

Inside Trader Joe's Podcast Transcript — Episode 68: Holiday Shopping List

[Bright holiday music with sleigh bells under]

Tara: One reason I love the holidays, traditions. They connect us with our ancestors and if I can get my kids to pass them on, they'll connect us with future generations, too.

Matt: Yes, holiday traditions are important, but how about equal time for an opposing viewpoint?

Tara: Okay, sure. Go for it.

Matt: Bah humbug.

Tara: (laughs)

Matt: Try something new during the holidays.

Tara: Okay. You can do that, too.

Matt: All right. Let's go inside Trader Ho Ho Joe's.

[Theme music begins, accompanied by sleigh bells. 2 bells ring].

Tara: (laughs). Settle down, Santa.

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: Hey, speaking of culture, we have lots of returning favorites coming on for the holidays.

Matt: And speaking of innovation, there are lots of new holiday products at your neighborhood Trader Joe's, too.

Tara: So, if you're keeping score at home, there are 469 seasonal products at Trader Joe's this time of year, things you won't probably see on our shelves after New Years.

Matt: If even that long, right? That's assuming we've guessed even close to correctly about how much of each of these products we needed to order.

Tara: Of that 469, there are about 86 completely new products on our shelves this year.

Matt: And that means 383 returning favorites, those products that are still favored and coming back.

[Theme music ends in background, replaced by ornate holiday music.]

Tara: We've selected a tight list of just 12 to feature for this annual holiday shopping list episode.

Matt: We have baking and sweets and wine, and... where do we begin?

Tara: With something really timely, I think, because if you're going to observe the 12 Days of Beauty, you need to get started soon.

Matt: And when the family comes over, they'll all be wondering, "What's his secret?"

Tara: They'll say, "Gee, you don't even look 12 days older." We first brought in the 12 Days of Beauty in 2019. This is new this year, a whole new design, and I will say it's a stellar design. Am I giving it away? Yes, it's covered with stars. When you walk into the store, you'll notice it. The cool thing here is it's kind of like a, like an advent calendar, right, and you open one window every day and you get a new prize, so to speak. Or you could open it all at once, it's up to you. This year, 11 of them are new to this package, so we think that's kind of cool. So, it's 12 Days of Beauty.

Matt: And some of the products, well, they're frankly ways for us to test product ideas and see if you like them.

Tara: Right.

Matt: So, there's a bunch of fun things in here, many of these things, this is the only place to get them. We just want to get your thoughts and your feedback.

Tara: The product here that was in last year's package is the SPF 40 Daily Facial Sunscreen. We do sell that in a bigger tube. That's available in our stores. But this is a really great, little, little package you can keep in a purse or a pocket. The only other thing that's in here that you can find on a semi-regular basis in our stores is a little tube of the Vitamin C Firming Body Butter. I always have this in my house. (sniffs) I love the scent of it. There's so many fun things in here. Kinda want it to be a little bit of a surprise. Like, if you buy this and you take it home, don't look at what's in it. Like, open it up as you go. See what you get. It's kind of like a little prize. Or if you buy it for someone else, that's kind of a fun thing. This won't be around for long. I know we ordered more of them this year to try to keep up with that demand, but they will sell through pretty quickly.

[Holiday music changes.]

And while we're in the beauty department...

Matt: Here's a "beaut."

Tara: Yes. It's the Shimmer Candy Cane Body Butter. You will smell delicious.

Matt: Now, was it Ricardo Montalban who said it's better to smell good than to look good?

Tara: I'm going to guess no. I'm going to open... It's in a tub, like all of our body butters. It has a really great red top with, like, a little purple sticker. Is that purple, or is it pink?

Matt: I'm going to say that's, like, a fuchsia.

[LOUD POP as the package opens.]

Matt: Oh, eight ounces of shimmery candy cane body butter now open.

Tara: Okay. I'm going to use some of this. You want to try it real quick?

