

# Inside Trader Joe's Podcast Transcript – Episode 61: The Trader Joe's Club

*[Light upbeat music begins.]*

Tara: Hey Matt, have you ever been a member of a club?

Matt: Oh, like the lip balm of the month club?

Tara: No, no, no, no, I mean back in high school. Like the Drama Club or the Spanish Club or what about the Trader Joe's Club?

Matt: We, we didn't have that at my school.

Tara: Yeah, not at mine either. But hey, we recently found out, believe it or not, that there are some high schools with fully sanctioned Trader Joe's Clubs. Both of these high schools are in southern California. One's kind of near the beach and one's a little bit closer to us here at the office in Monrovia. We're so excited to have them here.

*[Small group applause.]*

Matt: Let's go Inside Trader Joe's.

*[Theme music begins and 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 marketing product guy.

*[Transition.]*

Tara: Okay, let's go around the room and do a quick roll call so we know who's here. Go ahead.

Kian: Hi guys, I'm Kian.

Maddie: Hi, I'm Maddie.

Katherine: Katherine.

Talia: I'm Talia.

Ana: Hi, I'm Ana.

Jess: Hi, Jess.

Betsy: Hi, Betsy.

Liv: Hi, I'm Liv.

*[Opening music ends.]*

Matt: Hey everybody, let's go for a little walkabout tour.

*[Group chattering.]*

Matt: So when you were coming here, you might have noticed conspicuously absent,

*[Light music begins.]*

Matt: a giant billboard outside. This is not that important in the overall scheme of things in our business. This office is here to support customers and crew. It only exists because of the stores. It's low key, low profile, relatively innocuous on purpose.

Tara: We have like 58,000 crew members in our stores around the country, and there's about 260 people who work in our two offices combined.

*[Group walking around.]*

Tara: All right, so there's a picture of every store around the country. And every time we open a new store, we add a picture to the wall.

*[Office phones ringing, busy office noise.]*

Matt: There's some people working here, some folks over there. Our stores are open every day of the week and they often have questions and they need to have them answered and figured out. So the help desk crew is here pretty much 2/47. What I really want to get into is the kitchen.

*[Door opens.]*

Matt: Which we're gonna go through here. We're in the kitchen. This is a little bigger than most obviously, and slightly more industrial, but not really. Like our ovens are constantly breaking cuz they're like home use ovens. And we have regular air fryers like you might have at home, and we have regular microwaves and toaster ovens by design so that we can test things as people actually use them at home. It gets crowded, it gets messy, it's loud in here. It's one of my favorite places on earth. So that's the kitchen. We can come out this door.

*[Door opens.]*

Matt: If you have questions along the way, ask them.

Tara: Talia?

Talia: Something I love about Trader Joe's is like, every time I go, there's like a new product and I'm like, how do you guys do this so quickly? Like, how is there like a new like variety of like a chip or like a popcorn or something? Like, where do you guys think of these products they have? Where does that happen?

Tara: So it happens here. It, you know, sometimes we get ideas like we'll get a call from a crew member in a store that says, "Hey, have you ever thought of X, Y, Z?" And our product development people will say, "No, I haven't, but I'm gonna investigate something like that." Sometimes we have outside vendors who will reach out to us and say, "Hey, I have this cool thing. Are you interested in tasting it?" And sometimes it's our product development teams

traveling around the world, going to restaurants, meeting with manufacturers of different types of foods and developing things. You know, we have a tasting panel generally every week. If a product gets at least 70% of the votes, so it's a super majority vote, then it's considered past the tasting panel and it starts the part of the process that is to get it from panel into the stores and that can be a long process.

Matt: And you're making a decision that's not just, "Hey, let's try this bag of chips." Let's engage this company to make lots of bags of chips. They might hire people, they might put equipment into place, they might have to do all these things. It's no small thing to introduce a product and it's so fun.

Tara: So you say really fast. For us sometimes it doesn't feel as fast as we would like it.

