

Inside Trader Joe's Podcast Transcript — Episode 70: Annual Customer Choice Award

[Light upbeat music begins and old school adding machine typing away.]

Matt: Tara, are they done yet?

Tara: Close, just a few thousand more votes to go.

Matt: Alright, then. We're excited to share the 15th Annual Customer Choice Awards and to do that, 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 culture and innovation guy at Trader Joe's.

Tara: Since the voting ended in our 15th Annual Customer Choice Awards, our team has been counting non-stop.

Matt: No sleep?

Tara: Not much.

Matt: No snack breaks?

Tara: Quick ones. Some of this year's winners have won their categories before, some haven't. But very few of our listeners will have tried all of these favorite products.

Matt: And that's why we do this. By tallying your votes and announcing the most popular products at Trader Joe's, we hope *you* will go on...

Tara: Me?

Matt: Well, the customers who are hopefully listening.

Tara: Got it.

Matt: We hope you might consider these to be worth a try because lots of your fellow customers really like these products.

[Opening theme music ends. Transition to upbeat music.]

Tara: At the Oscars, the first category awarded is usually Best Supporting Actor. At Trader Joe's, for our Customer Choice Awards, this year we are going with...Snacks.

Matt: A fantastic supporting category.

Tara: It supports me all the time.

Matt: So, when we asked for people to share their favorites, are we thinking of savory, salty snacks? Do we have a criteria?

Tara: No, it's what do you snack on? I think for most people, that does mean something crunchy. We have chips and we have crackers and we have pretzels. What do they have in common? They're crunchy.

Matt: They're crunchy.

Tara: It's interesting, I never really thought about it until right now, Matt, there it is...snacks tend to be crunchy.

Matt: That's right.

Tara: Even a carrot.

Matt: You heard it here.

Tara: Like sometimes I'll snack on carrot sticks or celery if I'm feeling particularly virtuous that day. They're all crunchy. (laughs)

Matt: Okay, so our winner this year...

[Opening envelope.]

Matt: Fascinating. Because when this product took the top prize in the Snack Category last year, we were wondering if maybe some concerns related to availability were really energizing that campaign. That people's concern that maybe this was going away, false rumors spread on the interwebs, that those rumors were really making people vote for this. But here it is back a second time, a second year winning our Chile & Lime Flavored Rolled Corn Tortilla Chips.

[Crowd applause.]

Matt: The winner.

Tara: Amazing.

Matt: Of course they are.

Tara: People talk about these chips everywhere. You see YouTube videos about these chips. You see social media posts about these chips. I see teenagers in my house talking about these chips.

Matt: Do you know these teenagers?

Tara: I do, yes. They're not random strangers. They talk about these chips. They love these chips. Everybody seems to love these chips. And that is apparent by its win yet again in this category.

Matt: They're really seasoned. The really, tangy lime, the really nice spicy chili, that combo.

Tara: They consistently deliver on flavor, on freshness, and that's a big part of it. We sell so many of them. There's no time for them to be anything but fresh. When you buy them at Trader Joe's, they were produced not very long before that.

Matt: Excellent point, yes. We're here to celebrate the winners, but you know, number two in this category is pretty interesting too. Those Organic Elote Corn Dippers, spicy corn chips, crunchy. Apparently, that's what people like.

Tara: You know what else people like? How's this for a segue way? People like cheese.

Matt: You know what I just checked. It's true.

Tara: The cheese category in the Customer Choice Awards has been an interesting one over the years. For many years, the same cheese was the winner. Every year, year after year. So, we created the Trader Joe's Product Hall of Fame to celebrate those products that have won their category in the Customer Choice Awards at least five times.

Matt: Got it.

Tara: And in the cheese category, that product was Trader Joe's Unexpected Cheddar. Now we still sell lots of this cheese. It's delicious. But we have so many other cheeses in the case that we wanted to give folks an opportunity to talk about something a little bit different. And this year the winner of the Customer Choice Award...

Matt: Waiting for it...

Tara: ...in the cheese category is Goat Cheese.

[Crowd applause.]

Matt: Goat Cheese.

Tara: Goat Cheese got hundreds of votes more than any other cheese.

Matt: Now, any particular kind of goat cheese? Because we have several.

Tara: No particular kind. Our customers love goat cheese and I think one of the reasons they love buying goat cheese at Trader Joe's is that our prices are incredible. When you go to a traditional supermarket, when you go to a specialty store, goat cheese can be really expensive. And we have fantastic values on cheese. And again, our cheese is really high quality. I imagine people are thinking of the Chèvre Fresh Goat Cheese Log.