Matt: It looks eerily like strawberry yogurt, I'm just going to say. But it doesn't smell like it. It smells like candy canes.

Tara: It's not, like, overly perfumy, which I like. You definitely get the scent, but it's not... Sometimes pepperminty things can smell kind of medicinal, and I think this is a little more subtle than that.

Matt: I find this similar to the candy cane green tea scent, which is, like, mint and a little softening vanilla. So, this is not aggressively minty.

Tara: No.

Matt: Um, this feels-

Tara: So, the shimmer, I want to talk about the shimmer cause...

Matt: Are you shining? Are you shimmering?

Tara: I am shining just a little bit. But it's kind of cool. It uses mica in the, in the blend. Listen, my skin is super dry, and so if I can moisturize my skin and make it a little shiny, I'm going to be all over that, actually. If you're not looking for it, you might not really notice it, which, to me, is the best possible scenario. I don't want to look like I'm wearing glitter.

Matt: You could keep this in the glove box and s- like, right before you go into holiday parties and you need a little visual lift, you could just shimmer it up.

Tara: Shimmer it up.

Matt: I like that.

Tara: Isn't that a Heart song, Shimmer it up?

Matt: Is it?

Tara: Even it Up? Even it Up!

Matt: (laughs)

Tara: Yeah, there you go. See? (laughs)

[Playful music begins.]

Tara: There is just one more item on our shopping list of 12 new holiday products that isn't something to eat or drink, but once again, it smells delicious.

Matt: Think about all great real estate agents worth their salt know the value of baking chocolate chip cookies to sell a home. You can do something equally sneaky and amazingly delicious by just lighting this. And by this, I mean the chocolate croissant candle. This smells so wonderful.

Tara: (sniffs) It does. It's a subtle chocolate. It's not a hit you over the head chocolate, but it's definitely, like, chocolate that has been baking. Maybe that's it. And when you light the candle, it has that warming aroma as well.

Matt: It smells a little bit like baking laminate dough, like, dough that's made with butter. It smells like a chocolate pastry.

Tara: And it's made using a blend of soy wax, coconut oil and bees wax and it had a lead-free cotton wick.

Matt: And you is that interesting? Why is it important? Well, you want a wick in a candle to stay upright, to stand straight and lead wire often helps that happen, but when you burn lead, you're basically aromatizing, vaporizing lead. We don't want to do that, so we figured out ways to have wicks that are made that stand straight without lead.

Tara: If this is burning in your house during the holiday season, your house will really smell that much more inviting to anyone who walks in the door.

Matt: And smelling chocolate croissants is way less filling than eating them, so you'll still have plenty of room for dinner.

[Light holiday music begins.]

Tara: Okay, Matt, read for some new holiday food products?

Matt: Yes. And while we're at it, let's do some baking.

Tara: New this year, and only during the holidays while we can keep it in stock, we have Trader Joe's Cinnamon Bun Inspired Pancake and Waffle Mix.

Matt: We need an expert to talk about this product. Welcoming back to the show, product developer Trang. Trang, hello.

Trang: Hello.

Tara: And you are just back from a vendor visit, top secret location.

Trang: Mm-hmm.

Tara: We're not revealing anything about the vendor, but you've been traveling this week.

Trang: I have, yeah.

Matt: In New York. I just let it slip!

Tara: Matt, we can't tell you anything. Let's talk about Cinnamon Bun Inspired Pancake and Waffle Mix. Why is it cinnamon bun inspired and not just cinnamon bun pancake and waffle...

Matt: These don't look like cinnamon buns. They do taste like cinnamon bun.

Trang: Okay. So, picture this. It's a cold morning in December and it's the weekend. You've slept it and what else do you want for breakfast other than a stack of pancakes? And what better than a stack of cinnamon bun inspired pancakes which have all the spices in a cinnamon bun, has little crispy bits of cinnamon candies that melt as you cook 'em?

Tara: Oo.

Trang: Yes.

Tara: Okay.