Matt: We introduce on average more than 365 new products a year. This past week was like a crazy week. But we did our holiday tasting. So we looked at like, we had all these holiday products this last year, which didn't do well, which did well, what should we keep, what should we try for again? And the product development team, they presented about 70 things in a day.

*[Music transition.]*

Tara: Whose idea was it to have a Trader Joe's Club?

Kian: So it kinda started over the pandemic.

Maddie: We would get on a Zoom. We would say, "Hey, bring this snack." And we would all eat together, just like this one snack. It kinda of, felt a little bit like a connection.

Kian: Eventually when we went back on campus, we just made the club like a bigger thing cuz everyone just loves Trader Joe's. We all like individually bring snacks from Trader Joe's and like we have like a little like potluck. It's just super fun.

Maddie: We have this thing at our school called Club Day where's like you have a table with your stuff and you talk about it. And so I think we had probably the most popular table at our school.

Group: (laughs)

Maddie: We had like 10 pages filled up of names, people writing down they wanna join. And we had...

Matt: Were you like plying people with treats? How did you...

Maddie: Yeah, yeah.

Tara: (laughs)

Maddie: The Dark Chocolate Peanut Butter Cups and then like the Rolled Chili Tortilla Chips, they were all gone.

Liv: Ours was kind of similar as well. We grabbed people with the Mini Chocolate Chip Cookies and the Chocolate Bars. We had so many people and, uh, yeah, like you guys said, we uh, have like little potluck almost, everyone brings in their snack. And then we also

bring one to donate. We have a partnership now with the Elizabeth House in Pasadena, so we donate our snacks as there as well.

Tara: That's pretty cool.

Matt: Are there, are there like, I mean, like is there a secret handshake involved? I mean, like do you have to...

Tara: (laughs)

Betsy: We do, we do like little polls probably once a week. So it's like, which is better? This item or this item?

Katherine: We have like discussion posts and people, like different members like can post comments and sometimes really funny, like when, um, the Rolled Tortilla Chips, uh, Lime Tortilla Chips were outta stock, there was like a whole conspiracy on the, uh, discussion page.

Maddie: People were posting on social media, like are they actually gone? Where do they go? Can you find them? And like if we could find them at our local store, we would post photos of it. So that was a whole thing, like we needed those chips. And we finally found them, so.

Matt: And we like, I mean the royal we as it were, kind of goofed that up because we had a store, New York store, I'm not gonna go any further than that but, it, I, I think that maybe there was a sign that said, like, "To be discontinued," that somehow inched its way in front of those Chili Lime Rolled Tortilla Chips and a customer took a picture of it and posted it, basically like, "What on earth are you doing to me, Trader Joe's?" And that went crazy.

Tara: I don't know if any of you participated in the voting of the Customer Choice Awards but, the Rolled Chili Lime Tortilla Chips were voted the overall favorite product at Trader Joe's. I think all of that social media activity, it went on for months, right? I think that kind of led to it being a heightened, "If we say they're our favorite, they won't go away," kind of thing.

Matt: We didn't know that they would become the thing that they are now. And it's hard to keep up. It's literally a matter of putting product through this process and making enough of it, I mean, they're great and they have this very fascinating thing that they do to your palate where the only answer is more, um...

Tara: (laughs)

Matt: Yeah.

Maddie: It's a party in your mouth.

Matt: And you know, and how many members are your clubs...

Liv: Well, in our Google classroom, there's like over 100.

Betsy: They take pride that they're in the Trader Joe's Club.

Matt: How about the other side of the room? What do you think?

Maddie: Ours is kind of similar. I think we probably had like 200 people sign up. Our classroom is like packed. People are sitting on top of desks.

Katherine: Like our next meeting is next Friday and everyone's already talking about it. The University of Michigan, uh, decisions come out next Friday, so we're like, "Oh, we can be a little celebration." Or if you, or if don't...

Matt: Or a pity party.

Katherine: Exactly. Or like you can eat away your depression. Yeah, exactly.