Matt: That with the silver label sometimes called the Silver Log.

Tara: Yeah but we also have that Blueberry and Vanilla Flavored Goat Cheese Log that we have every day, all year long. It is on almost every cheese plate I see when I go to parties.

Matt: This is great for salads and recipes and a crumble here or there. a frittata, an egg scramble for brunch, wherever.

Tara: It's really good on potatoes.

Matt: And just to be clear for the record, Dear Unexpected Cheddar, we love you.

Tara: We do love you.

[Music ends.]

Tara: Okay, where are we going next?

Matt: What's next? Let's go to Produce.

[Upbeat music begins.]

Tara: Okay, let's go to produce.

Matt: Fruits and vegetables, everybody.

Tara: I had an aunt who was near and dear to me, and she said praduice instead of produce. And I never quite understood that. (laughs)

Matt: What the heck, maybe we're wrong. I know who's right. Customers who voted for their favorite product in the Produce Category.

Tara: Would it be a prōduct if it's in the prōduce? (laughs)

Matt: No, it's a prōduct.

Tara: It's a product, okay.

Matt: And this one is absolutely bananas because of course it is Bananas.

[Crowd applause.]

Tara: Okay.

Matt: Your top pick, Trader Joe's produce product.

Tara: The consistency of the top three products in our Produce Category, pretty amazing: Bananas, Teeny Tiny Avocados, Honeycrisp Apples. One, two, three last year. One, two, three this year.

Matt: As is often the case, I'm excited by number four, Persian Cucumbers.

Tara: Right?

Matt: Please try Persian Cucumbers. They're so wonderful. They're aromatic. If you ever, like, if someone says, "Oh, would you like a cup of spa water?" And you wonder, what the heck is that? Well, it's sort of cucumber infused water. Persian Cucumbers are incredibly aromatic when you slice them, and they smell like a spa treatment. The best spa treatment I will probably never have.

Tara: Okay, can I tell you my secret way to enjoy Persian Cucumbers? To not have so many carbs all the time?

Matt: Please do.

Tara: As a substitute for tortilla chips, dipped in guacamole.

Matt: But you know, the Snack Category votes have been tallied and cucumbers didn't make it there, but this is interesting.

Tara: I get it but they're crunchy.

Matt: They are crunchy, and they would work.

Tara: And again, Persian Cucumbers didn't win this category. Bananas won this category. We love bananas, but Persian Cucumbers are kind of interesting. And this is the first time I think they've shown up on the top five. And rounding out the top five is the Lemony Arugula Basil Salad Kit. It's a relatively new product, and so this would be the first time it's shown up on the list too. So, we'll see what happens next year.

[Transition.]

Tara: So, let's talk about Beverages next. This one to me is maybe the most interesting winner.

[Music ends.]

Matt: Do tell.

[Drum roll.]

Tara: The winning Customer Choice Favorite Beverage...Apple Cider.

[Crowd applause. Upbeat music begins.]

Tara: We have a bunch of products in the store that are Apple Cider in nature. You know, we have Apple Cider in shelf stable bottles. We have Apple Cider in refrigerated bottles. We have Apple Cider in cans. We, so there's just, there's a lot...

Matt: Apple Cider in donuts at certain times too, I mean, so I guess...

Tara: But you can't drink those.

Matt: I have to think that the Spiced Apple Cider is part of this.

Tara: Yep.

Matt: I have to think that the Honeycrisp Sparkling Apple Juice is part of this.

Tara: And that was the winner in this category last year. You know, it was kind of a close call between Apple Cider and the Sparkling Lemonades when it came to winners, but it's Apple Cider. That's Beverages.

[Music ends.]

Tara: Where are we going next?

Matt: It's time for Breakfast...

[Upbeat music begins.]

Matt: ...or possibly Brunch, depending upon when you're hearing this. Is it at 10:00 AM that it becomes brunch? That's our next category: Breakfast or Brunch. The winner, and this winner is as much about absence making the heart grow fonder, because Hashbrowns are our winner here.

[Crowd applause.]

Matt: I mean patties is what I think we call them.

Tara: We've had such a hard time keeping Hashbrowns in stock that you're saying that's why they're so popular? Cause whenever they're in, people hoard them.

Matt: Something wonderful just out of reach makes it that much more desirable.

Tara: (laughs)

Matt: And so, it's like Keats's Ode on a Grecian Urn where the lovers are forever frozen just out of reach. They will never actually meet.

Tara: But these Hashbrowns are forever frozen and in our freezer case, most of the time. I just think they're great Hashbrowns. What do you think, Mary Ann?