Trang: And then just stacked with some salted butter and some whipped cream, if you so desire. These pancakes are actually very high rising, and so, you're going to...

Tara: Like a building in New York.

Trang: Yes, like a...

Tara: (laughs)

Trang: (laughs). That's the inspiration, yeah.

Matt: Ah, secret trip.

Tara: There you go.

Trang: (laughs)

Tara: Okay.

Trang: And so, they're very fluffy.

Matt: Why did you come to, "These need to be higher and fluffier"?

Trang: I wanted everything about it to be easy for the customer, but also very indulgent. It's such a great eating experience as opposed to what you would normally make.

Matt: Make it easy for customers, make it delicious for customers. I'm in.

Tara: You know, you could still top these with maple syrup, if that's your thing.

Trang: You could also do whipped cream or you could do our Cinnamon Bun Spread, if, you know, you just want to double down on the cinnamon bun.

Tara: I like that idea.

[Bassline of new music begins in background]

Matt: So, who among us, party of three, has made these into waffles? Have you made these into waffles? I'm curious.

[Guitar strumming and strings are added to the music.]

Trang: I have made them into waffles.

Matt: And?

Trang: So, I just get the cinnamon candy bite bits, instead of melty, it gets crispy.

Matt: I like that.

Tara: Oh. Because we have Trang with us, I want to move to something all you have to do is open a box to enjoy absolute deliciousness.

Trang: And the through line would be sweet.

Tara: This box that I'm holding in my hand is a beautiful, colorful box. It is Trader Joe's Astounding Mutli-Flavor Mini Pretzels. That's a mouthful. Inside the box, many mouthfuls.

Trang: We know our customers love coated pretzels, and so we wanted to create a collection during the holidays that a customer could feasibly share with their friends or their family, and so we wanted to make it a giftable type of product, but also a very delicious type of product. We have four different types of pretzels, none that we carry any other time of year. And so, they're...

Matt: So, these are limited? They're special?

Trang: They're limited. They're special, exclusive to this box. We have a jingle-jangle inspired pretzel that has a peanut butter coating and candy gems on it, a coffee inspired pretzel, a peppermint dark chocolate pretzel, as well as a milk chocolate with rainbow nonpareils. Nothing could be better. Four beautifully designed bags inside the box.

[Sound of a bag being opened]

Matt: It's like you're the Fuller Brush man of coated pretzels. Like, if you were doing door-to-door coated pretzel sales, this would be your, your little sales kit.

Tara: There's another reference for the over 50s, Matt.

Trang: People were still doing door-to-door when I was a child, so...

Tara: With the Fuller Brush?

Trang: Well, not the Fuller Brush, but...

Tara: (laughs)

Trang: ... with a wagon.

Matt: (laughs). Okay.

Trang: (laughs)

Tara: So, the, the purpose of putting all the pretzels in individual bags and not just all together was what?

Trang: Well, there couldn't be any co-mingling of flavors, first of all.

Tara: Okay.

Matt: No flavor migration?

Trang: No.

Matt: Okay.

Trang: No flavor migration.

Matt: Wow. Phew.

Trang: We don't want peppermint coffee pretzels.

Tara: That's true, we really don't.

Matt: That's actually a great point.

Tara: Peppermint and pretzel and a coffee pretzel should not mingle. Yeah.

Trang: So-

Matt: But if they met on the sidewalk, what would they say?

Tara: (laughs)

Trang: Each bag is individually designed, and so there will be no confusion as to which bag you're picking up.

Tara: Sure.

Matt: Paul designed this and really went with the opportunity, the bags inside of the box. They all look like standalone products, so as a thing to display or a thing to unbox, this is really fun.

Tara: That's really cool.

Trang: Can we expect an unboxing video on our Instagram later this year?

Matt: I mean, no, no, um, to answer directly...

Trang: (laughs)

Matt: ... but, you know, someone... I'm, I'm hoping that someone will beat us to that punch and do i- do that work for us.