Betsy: If it makes you feel any better, if you don't get in, my sister goes to University of Michigan, she's a junior, and like she came home for Christmas and that was like the first thing she said when she got in the car. She was like, okay, "Trader Joe's like, let's go." Because it was like she doesn't have one near her.

Tara: Yeah, it's not walking distance to campus in Ann Arbor. We do have a store in Ann Arbor, but you have, like you'd need to Uber there or something, right?

Betsy: I went once with her, her freshman year. It took two hours in the line. Like we got to Trader Joe's in Ann Arbor and everybody's families, like freshman families, were there like getting groceries for their kid. It took two hours before we like even got in the store.

Matt: All right we need to make a note to check in with the Ann Arbor store to see how's it going.

Tara: Wow, maybe a little second Ann Arbor store maybe.

Katherine: Yeah, and speaking of that, while we're applying to colleges, how close Trader Joe's was to the campus was definitely a factor into where we apply.

Liv: Obviously Trader Joe's doesn't have many international ones and that affects my sister a little bit, who, she's in London right now. She's gonna graduate school there. After winter break, we sent her with a suitcase full of Trader Joe's snacks, so then she could have her comfort snacks there in London.

Matt: Lots of people ask us, um, and certainly people in Canada, saying just open stores here. And it turns out it's a different country.

Tara: (laughs)

Matt: And it's tricky to operate in two countries at once. We're not ready for that. We see lots of opportunities still here.

Liv: You're gonna have come back to America to get Trader Joe's.

Tara: That right.

Betsy: You the one that wanted to go away, so deal with it.

Liv: Yeah, exactly.

Tara: We worked with one of our product developers, so those are literally the people whose job is to develop new products to bring into our stores, to find some things that are kind of in process.

Matt: Not that you're Guinea pigs, but you know...

Tara: The plan is to take them to the tasting panel, but they haven't quite made it that far yet. And we'd love to know what you think about them.

Matt: Yeah.

*[Music transition.]*

Matt: What's the first rule of tasting panel? Don't talk about tasting panel.

Tara: Did you get scissors?

Matt: I did, I have scissors. I'm gonna open up a couple things, so, but you know, what's on your mind? Things that you're curious about or things that you wanna make sure that we understand?

Liv: I have a question for you. The Pickle Popcorn. How do you get it to taste so much like pickles?

Betsy: Those are good though.

Liv: They are good.

Tara: We have a thing with pickles, right? Have you noticed that so many pickle flavored things?

Matt: The trick with a flavor, like you say like, "I want it to taste like pickle." You have to break down the things that make a pickle, taste like a pickle and acid, vinegar, salt, some amount of garlic, some amount of dill, you've got like a volume knob on each of those things, and you just wanna keep dialing it back and forth and figuring that out.

Tara: It doesn't happen immediately. I mean, that Pickle Popcorn probably went through five or six or seven iterations before it was ready to go to the tasting panel to get approved, to show up in your store.

Matt: What else is on your minds? I'm, I'm curious. Yes.

*[Bags ruffling.]*

Betsy: What item did you see through like the testing process, right? And you knew it was good, right? But then once it hit the shelves, you were a little bit taken aback, like how big it got.

Matt: It's all about placing a bet, right? And when you place a bet, when you order product, you're always wrong. You have too much, you have too little. And so you want to figure out like some nice sweet spot. Those little Hold The Cone! Ice Cream Cones, they're super pop popular. Originally those actually were from a producer in Germany and they were good. No offense German producer, they're not as good, they weren't as good as they are now. But that vendor couldn't keep up and they were coming from around the world on boats shipping here. It was really tricky to stay ahead and so that caught us by surprise. Then we found a company that could produce them here. Better product, different ingredients, actually, the ice cream has egg in it here, which is a classic ice cream ingredient, but it makes them that much fuller mouth feel, better flavor, texture. They've gone crazy.

Tara: I got one.

Matt: Yeah.

Tara: My, I was in the room here when we tasted Mandarin Orange Chicken. Now everybody loved it, candied protein, what's not to love? But no one had any idea. That's the one that really surprised me is just how crazy it went so quickly. All right. Let's do some tasting.

