like it's watered down.

Tara: And we had requests from a lot of customers to bring in a prebiotic soda. And it took us a while to find a couple flavors that we really liked.

Matt: We, of course, did not invent this idea. Customers were saying, "We see this in the world. We want you to do the Trader Joe's magic, the Trader Joe's ingredients and quality at an amazing price." Hopefully we meet those expectations.

[Music transition.]

Tara: Oh, the next product. Let's talk about meeting expectations. Another everyday product. A product that we discontinued a number of years ago.

Matt: Oh.

Tara: We thought we didn't need it anymore, and our customers were not happy with us. Trader Joe's Spicy Cheese Crunchies.

Matt: Very on-point for this episode. We do plan on having these.

Tara: We do.

Matt: As long as customers want to buy them.

Tara: Yeah. They were always sort of a sleeper fan favorite. Available for you to buy at your neighborhood Trader Joe's right now. You can get them now.

Matt: I think these are going to sound great (bag crinkling) munched on the microphone (bag crinkling louder).

Tara: Oh. I wish that you could smell them while you're listening because these…

Matt: That's a podcast development that I could really support (bag crinkling), smell-o-vision.

Tara: Smell-o-audio?

Matt: Yeah.

Tara: (loud crunching) In the world of Spicy Cheese Crunchies, these hit it. The spicy is upfront. The cheese is sort of underneath and then the spicy hits again on the way back. Those are really good.

Matt: (crunching) Yeah. You actually taste a little chili powder.

Tara: Yeah.

Matt: They're really tangy.

Tara: But they've got nice heat. It resonates sort of on the back of your tongue, and it builds. If you have missed the Spicy Cheese Crunchies, we got you. They're back.

Matt: I like these.

Tara: So you'll see these on the snack shelves at Trader Joe's. Just keep wipes.

Matt: You'll leave fingerprints.

Tara: Yeah.

Matt: You'll leave classic cheese crunchy fingerprints.

Tara: Yeah. Good stuff.

Matt: Which is kind of what you want to have happen. Let's keep going with snacks.

[Music transition.]

Matt: Something new.

Tara: So this is not a limited product?

Matt: No, this is every day. Trader Joe's Sweet Onion Style Pretzel Twists.

Tara: I love these pretzels.

Matt: How come?

Tara: They're salty but they have something else going on. It's that sweet onion flavor. They're not overly sweet.

Matt: They look great. Little twists. A nice level of bake. Nice golden brown.

Tara: So they're pretzel twists, but not in a classic pretzel twist way. They don't have that classic pretzel shape. They're straight, stick-like pretzels that have been twisted around each other. So it's a twist like that. It almost looks like…

Matt: A strand of DNA.

Tara: Mmm (crunching).

Matt: These are worth trying. They're very tasty, very oniony.

Tara: But if you think sour cream and onion potato chips but take away the cream part and it just has that sweet onion flavor, really good. And these should be available in stores now. You're having a party, you're having a barbecue, you're putting stuff in a lunchbox. These are a multipurpose snack (crunching). It just occurred to me that these pretzels probably taste really good dipped in our next product that we're going to talk about.

Matt: Aha.

[Music transition.]

Tara: Trader Joe's Hot Honey Mustard in a little squeeze bottle. It looks like a mustard jar.

Matt: We have a few mustards in that exact packet.

Tara: This one's brand new. Just arrived in stores. I'm going to dip one of these pretzels in it. You want to go for it?

Matt: Sure.

Tara: It's a really good combination (crunching), and yet I don't think the pretzels need any adornment. I don't think they need a dip.

Matt: Either my expectation or my memory was that that hot honey mustard was spicier.

Tara: I got a little heat.

Matt: Not crazy spicy.

Tara: No. It's definitely got sweetness, but it tastes like mustard. If it were too hot it might be off-putting.

Matt: It'd be great on a sandwich, a burger, a dog. Ingredient-wise, it's somewhere between regular mustard and an aioli. And with that addition of the oil, I think this would be good to slather on something that you roast or bake.

Tara: Hmm.

Matt: So roasted pork, chicken thighs baked, tossed with this.

Tara: A sandwich on a pretzel bun with this as your spread of choice.

Matt: All right. You heard it here, everybody. Spread of choice.

Tara: That's available. That's ready to go. That's in stores.

[Music transition. Transition to Alex.]

Matt: Wow. Do you smell that?

Tara: What?

Alex: Hi, Matt. Hi, Tara.

Matt: No, not you, Alex. Maybe it's what you're cooking.

Alex: I think it probably is what I'm cooking. I have some Miso Black Cod Sablefish here.

Matt: Wow.

Tara: Wow. This is new, right?

Matt: Wait a minute. Wait a minute.

Tara: Wait.