Tara: I'm happy to unbox them and unbag them at my desk later today.

Trang: Sure, sure.

Tara: I think we've taken up enough of your time. We're really grateful.

Matt: Because you said that you, you have a schedule to keep, you have...

Trang: Uh, I have some more baking mixes to look at today, and so...

Matt: And sneak peeks that may make it-

Trang: Um-

Matt: ... through the editing process?

Trang: So, we might be looking at a pumpkin snicker doodle baking mix for 2024 holiday.

Tara: Huh.

Matt: All right.

Tara: Okay.

Matt: Mark your calendars, everybody.

[New music provides transition]

Tara: But what if you want someone else to do some of the baking?

Matt: And yet you still want to take credit for it. Well, you pick up the pretzel bread pudding in the frozen section.

Tara: So, you're thinking, "It's frozen. I still have to do something." Sure, you do. You know what you have to do? You have to put it in the microwave for less than a minute.

Matt: It's that quick?

Tara: It's that quick. 45 to 50 seconds in the microwave. You can put it in the oven if you want to. I've done both. I don't know that it's demonstrably better in the conventional oven. It's delicious, but it's really delicious right out of the microwave. It comes in a little cup. You invert it onto a plate after it comes out of the microwave and you leave the little plastic cup on top for about a minute, and then you just pull that off and you have this absolutely extraordinary gooey, delicious, salty, sweet, soft bread pudding made with pretzel bread.

Matt: When you flip it and you remove that cup, it looks like an expertly plated thing at a high-end restaurant.

Tara: Yep. Could top it with maybe some whipped cream, or you could add a little scoop of vanilla ice cream on the side. Some people don't love sweet desserts, and I, I get that. I don't, I don't really get it, but I get it. This is really delicious and less than a minute in the microwave.

[Music ends. New holiday music begins]

Tara: So, you're thinking to yourself, "No, even microwaving is way too much effort."

Matt: And we see that challenge and give to you some amazing cookies all the way from Denmark. We call them Danish cookies, which could be confusing cause is it a Danish, or is it a cookie? It's both, because these are cookies from Denmark. Three styles of cookies here. Um, you've got marzipan filled Napoleon hats, so think of a tri-corner kind of situation. We've also got coconut macaroons and almond triangles. They're really beautiful. They are actually lovingly handmade.

Tara: These are found in our bakery section in the store. I'm thinking after a holiday dinner party, a cup of coffee and one of these cookies, like, that's a perfect, very easy dessert to present.

Matt: And these are generous. I mean, they are nominally cookies, but I kind of think of them as pastries almost.

Tara: Mm.

Matt: These have really strong flavors, that almond, marzipan, coconut flavors. There's chocolate involved. A nice foil to that would be a great, strong cup of coffee.

Tara: Yeah.

Matt: I would say on the bitter side, but that's just a reflection of my personality.

[Holiday music ends. Light, fun music begins]

Tara: Okay. So, one more that requires only as much work as it takes to open a lid, and that is the Petit Fours Mousse Cakes.

Matt: I'm always confused by petit fours. I mean, it means little oven in French. I think of them as being, like, little, miniature cakes. A little package of nine perfectly presented cakes, and they're sliced cakes, or slices of cakes, but they're in cube shapes and they're completely covered, enrobed in a frosting. They're beautiful.

Tara: There's nine, right? There are three each of three different flavors. Um, so, one is a chocolate cake with chocolate filling and a dark chocolate coating. One is a vanilla cake with, um, vanilla buttercream and a white chocolatey coating. And then the one in the middle is a coffee coated chocolate cake with a coffee filling inside. I feel like we should open that.

Matt: These are inviting, for sure. And it makes me want to invite somebody over, a neighbor, maybe Dennis across the street, and put a plate out with these petit fours, a cup of tea, a cup of coffee. The bakers, they've done the work for you, and this is a great bakery team...

Tara: Yeah.

Matt: ... making these petit fours. They're expert and the expertise shows here.