Mary Ann: They are delicious.

Tara: Mary Ann, welcome back to the podcast.

Mary Ann: Thank you for having me, Matt and Tara.

Tara: Can you remind us what you do?

Mary Ann: The category manager for Frozen.

Tara: Awesome.

Mary Ann: Some time ago we talked about my love for the air fryer. The invention of the air fryer really did this one and brought it to the top especially cause we've had this for so many years and, yeah.

Tara: I'm going with Mary Ann's explanation, Matt. They received almost three times as many votes as the second place finisher in Breakfast & Brunch.

Matt: Is there any other winner receiving anywhere nearly the count of votes that these Hashbrowns received?

Tara: No, not in any category. I'm gonna pause it that maybe the re-imagining of Hashbrown as a, as a canvas for avocado toast had something to do with this as well. Have you done that?

Mary Ann: No, but it sounds amazing.

Matt: Oh yeah.

Tara: So good.

Matt: Oh yeah. Or you could, you could go like, it's a brunch-ified version of S'more Broad, like the open face sandwich, but instead of bread, you use a hash brown, and maybe you use one of our runner up products, the newer Chicken Sausage Breakfast Patties. Maybe a lovingly, gently poached egg on top of that.

Mary Ann: Yes. Or our Egg Frittatas in Frozen. I've done that.

Tara: That's a good idea. I'm fascinated, every product that showed up in the top five for the Breakfast & Brunch Category is a frozen product, and three of the five are croissants.

Mary Ann: Yay, croissants. Yay, Frozen. (laughs)

Tara: The Chocolate Croissants, the Almond Croissants, and the Double Chocolate Croissants. The Double Chocolate ones are no longer available, right?

Mary Ann: We still have them.

Matt: We still have them, yeah.

Mary Ann: Yeah, it's gonna run through, probably through February.

Tara: Okay.

Mary Ann: So, yeah.

Tara: We're gonna move into Lunch & Dinner. All the winners in the Lunch & Dinner Category are also frozen items. (laughs) Mary Ann, kudos and hat tip to you.

Mary Ann: Well, thank you.

Matt: And so, as a special prize for so much hard work that has found so much favor with customers, would you please announce the winner in the Lunch & Dinner Category?

[Drum roll.]

Mary Ann: The winner in the Lunch & Dinner Category is the Butter Chicken with Basmati Rice.

[Crowd applause.]

Tara: I agree with our customers. It is darn good.

Matt: Well, maybe we could start by having a show where we really break down what the heck are the differences between Butter Chicken and Chicken Tikka Masala. And looking at the list, it turns out that Chicken Tikka Masala is the second most favored product this year.

Tara: It is. And to be clear, we have Chicken Tikka Masala in two different places in the store. We have Chicken Tikka Masala in the freezer, and that's like a single serve, and we have Chicken Tikka Masala in the refrigerator case, which is an entree without rice, and that's to serve a few people.

Matt: And if we could just turn one of them into a body butter.

Tara: I think I would have to draw the line there.

Matt: I think it's an amazing smell. I love it.

Tara: I love it too, but mostly for eating, I think, yeah.

Mary Ann: Agreed.

Tara: Uh, (laughs) what's happening coming up in the freezer case? Our customers love the freezer case at Trader Joe's, and I know there's always something new happening.

Mary Ann: Yeah, there certainly is. Speaking of Lunch & Dinner, we have a Spicy Meat Pizza that's gonna be coming around soon. The regulation changed a couple of years ago that allowed some actual, like Italian pizza suppliers to import meat. This is our first pizza that's going to be topped with meat coming directly from Italy as well.

Tara: That's coming like at the end of this month, like right around now.

Mary Ann: Yes.

Tara: Right?

Mary Ann: Yeah, right around now.

Tara: Right around when this podcast comes out.

Mary Ann: Yep.

Tara: That's pretty exciting. What else is coming up?

Mary Ann: Going back to Italy, we have a carbonara that also has some pancetta in it. Nice great entrée.

Tara: Actually, I think that one, that one's supposed to launch the day this podcast launches.

Mary Ann: Oh, we'll see. Hopefully. It's definitely indulgent...

Tara: Easy to prepare.

Mary Ann: ...lunch or dinner. Yes.

Tara: So, how about...

Matt: How about a limb that's not Italian? Let's go out on it.

Tara: Oh. (laughs)

Mary Ann: I know Matt's really excited about this one, the Chile Rellenos.

Matt: Ah.