Matt: Is this something that we can count on? Is this an everyday product?

Alex: It is an everyday product.

Matt: Okay, good. Proceed.

Tara: Okay.

Alex: It is a black cod also known as sablefish. It was caught off the coast of Alaska, in the icy cold waters where the fish produces extra oils to help keep it warm.

Tara: There's more of those omegas, all those fish oils that it makes a more flavorful fish.

Alex: And it also gives us a little more forgiveness when we cook it. If you go a little long on your cook, it doesn't dry out.

Matt: I think of this as a rich-eating fish. Texturally, flavor-wise it's not light, but in the best way. It's very satisfying. There's a lot going on, just the fish here, but I think that's why you have maybe a stronger flavor for that marinade to go on it.

Alex: Yeah. We should probably talk about the marinade. It's produced by one of the oldest miso houses in Japan. It's miso, sugar, mirin and sake. And those things together provide an umami sweetness on this unctuous oily fish that's just delectable.

Tara: If you go to a restaurant and you order this, you know it's probably going to taste delicious. So it's worth the spend, but it's spendy.

Alex: Yeah, and that's exactly why we sought out to develop this product. Our objective was an amazing value. Something that our customers could take from the freezer and have an amazing meal for less than half of what it would cost at a restaurant.

Matt: And the quality's incredible. That's the combo we look for when we think about value. But a lot of us get anxious when we're faced with preparing fish at home. How easy is this?

Alex: It could be as easy as you make it. The most important piece here is that you hit 145 degrees internal temperature for food safety reasons. There are multiple ways that you can approach cooking this. We picked three to put on our label. First and foremost, we suggest thawing this product before cooking it.

Matt: Okay.

Alex: Overnight works. Up to a day, maybe even more if you like.

Tara: In the fridge?

Alex: In the fridge, correct. And that gives the fish the opportunity to absorb more of this marinade and more of that flavor. But I've been guilty myself of trying to make a quick lunch and cooking it from frozen, following all of the methods that we suggest on the label, and they deliver, still, exceptional results. The only difference is maybe adjusting cook time a little bit longer to still hit your internal temperature of 145 degrees.

Tara: When you take it out of the package, is it liquidy?

Alex: There's a little extra liquid and marinade in the package. Our suggestion is to discard the extra marinade. You don't need it dripping wet.

Tara: Okay.

Alex: Sear and bake is my personal favorite way of preparing this product. It develops an amazing caramelization and crispy skin.

Tara: And then our other two good options? What do we have?

[Music transition.]

Alex: Broil and bake, which is an adaptation of the sear and bake. If you don't want to use a pan and then an oven, you can do it all in the oven. So we start with a high-heat broil in the oven to develop that caramelization. Lower the temperature until the fish reaches internal temperature.

Tara: Okay.

Alex: And then we have the most convenient way of doing it, which is air fry.

Tara: I've seen a bunch of folks online talking about popping this in the air fryer.

Alex: Yeah. And what I like to do when I do it in the air fryer is put a little piece of foil underneath the fish, just so that it doesn't stick to the air fryer basket itself.

Tara: Okay.

Alex: I haven't been able to produce a crispy skin in the air fryer. It actually, usually, will just be discarded when I do it that way.

Tara: And I've seen a lot of chatter on the social media channels about how delicious this is and what a great value it is. It's basically two servings, right?

Alex: Yeah. I could definitely eat both portions myself. However, they are very filling.

Tara: Even if you were to eat the whole package, it's a $10 purchase as opposed to going to a restaurant and paying $40, $50, $60 for miso black cod on a menu.

Alex: That's right. And from what we're hearing from our customers and crew, it rivals what you'll find on those restaurant menus.

[Music transition.]

Tara: Okay. I want to talk about the Ground Country Style Pork Sausage that's in our fresh meat case.

Alex: I think…

Matt: Do we need to talk about this? This seems so basic.

Alex: I think what we could probably do is offer some clarifications on where this name comes from, why we call it this. It is a slightly unusual name. Country-style sausage is synonymous with breakfast sausage, or even a mild pork sausage, something along those lines. But the name implies that it's a sausage made in a way that stays true to the old world traditions of making sausage. We use a coarse grind, and we're using herbs and spices that produce a mild flavor profile that's adaptable to whatever recipe you might want to use it in, produced in a way that is similar to how a farmer might have made this on their farm.

Matt: So different from city sausage?

Tara: (laughs)

Alex: That's right.

Tara: I don't even know where to go with that…

Matt: Nowhere fast.

Tara: …so I'm going to just change direction.

Matt: It's not in a format that we've usually had.

Tara: Well, I think in the industry it would be like bulk sausage, right? It's not in a casing.

Matt: There's a better name for it, and I want you to do a jargon alert for us.

[Retail jargon alert sounder.]