Tara: When we're not on microphone, I'm going to have a little bit of each one because every flavor looks delicious, and I can't bring myself to choose right now.

[Music with light holiday strings begins]

Matt: Of course, when you're thinking about the holidays, you're probably thinking about shrimp.

Tara: Huh?

Matt: And we have these Shrimp Pouches of Many Colors, and they are, as the name suggests, so colorful, they might even serve as holiday decorations.

Tara: They are delicious, and we have a special guest here with us. Welcome.

Ally: Hi. I'm Ally. I'm a product developer here at Trader Joe's. We take an idea, we travel the world, we find a great vendor partner to work with, and we come up with a recipe and develop a product and bring it all the way through our internal process to launch.

Tara: All right. Let's talk about Shrimp Pouches of Many Colors.

Matt: The shrimp pouches, they're also known as money bags, and that might sound like a Scrooge McDuck reference, but these are dim sum, basically. Why are they holiday dim sum?

Ally: Once you see these, I think you'll totally understand why we decided to feature these as a holiday product. They're super vibrantly colored dim sum, so you have a mixture of white, green, red and yellow pouches. Truly, I've never seen anything like this.

[Up tempo instrumental version of "What Child Is This?" begins in background]

Matt: Visually, these are to a dim sum what a stain glass window is to a cathedral. We go to great lengths and take great pains to avoid synthetic dyes. How did you get to a coloring for the actual dim sum wrapper that is this great looking?

Ally: So, we've used natural vegetable colorings. For example, the green coloring comes from spinach, the red comes from beet, and the yellow comes from a combination of pumpkin and turmeric.

Matt: Some people might be a little timid of hearing about beets being involved here. But there is no beet flavor. There's not that sweet earthiness, whether you like it or don't. It's just the vibrant color. So, that's some food science that's incredible to get the color with none of the flavor.

Tara: First of all, the package is going to really stand out in the freezer case cause the package has images of all of these dumplings in a steamer basket, and there are heating instructions for three different ways to heat these, and I think every one of these methods will get you a very different result. We microwaved these today just because it was quick and easy and they taste really good in the microwave. The little handle, I guess, at the top of the pouch, it gets a little chewier than it does if you put them in the steamer basket. But then there's also pan frying directions here, so you could make 'em nice and crispy and-

Ally: Yep.

Tara: ... I think I might even try to put them in the air fryer. (laughs)

Matt: I... Oh, man, you beat me to the punch. I'm, like, conditioned like Pavlov's dog here to say, what about the air fryer? I mean, they'd be crispier, I assume.

Ally: Definitely a crispier result. I think if you, uh... to Tara's point, if you want to crisp these up in a pan, similar to how a lot of our customers like to prepare pot stickers, it's incredible. I love to serve these with our sweet chili sauce. We also have a sweet ginger sauce that's delicious. You could make up a soy sauce and rice vinegar sauce with a little sesame oil.

Matt: Inside with the shrimp, there's daikon radish, there's ginger, spring onion. It's a very well-rounded and focused flavor. These are really tasty.

Tara: These are holiday season, then they're gone.

Ally: You got to get 'em (laughs) while we have 'em. They're just going to make for an awesome holiday appetizer.

Tara: Yeah.

Matt: I could see these coming back around other times. I'm hopeful that people enjoy these enough to say, "There's no season that makes sense. Just bring them back."

Ally: I will tell you, I'll eat shrimp pouches year round.

Tara: Yeah. But for now, I'll eat them during the holidays.

[New holiday music begins]

Matt: And as the song says (singing to the tune of "We Wish You a Merry Christmas") "Oh bring us a figgy cheddar and bring it right here".

Tara: Okay. Close enough. I've never had figgy cheddar before I had this figgy cheddar, and now I want it all the time.