Matt: So...

Tara: This is peanut brittle.

Matt: We're gonna get some great crunching, so just crunch away.

Tara: Crunch away!

*[Crunching.]*

Liv: I've never had peanut brittle before.

Matt: Really?

Liv: This is my first time.

Matt: This might be our challenge because it's like, I mean no, no offense, I mean, it takes one to know one but it's kind of like an old folks situation here. So...

Tara: Totally. We grew up with peanut brittle, but you all didn't grow up with peanut brittle.

Ana: I don't know, I thought it was good. It was a nice balance between the different tastes and the...everything...yeah.

Katherine: At first, I was like, "This is okay." I didn't love it. But then the aftertaste of like peanut butter hit and I was like, "Oh my gosh, this is so amazing."

Matt: I'm just wondering, like, I think brittle just sounds like it's like too many dental challenges.

Tara: Matt, you wanna explain what it is I'm passing out right now?

Group: (laughs)

Matt: We have, you know, uh, versions of Australian licorice. Actually licorice is a big deal in Australia, and, and these are, um, filled with what they call like a sherbet fizz. Um, so there's like, I think there's a green apple and maybe a raspberry flavor. This is a type of product that actually sells in Australia. It's quite popular. These colors are from plant derived sources.

Ana: Okay, hot take. The green ones are better than the red ones.

Betsy: No, I very much disagree with her original opinion.

Ana: Okay, Betsy.

Betsy: The raspberry is so good. Both were good, but the raspberry was really, really good.

Maddie: I think I would be careful not to market it as a licorice because you already have the like Strawberry Licorice Bites and I was just thinking of that when I was eating it. So I maybe go just the green or like in the more sour direction cuz they did taste kind of similar.

Katherine: No grape.

Betsy: Yes.

Jess: No grape. No grape.

Tara: So let's try these. These are Banana Mousse Cakes.

Matt: Yeah.

Liv: I love how it's shaped like a banana.

Tara: It's shaped like a banana and it is a banana mousse cake on the inside. How do you feel about this?

Betsy: I would definitely be down with this.

Liv: This is probably one of my favorite things that we've tried so far. It's very light, very airy. All the textures just go well, very well together.

Betsy: Yeah, I feel like this would be more of like a, a dessert sort of like after dinner. Like one, like your guys' Vanilla Bean Sheet Cake.

Tara: Mm-hmm.

Betsy: That's what like this reminds me of.

Ana: I would be interested to see it if you can make a gluten-free version, but I think that this is really good.

Maddie: This is an unpopular opinion, but it felt a little bit like a candle. Like the yellow was almost waxy. I like the inside a lot. Like the cream was like a good texture and there was a good taste, but then I couldn't like separate myself from like the outside.

Matt: That fondant...

Maddie: Yeah.

Matt: ...type coating is tricky.

Maddie: Mm-hmm.

Matt: So that's a, that's a good note.

Tara: Keep going? Okay, so these are, uh, working title Trader Joe's Brookie Clusters. Have you had the Brookies?

Group: Yes!

Tara: I see some, I see some like...

Maddie: Oh yeah.



Tara: ...recognition of Brookie, okay, so...

Maddie: We're familiar with Brookie.

Matt: So, you're gonna have some expectations. How does this meet those expectations? Or not? How does it differ?

Talia: This is really good.

Katherine: I think this would be a snack featured at the Trader Joe's Club for sure.

Maddie: I would eat like a whole bag of these in one sitting. But I think Brookie is misleading. Like this is not a Brookie Cluster cuz you're getting caramel, you're getting a crunch, but there's no like brownie.

Kian: Yeah, I agree with Maddie. I don't, I think, I feel like Brookie is like misleading a little bit. I really like that.

Maddie: Yeah. I'll be, I'll be picking some of these up.

Liv: It almost reminds me of like those little turtle things, like the ones with like the caramel on top. I don't even know how to describe those things.

Matt: No, I'm so glad you said that cuz I've been biting my tongue. That's what you've been hearing.