Matt: Alex, noodle grind.

[Light upbeat music begins.]

Alex: That is right. We call this a loose noodle grind.

Tara: (laughing) Sorry.

Matt: That's my new band name.

Tara: (laughs)

Alex: (laughs) And we call it that because it looks like a packet of ramen noodles. That's how it comes out of the grinder. It's easier to handle when cooking. It breaks apart. You can make your crumbles; you can make your patties. We didn't want to suggest that its only use was for breakfast when really this product can be used at any time of day for nearly any recipe. Things like casserole, sausage gravy, made in a breakfast patty, used in quiches, mixed 50/50 with ground beef for an interesting burger, wrapped inside a biscuit or croissant dough for a sausage roll. Stuffed peppers, used in soup. Wrap it around a soft, cooked egg and make a Scotch egg. The possibilities are endless with this product.

Tara: Now I want a Scotch egg.

Matt: I want a sausage roll. If you took our puff pastry, that's not an everyday product, is it?

Tara: But we have crescent rolls that are everyday product.

Matt: Okay.

Tara: And that would work the same way. Yeah.

Alex: Or biscuit dough.

Matt: Wow.

Tara: Yeah, you could totally make a sausage roll. The biscuit dough would be really great, too.

Matt: If you're using ground beef, ground turkey, you could swap this in.

Alex: Or mix it in.

Matt: Yeah. You could make a pasta sauce with this.

Tara: You could do meatloaf. Mix this with ground beef or ground turkey to make a meatloaf that has just a different level of flavor.

Alex: That's right. Yeah.

Tara: I think I'm going to also treat myself and make like a biscuits and gravy situation because why not?

Alex: Well, I'm ready for the invite.

Matt: Thanks for stopping by, Alex.

[Transition to next item on the list.]

Matt: How about something new in the refrigerated section?

Tara: Okay.

Matt: A freshly prepared entree: Stuffed Poblano Peppers. I'm very much looking forward to this. Perfect.

Tara: They should be readily available. If not right now then very, very, very soon.

Matt: Keep an eye out. Stuffed Poblano Peppers.

Tara: With chicken, brown rice, Monterey jack cheese, corn, and a creamy cilantro sauce. You kind of had me at stuffed poblanos, and then you get to what they're stuffed with and I'm all in. Poblanos are generally mild, but every now and then it might be a little spicy.

Matt: Might be a little spicy.

Tara: Right?

Matt: Although it's not jalapeno-level.

Tara: No.

Matt: But really great flavor.

Tara: Yeah.

Matt: That's what the poblano has. And this is a nice variation on that classic Turkey Rice Stuffed Bell Pepper.

Tara: Mm-hmm.

Matt: This is just more interesting, tastier, way more delicious, in my opinion. And I love a good basic stuffed bell pepper.

Tara: Yeah, me too. You can cook this in the microwave, and it's done in just a few minutes. You can also put it in the oven if you want it to have a little crispier top, because the cheese will sort of brown and maybe crisp up a little bit on top if you…

Matt: Are you going to talk about air frying it next?

Tara: I wasn't going to, but since you brought it up…

Matt: Could you?

Tara: I think that's a really great idea, because if you're just looking for a quick lunch, you might not have time to put it in the oven. Is this in the fresh part of the refrigerated case or the deli part?

Matt: Exactly. You'll find it. Ask a crew member. That's what I always do.

Tara: We hope you like it. The plan is for this to be an everyday offering.

[Music transition.]

Matt: And a nice, fresh accompaniment would be a little salad, a chopped salad. Bagged salads are boring, and this is not that. And we gave it such an enticing, exciting name. We really worked hard on this. Chopped Salad Blend. I mean we worked overtime to come up with this. But what's important is that it looks like a very basic salad, but its main ingredient is really special. It's escarole.

Tara: Yeah.

Matt: Finally, chicory gets its moment in the sun. Thank goodness. I love escarole.

Tara: It is deceptively simple, right?

Matt: Mm-hmm.

Tara: It's not a salad kit. It's a bag of salad that you make, right?

Matt: Mm-hmm.

Tara: So you can add your own things to it. You can add your own dressing, whatever you're in the mood for in that moment. But everything is chopped and ready to go. Read us the ingredients that are in it.

Matt: Of course. Ingredients are listed in predominance by weight as they make up the recipe of a given product. So here we go. The largest component first down to the smallest: Escarole, endive, sometimes pronounced an div, red cabbage, carrots, radicchio. And actually, if you gave these a quick stir-fry or wilt they would be really nice, too. If you even wanted to make something with Alex's Country Style Ground Sausage and then throw this in at the last minute, that would be an interesting stir-fry or boy kibble, as the young folks talk about these days.

Tara: Wait, what?