Matt: Well, figgy cheddar, you've got to start with great cheese, and this particular cheese, it comes to us from the UK, the United Kingdom, from Leicestershire, from a cheese making group, a cooperative th- that's been in operation and doing this well over 100 years. They started in 1912, so I'm told, making cheese. Some of the same people maybe are still at it, I don't know. Long, long experience. Understanding which cheddar might work well with additional ingredients, in this case, marinated Spanish figs, marinated in white wine and rum, blended into this cheddar. It's like a fruit ball, cheese ball, cheese board, fruit assortment.

Tara: Wow, that's a lot (laughs). That's a lot.

Matt: It is. It's all of those things in one package and we named him Figgy Cheddar, and he's cute.

Tara: I will have this on every cheese plate, cheese board, cheese presentation that I make this holiday season. I just think it's so delicious. It's not overly sweet. It has some interesting flavors from the rum and the white wine in that marinade that the figs sit in. I'm looking forward to making a grilled cheese sandwich with this cheese.

Matt: I was just thinking sandwiches, yeah.

Tara: Yeah. Grilled cheese with this and a little arugula on top, I think that would be delicious.

[Piano music begins]

Matt: Mm-hmm. I like the texture of this. This is a creamier style, but you get a little crunch every so often from those fig seeds. That's a nice, interesting texture.

Tara: Mm. If you take a trip to Trader Joe's and you go to the cheese case at this time of year, you'll find a whole bunch of cheese that are in and out during the holiday season that really work well for holiday entertaining. This is not the only one. They sell quickly and then we have something new.

Matt: Whenever I'm standing in front of the cheese case at my Trader Joe's, I'm often, frankly, overwhelmed. I just ask a crew member, "What's just in? What do you like? What should I try?"

Tara: Yeah. We are nearing the end here, almost at the end of our holiday shopping list episode, and the two products we have left, they are products that you drink.

Matt: Okay!

Tara: And one, you're going to drink it in a cup of coffee or in a, a cup of tea. It is the Non-Dairy Cinnamon Bun Oat Creamer. Oat beverages are kind of a hot thing and have been for a few years. Trang mentioned earlier that cinnamon bun was kind of a thing as a flavor profile.

Matt: Yes, she did. Yeah.

Tara: This particular oat creamer really does make a cup of coffee taste like a cinnamon bun. It has that cinnamon, sugary deliciousness. You want a little latte, a little cinnamon latte? There you go.

Matt: And this is modeled after our Brown Sugar Oat Creamer. Absolutely a customer favorite. An oat beverage, sometimes called oat milk, you know, it starts by soaking oats, and that process has a chemically orientated name, hydrolysis, and that means that the water is doing something to the oats. It's breaking down and changing the starch. And, actually, it's turning some of those starches into sugars, which is why oat beverage tends to be on the sweeter side, inherently sweeter. You don't, I find, have to add much, if any sweetener. This creamer's sweet enough on its own.

Tara: We have a, a colleague here in the office who recommends using this to make French toast.

Matt: Mm. So, instead of, like, from scratch concocting that liquidy dredge situation...

Tara: Yep.

Matt: ... to make French toast, you just, just use this?

Tara: That's, that's what I've been, um... A little bit of ground flax to mimic the egg, if you... So, if you want to keep it-

Matt: Right.

Tara: ... vegan, right? There are a lot of people who u-

Matt: Okay.

Tara: ... who use these non-dairy creamers who are vegan.

Matt: Okay.

Tara: Okay? And ground flax can mimic eggs.

Matt: Interesting. I thought I had done something wrong and to pay, I had to have flax with my French toast.

Tara: No. Ground flax is good. Ground flax is useful. This is a really yummy product, and it won't be in stores forever.

Matt: It's an example of a customer favorite turning into something else, an additional new product that we hope is equally well received.

Tara: Yes.

[Guitar-based jazzy version of "Oh Tannenbaum" begins in background]

Tara: We have one more product, Matt. This one's also not new. It's delicious and it's kind of odd.