Liv: Yeah.

Matt: Because these are turtles.

Liv: Yes, they are turtles.

Matt: Like, what the heck? And I think I probably told someone like, turtles are over get over it.

Liv: Yeah, but this reminds me of a turtle.

Matt: I said, "Oh, Brookie Cluster."

Betsy: I personally probably would not get it just because it reminds me of like when I was like six.

*[Beginner piano recital music.]*

Betsy: Like a recital, cuz like we would always bring those like Trader Joe's, like long like chocolate chip cookie ones.

Matt: The Dunkers?

Betsy: Yeah, yeah, yeah the Dunkers. And we'd bring stuff like that and I hated those recitals.

*[Piano hits a sour note.]*

Matt: Maybe this could help you work through those recital feelings though.

Betsy: Possibly yeah. You know what...

Liv: Maybe this is the kind of therapy you need.

Betsy: This is the kind of therapy I need. Yeah, exactly. Yeah.

Tara: I'm gonna go into the kitchen and I'm gonna pop a few things in the air fryer. I'll be back in a few minutes.

Ana: Matt, I have a question.

Matt: Yeah, yeah, perfect.

Ana: Over summer there was this Horchata Ice Cream. It was so good and I found it because my sister had a surgery and so I went to Trader Joe's to make her feel better. She felt better because of it. So just saying, but I was wondering...

Matt: So you can't find it because it's not available.

Ana: No!

Matt: And so, um, but it's not gone forever. If we just have everything always, it's not special. Horchata is usually non-dairy and this was flavored like Horchata but it was regular dairy ice cream. We thought that we would have that in stores for about six weeks. We had it in stores for not quite three. We sold a little more quickly than we had anticipated. That's a good question. What else?

Liv: Okay, this was a snack a while ago. It was the Cinnamon and Sugar Pita Chips.

Matt: Oh, yeah.

Liv: Okay.

Matt: They were discontinued.

Liv: Yes, and I'm very disappointed about that because they were delicious (giggles). I mean, when you hear the name Cinnamon Sugar Pita Chips, you're like, "Olivia, come on. Like, grow up here. Like, you, you don't need to put cinnamon sugar on pita chips." They are the most delicious things I've ever put in my mouth in the entire world.

Betsy: Yeah.

Liv: It's just like...

Betsy: You sell dessert hummus, like, you know, why'd you discontinue this?

Liv: And I'm, I'm, I'm disappointed. I miss it. And it was part of my childhood and now I can't find it anymore.

Matt: It's what happens when you put something in the wrong place. So we have like, we manage the business by categories, right? So you have a snack category, and the snack category is predominantly savory, it's salty snacks. That was one of the few sweet snacks and sweet snacks within snacks, they don't sell as well as a tortilla chip, or certainly the Chili Lime Rolled Tortilla Chips. So they're always gonna be at the bottom of the category and ranked in business, and so they're the first step to be chopped. Whereas if it was in like cookies or

something, it's not really a cookie, but it might sell better than some cookies. And so that's a shortcoming on our part, and yet there weren't so many customers looking for that over time.

Betsy: But I do wanna give props to like my all-time favorite item at Trader Joe's and like you guys do really good vegan options, is the Vegan Chocolate Chip Cookies that come in, like the little white sign of like, um,

Matt Like a little bakery bag?

Betsy: Like a little bakery bag. Those are the greatest chocolate chip cookies I've ever had in my entire life.

Matt: They are good. We see and hear a lot from customers looking for, you know, across a range of types of products, more plant-based options. And things keep getting better and better and better.

*[Transition.]*

Betsy: Like I've never met a Trader Joe's employee like anywhere that like doesn't genuinely wanna like work for Trader Joe's, right? If you go other places, it's like they work there cuz they work and they need a job, right?

Talia: So many of my friends want to work there and they have applied and because like so many people like are applying, they can't get a job.