Matt: It's a whole movement, boy kibble. I'm not really sure I understand it, but it's a thing.

Tara: It's the boy equivalent of girl dinner?

Matt: I guess so.

Tara: So the girls got girl dinner and now boys are being compared to dogs?

Matt: Yes. If the shoe fits, fetch it.

Tara: Hey, now. Hey.

Matt: And now, if you want to do boy kibble (bag crinkling, this Chopped Salad Blend is equally appropriate warm or hot, or just cold, but…

Tara: And it's ready.

Matt: It's ready.

Tara: You don't have to do anything. I think this is a great blend. I haven't seen it out there anywhere else, especially not with our very creative name, so…

Matt: And do not let that throw you. This is such a great thing.

Tara: Yeah. It just launched within the last month or so.

Matt: And remember, only you can make this product every day.

Tara: Oh. Pressure. Wow. I hadn't thought about it like that.

Matt: That is the good pressure that every single product faces in our stores. It comes down to whether or not customers agree.

[Music transition.]

Tara: Wow. Matt, we're coming into the home stretch. We…

Matt: It's about time.

Tara: We have two more products to talk about. And now we're going to Trader Joe's Coconut Cashew Candy Clusters. Lots of alliteration here. They're just so good.

Matt: They are so good, and they're reflective of a trend at the tasting panel, the snackification of all things. If I could count up the times we hear things as being snacky. Snacks, snacking, snack time, of course leading into snacktivities. This is that trend made real in an actual product. And it's pretty darn good.

Tara: Yeah. It's cashews that have a coconut coating on them, and they're drizzled with caramel and they're drizzled with chocolate.

Matt: It's greater than the sum of its parts.

Tara: Yeah.

Matt: Because way more interesting than a regular candy bar.

Tara: These have not shown up in stores yet. They should be in sometime around the end of March. They're in a little pouch with a zip top, so you can take a couple out and then save the rest for later. Coming soon.

Matt: Okay. What's next?

Tara: Okay. Next is last, actually.

[Crowd applause.]

Matt: Next is last.

Tara: Next is last. This is just what you've been asking for, Matt.

Matt: It is. I've been having my boy kibble and now I want to be dewy.

Tara: (laughs) Dewey Decimal?

Matt: Huey, Dewey, and Louie. The cousins.

Tara: Okay. This is kind of a skincare phenomenon.

[Light upbeat music begins.]

Tara: The idea that you want your skin to look almost like you've just come out of the shower. Like you're dewy as in you're retaining all the moisture.

Matt: So dewy, not clammy.

Tara: Never clammy, no.

Matt: Okay.

Tara: This was inspired by beauty regimens, beauty products coming out of Korea. There's this trend toward what they call glass skin, so where your skin is so smooth and hydrated and clear that it almost looks like it's smooth as a pane of glass. Now, maybe we'll achieve that.

Matt: For some of us that will only ever be a conceptual thing off in the distance far, far away.

Tara: By the way, it's called Dewy Skin Serum. I don't know that we ever got to that.

Matt: We did now.

Tara: I'm going to put some on my skin and we're going to see how dewy I look. I want to hear the truth. This one I think is arriving in stores probably within the next week or so after this podcast becomes available. You don't need a lot of this serum to go a long way. And so it's in a one-ounce bottle.

Matt: Okay.

Tara: It's a lot of serum in there.

Matt: Is that sort of the nature of the idea of a serum? It's not like a slather on copious amounts kind of thing?

Tara: Mm-mm. If you're going to slather on copious amounts of anything, it would be your moisturizer. But the serum goes underneath, on your clean skin. I'm not an expert on these skincare products but I use a lot of them. I love the value that we deliver on these products.

Matt: Well, I think customers really key in on that. And there's so much excitement around that very small part of the store.

Tara: Yeah.

Matt: It's small on purpose.

Tara: Yep. Because of the small size of that part of the store, some of them are limited in nature.

Matt: So why would this one not be that, then?

Tara: Because this is a product that we decided that our customers would really appreciate having every day. That it is a broad enough appeal, such a great value, and that different types of skin want different kinds of serum.

Matt: That makes sense to me.

Tara: That's our last product.

[Transition to closing music.]

Tara: What a list.

Matt: How many of these products do you think will still be on the shelves a year from now?

Tara: I'm going with optimism here, Matt. I'll say these are all great. Our customers will love all of them and all of them will be at your neighborhood Trader Joe's for a very long time.

Matt: Well, I hope so, too.

Tara: Trader Joe's has no plans to discontinue this podcast.

Matt: It's true. We are limited but not seasonal. We are so every day.

Tara: Hit that free subscribe or follow button.

Matt: It *is* free and worth every penny.

Tara: Until next time, thanks for listening.

Matt: And thanks for listening.