Mary Ann: It's very authentic. It has those huge, poblano peppers. Nice healthy entrée for you.

Matt: So, so tasty.

Tara: Is it healthy?

Mary Ann: (laughs) Sorry, hefty. Let's just use hefty. Nice hefty...

Matt: Healthy as synonymous with generous.

Tara: Okay. (laughs)

Matt: These rellenos are made for us in Mexico. If you've ever attempted to make a Chile relleno at home, it's a lot of work. And so, this is so easy and so expertly made. I'm so anxious and excited to hear how customers react to these.

[Music ends.]

Mary Ann: Same.

Tara: Okay, how about sweet stuff?

[Upbeat music begins.]

Tara: Cause we always have some really fun sweet stuff in Frozen, and I know I'm supposed to be talking about Lunch & Dinner, but we have you, there must be some sweet stuff coming.

Mary Ann: Little refreshing Mango Calamansi Sorbet will be coming around soon.

Tara: Tell me about Calamansi. What the heck is that?

Mary Ann: Calamansi, it's this little tiny fruit. I guess you could call it a cross between a lime and a lemon.

Tara: Sounds lovely.

Mary Ann: We also have a Chocolate Cheesecake Bites just in time for Valentine's Day to share with your loved one.

Tara: Or to eat all by yourself.

Mary Ann: That's true. You could do that too. (laughs) I believe it's nine little bites in a box.

Tara: Okay.

Matt: So, it's like a rectangle of cheesecake that's been cut into little bits that's so easy to serve, set out. Maybe the Lonely-Hearts Club gets together on Valentine's Day and boom, dessert is ready. It's great.

Tara: I'm really hungry. We really shouldn't be recording this when it's lunchtime, and we haven't eaten lunch. I think that's a good note for ourselves moving forward.

Matt: I do prefer to go grocery shopping when I'm hungry because then it's just no holds barred.

Tara: Do prefer?

Matt: I do because then it's like, that sounds good. That sounds good. This also sounds great. And I usually leave the list on the counter at the house, and when I come back it's like, well, we gotta go back tomorrow.

Tara: (laughs) I want to go back and reiterate the winner for Breakfast & Brunch: Hashbrowns. Delicious, working on having them in stock all the time. The problem is people just keep buying more and more of them, so it's harder and harder to keep up, right?

Mary Ann: We have to catch up.

Tara: And the winner for Lunch & Dinner is Butter Chicken with Basmati Rice. Mary Ann, thank you for joining us for this.

Mary Ann: Thank you.

[Transition.]

Tara: Next on our list of categories to explore: Favorite Appetizer. Apparently, our customers, when they think of appetizers, they think of the freezer case at Trader Joe's because all of the top five products are frozen products.

Matt: Hmm.

Tara: The Favorite Appetizer according to the Customer Choice Awards, by a pretty large margin actually...

[Drum roll.]

Tara: ...the Spinach & Artichoke Dip.

[Crowd applause.]

Matt: Oh, so it's frozen, as you said, this is in that puck type shape.

Tara: Yep. And you can put it in the microwave or you can put it in an oven safe dish and you can bake it in the oven. It is so good. It won the Category of Appetizers. I have to say, I've seen a whole bunch of stuff on social media this year of people using it as a pasta sauce.

Matt: Interesting.

Tara: Mixing it with pasta.

Matt: Long cut spaghetti? Short cut penne? What kind of cut?

Tara: Any cut. I've seen people do it with the cherry tomatoes, surrounding it in a baking dish and roasting all of that together. Sometimes with cloves of garlic added in, and a little extra olive oil, sometimes not extra olive oil.

Matt: I think if you did that with all of those things and then added it as a layer in a lasagna, that would be good.

Tara: That would be really good. But you know, its intended purpose as a dip, it's pretty special with potato chips, with tortilla chips, with crackers, with pieces of toasted bread.

Matt: I think just a baguette.

Tara: Yeah, exactly. It's just a really great product. I kind of wanna run through the rest of the list of the top five because these are everyday products.

Matt: Let's run the list.

Tara: All right. Mac and Cheese Bites.

Matt: Mac. Oh, okay.

Tara: Parmesan Pastry Pups. Have one or two at a party, you're good to go.

Matt: Next is that Greek Spanakopita. This is a large round Spanakopita made for us in Greece. You cut a nice wedge or a smaller slice, so that's fun to see this served up as an appetizer.

Tara: And to be fair, we do have a Spanakopita that is already cut into portions and that is also a longtime customer favorite, so.

Matt: Absolutely. The little triangular, looks almost like a little turnover.