Matt: It is a job for sure, and it's often a very challenging job. It's a very physical job. It's a busy job. Admittedly I have a big bias, but I think it's fun to work in the stores. The days go by very quickly, uh, because you're so busy. I tried to get hired for a long time before I got hired actually.

Maddie: Yeah, I've been rejected three times. (laughs)

Matt: Whoa, no.

Maddie: But I think it's because of my schedule. Like I don't have time really besides the weekends, so it was kind of all over the place but...

Matt: Obviously we have to staff the store when we need to staff the store, but, you know, stores have a program. It's, we sort of call it like my first job that is for students in particular and, you know, being cognizant of students being busy. So you might work a day or two a week on the weekend, say um, you know, depends upon the store having, you know, room for that. But, I would ask about that. You can go back and say, "Hey, this guy Matt said I should talk to you about this 'my first job thing'." Try it.

Maddie: Yeah.

Matt: It may not work at all for you, but it might. I don't know.

Maddie: Maybe I'll try a fourth time. So we'll see again.

Matt: Yeah.

Maddie: I'll try.

*[Music ends.]*

Matt: Let's do a montage of, um, you wrapped up the day, hard day hitting the books in class, you come home from school, what's your go-to snack? Talia, let's start.

*[Upbeat music begins.]*

Talia: After school I would like, I usually just like pull out a bag of the Veggie Dumplings out of the freezer. They're always so good and they fill me up.

Katherine: I really like the White Cheddar Cheese Puffs.

Matt: The World's Puffiest Puffs.

Katherine: Yes. They're like so amazing. I can eat a whole like, bag in one sitting if I'm not careful. I also like the Truffle Chips in that red package.

Maddie: After soccer, I will make, I don't know how to say it. This is giving me anxiety. Like I watched a YouTube video, like a gyro or like a, I don't know how people say it, but...

Matt: Some people say jī-rō...

Maddie: Yeah.

Matt: ...but it's really yē-rō. You said it right.

*[Ding, ding, ding. Audience applause.]*

Maddie: Okay, okay. That's what I thought. And then, so I'll use the like lamb meat, I think that's what it is, it's the flat piece. So I'll cook that and then the Middle Eastern flatbread, I'll like heat that up with butter and then the Tzatziki, and then I'll chop off like onions and tomatoes and I just make that, and that's like my go-to meal.

Matt: That sounds fantastic.

Maddie: Yeah, it's really good.

Kian: I love mac and cheese, but I'm very like specific on which one I like and it's, it's the red one. I always call it the red mac and cheese.

Betsy: Because there's the red and the light blue one.

Kian: Yeah, yeah, yeah. The light blue one, I don't know about that guys, but the red one is great.

Ana I definitely agree. The red mac and cheese is one of my go-to's. Another thing I love is making pasta with the bruschetta and the mozzarella balls you guys have. It's one of my favorite things so, yeah.

Jess: After like every like soccer game, I always like want like Kettle Corn. I don't know why.

Betsy: The...I don't know what they're called, but it's like the lentil and cheese like curls.

Tara: Oh, the Crunchy Curls.

Betsy: Yeah, the Crunchy Curls. So good.

Liv: I probably would have to say the Sublime Ice Cream Sandwiches. Those are delicious. I mean, maybe not the best for you, but hey, I'm here for a good time, not a long time, okay? So you know (laughs).

Matt: Wow, just gonna let that one stand, okay?

Liv: Yeah. And the Milk Chocolate Covered Pretzels...amazing. The Veggie Straws also delicious. Crunchy Curls...amazing.

Betsy: Oh, yeah, yeah, yeah.

Liv: Oh man. I'm just gonna go on for hours here guys.

Betsy: Crunchy Curls are dangerous though.

Liv: Yeah, they are dangerous.

Betsy: You could down a whole bag.

Liv: I took it to...

Matt: It's weird because you feel somehow, okay, hey, lentils are involved.

Betsy: I didn't know that there were lentils until I looked at it and then I stopped eating it for a week cuz I was like, EEW lentils.