Matt: And I guess a lot of holiday things could be seen as odd. This is Gluhwein, mulled wine, spiced wine. This particular bottle, it's Hark & Holly, it has a scene of, like, a winter market, a Christmas market and if you've ever had the opportunity to go to such a thing, a winter market, a Christmas market, well, having a cup of piping hot mulled wine is absolutely an essential part of that experience.

Tara: Uh, it comes from Germany where it's 100% Sangiovese grapes. It's infused with cinnamon and clove and orange and lemon peel. People make mulled wine at home all the time. That's a really traditional thing to do. It's here in this bottle.

Matt: I'm fascinated that there's a, there's a specific grape varietal and that it is Sangiovese.

Tara: Right.

Matt: Of course, that's the grape that you think of when you think of things like Chianti...

Tara: Yep.

Matt: ... or other Italian red wines.

Tara: In some parts of the country, we are not allowed to sell wine in our stores. But where we sell wine, we will have this Hark & Holly, uh... Is it (pronounces "gloo-wine") or (pronounces "gloo-vine")?

Matt: Well, I mean, if you're going to...

[Sound of a cabinet door closing]

Matt: (off mic) I was over here. I was looking for cups...

Tara: Oh.

Matt: (on mic) ... because I just want to have a crack at this Gluhwein (pronounces "gloo-vine"). So if you're going to go full Germanic pronunciation, the W is a V. Or you could just call it Glühwein (pronounces "gloo wine"), which sounds weird.

Tara: It does sound weird.

Matt: ... like it's paste.

Tara: Yeah. (laughs)

Matt: Um, it says heat and serve, so I think of this as often normally served warm. Let's just have a shot of it right now.

Tara: All right. Let's try it.

[Sound of wine pouring into a glass]

Tara: It smells exactly like what we described. It's red wine with all of those, all of those flavors added to it.

Matt: There's definitely the orange and the cinnamon.

Tara: Mm-hmm. It's not overly flavored with any of those things, but I think heated on a, like, chilly winter night, I think that's, that's kind of a fun thing to drink.

Matt: If you needed to have a little bit of Dutch courage before you went out curling, um, a cup of this warm would be nice.

Tara: You could put it in the microwave in a mug if you want to heat it quickly. You could pop it on the stove for a couple of minutes.

Matt: I need, like, a Gluhwein cauldron or something.

Tara: Yeah. I'm thinking of, like, maybe a cinnamon stick or a wedge of orange that could sit on the side of a mug.

Matt: Consider this your winter warm version of Sangria.

Tara: That might not be how the traditional folks would describe it, but... that's it!

Matt: What wine would I serve with a gingerbread house? I think it's Gluhwein.

Tara: You know what? The Stollen Crisps that are in stores this season.

Matt: With some Figgy Cheddar.

Tara: Yeah. Sto- Oh, we just got it. Stollen Crisps, Figgy Cheddar and Gluhwein.

[Holiday music flourishes into a crescendo. In the background...]

Matt: And that's when holiday music plays and...

Tara: And that's it. That's when we do our end.

[Music up to full volume, then down under...]

Tara: The holidays are a really busy time. It can be pretty stressful.

Matt: We can relate to that. We stress about the holidays year round, making sure that we have all the products ready for you. And now that the holidays are here, the Crew at your neighborhood Trader Joe's, although they're very busy, too, they're very happy to see you and help with your holiday plans.

Tara: Just ask. They love that.

Matt: They really do.

Tara: Hey, let's raise a glass to them. A little Gluhwein to the Trader Joe's Crew.

Matt: Hark & Holly and thank you, Crew.

[Glasses clink together]

[Closing theme music begins]

Tara: We have at least one more episode coming out this year, and more in 2024. Can you please hit that free subscribe or follow button to make sure you get every episode as soon as it comes out?

Matt: It is free, and worth every penny.

Tara: Until next time, thanks for listening.

Matt: And thanks for listening.

Tara: And happy holidays, too.

Matt: And happy holidays, too.

[Music ends]