Liv: Lentils are good. Yeah, Crunchy Curls are great. I brought them to the beach. We had a beach day and I was about to go get myself some, and the bag was gone. Everyone had eaten my Crunchy Curls. I brought them to share.

Matt: With friends like that...

Betsy: You know what else is so good? The Jalapeño Artichoke Dip.

Liv: Wow, that's life changing.

*[Music ends.]*

Tara: Should we try some other stuff?

Group: Yes!

Tara: Okay. These are both shrimp. This is a Shrimp Pop.

*[Upbeat music begins.]*

Betsy: Is it a stick?

Matt: It's actually a piece of sugar cane.

Betsy: Okay, so do you eat it?

Matt: So you can chew it. I mean, I mean, it's a little challenging I think to eat the whole thing, but you can chew it, which is normal. This is an appetizer type of dish that is from Vietnam.

Betsy: This is good.

Tara: This is like a shrimp dumpling-y spring roll in a triangle form.

Liv: I like the little triangle one. It kind, kind of seems like, you know, a level up from like a way big level up, I'm adulting in a way, you know, like this is me growing up.

Ana: Which one are we talking about?

Jess: The triangle. The one that we split.

Ana: Oh, the triangle slapped. That was really good.

Tara: She said that slaps.

Katherine: Gas, bomb, slapped. Very similar. They're all like synonyms. Busin'. Yeah.

Betsy: Do not say that word.

Matt: Busin'?

Katherine: It's like, it's so good. It's, it's not just good, it's busin' like I, I, I,

Betsy: You can't, you...

Matt: Like, it drives the bus? What are we talking about?

Jess: No, no. You know, like when like it's like, oh my God, this is busin'. Like it's crazy. Yeah. It's good though. It goes crazy. Like, yeah. It's, it's a good thing.

Liv: And you can only use it to describe food usually.

Matt: Only food?

Katherine: Yeah, most of the time. Yeah. Like, if you're eating dinner and you're like, oh, this is busin'.

Liv: Like the Trader Joe Gyoza...busin'.

Ana: Yeah.

Maddie: It's kind of like a synonym for like delicious, but it's like on another level of delicious, if that makes sense.

Tara: It's starting too.

Betsy: It's like it's a special word.

Matt: Is it missing a consonant?

Maddie: Yeah, Gen Z has kind of taken out the "G" on everything, first of all. So just busin'.

Matt: You didn't invent that, but I'll let this slide.

Maddie: No, I know, but we've really taken it to another level, like...

Matt: Although, I mean, correct me if I'm mistaken here, but didn't you say adulting with a "G"?

Betsy: It's not everything.

Matt: Whew, thank goodness.

Ana: But, but a lot of the time it's like you just take away the "ing" and just "in".

Liv: Because like who really wants to type that "G" on the keyboard or you know, any of that stuff.

Matt: This is like the whole conversation about two spaces after a period.

Katherine: No, my mom does that when she edit, when she was editing some of my college...

Matt: You don't say?

Katherine: ...it was so annoying.

Betsy: Two spaces after a period?

Ana: Two spaces?

*[Music ends. Transition to closing.]*

Tara: Who had fun today?

Katherine: I did. I did.

Betsy: I did 100%, woohoo.

Liv: Best day ever.

Tara: That was sort of convincing.

*[Upbeat music begins.]*

Matt: Yeah. And I actually liked that sort of felt like a, like a Gen Z level of enthusiasm. I'm gonna, I'm gonna take that and roll with it. And thanks for starting a Trader Joe's Club at your schools. I mean, that's, that's so inspiring and I feel in a great way, a whole lot of pressure to live up to the expectations of the club.

*[Music ends.]*

Tara: Hey, would someone like to read this, please?

*[Closing theme music begins.]*

Liv: (clears throat) We'll be back soon with another episode of Inside Trader Joe's, so be sure to hit that free subscribe or follow button.

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

Betsy: Like, is it on Spotify?

Tara: As we say, wherever you get your podcast. (laughs) Until next time, thanks for listening.

Matt: And thanks for listening.

Group: (applause) Thank you so much. Thank you.