Tara: Yeah. Those are really good.

Matt: That's a great, great version as well.

Tara: And rounding out the top five are the Vegetable Bird's Nest. That's a product we've had, what, 20 years maybe more.

Matt: I will admit that, I'm sure this is greatly helped by the advent of the air fryer.

Tara: Oh, yeah. You can put these in the air fryer and they're crispy and they're flavorful. They're just little tempura shredded veggies all sort of clumped together into what we call a bird's nest. And they come with their own dipping sauce. You can also use any other dipping sauce you might like.

Matt: Like onion rings with a diploma or something. Like, they're like really nice.

Tara: (laughs) That's it. I, okay, I'll go with that. So that's Appetizers. We're gonna go for something sweet next.

Matt: Stop the presses.

[Car screeching to a stop.]

Matt: Hold the phone.

[Phone off the hook, beeping.]

Matt: Hold the Cone! if you will too. We have an interesting disruption of expectation. This year's winner...

[Drum roll.]

Matt: ...Customer Choice Favorite in the Sweet Treat Category: Sublime Ice Cream Sandwiches.

[Crowd applause.]

Tara: They've been beloved for years and years. If you've ever had one, you know why. If you've never had one, you really should try because if you are at all a fan of the concept of an ice cream sandwich, but have always been disappointed by ice cream sandwiches...

Matt: That's like a Craigslist meetup group.

Tara: (laughs)...you will never be disappointed by a Sublime Ice Cream Sandwich from Trader Joe's. They are really good-sized chocolate chip cookies, sandwiched between them is a giant amount of vanilla ice cream, and then the vanilla ice cream edges are rolled in chocolate chips.

Matt: They are a classic treat.

Tara: But I do think it's worth mentioning that there are two Hold the Cone! flavors in the top five of the Sweet Treats Category.

Matt: Yep, good point.

Tara: So, you know, the Chocolate Chip and the Chocolate Hold the Cones! are holding strong and if we added them together, they would have surpassed the Sublime Ice Cream Sandwiches. But taking them separately, the Sublime Ice Cream Sandwiches did unseat Hold the Cone! as the favorite in the Sweet Treats Category.

Matt: At number two, Mint Chip Ice Cream.

Tara: That sounded very Casey Kasem of you.

Matt: Well, you know.

Tara: That Mint Chip Ice Cream is the best Mint Chip Ice Cream in the history of Mint Chip Ice Cream. I'm going on record right now.

Matt: I concur.

Tara: There is one non-frozen item in the Sweet Treats Category.

Matt: Hmm.

Tara: It is Kringle. Now it was specifically the Almond Kringle because that's what was in the stores when the voting was happening.

Matt: Yep, it was.

Tara: Right now, I think in the stores we have Pēcan or Pěcan Kringle, depending on how you like to pronounce certain things. Anyway, Sublime Ice Cream Sandwiches, worth a try.

[Transition.]

Tara: Okay, Matt, we have with us now one of our category managers from our Boston office.

Matt: So, just coming in from radio Boston.

[Radio tuning noise.]

Matt: Taryn, hello.

Taryn: Hello.

Tara: So, we have it listed on the Customer Choice Awards ballot as the Bath, Body & Home Category. There's a few products to talk about, but I really wanna focus on the winner.

[Drum roll.]

Tara: Perhaps not surprising to anybody actually. Brazil Nut Body Butter.

[Crowd applause.]

Tara: Woo-hoo.

Taryn: Yes, I was so excited to see it. Yeah!

Tara: So, this is a product that kind of took all of us by surprise when we first launched it. The success of the product took us all by surprise. We liked it, but what do you think made it so successful?

Taryn: We have really great ingredients. It smells amazing. And I think also the packaging, our art team did an amazing job.

Matt: I think you, Taryn, deserve a tremendous amount of credit for bringing this as an idea to the product panel.

Taryn: I just thought it would be something that our customers would really be attracted to. And I think that the price point of \$5.99 is just so great.

Matt: I love hearing that. It's such a nice example of work on behalf of and from the perspective of customers.

Tara: We're all Trader Joe's customers too. We shop at Trader Joe's. We love these great values as much as everybody else who shops at our stores.

Matt: I love this thing. I think customers would too. And it turned out, they do. They did. They still are loving this thing.

Taryn: It's my favorite part of the job. I think the first time I developed an item and saw it on the shelf, I like went, took a selfie with it, and like sent it to all of my family.

Matt: That's so, so cool. And you know, this being Trader Joe's forever onward, the eternal question is now what? What's next?

Taryn: In the spirit of Brazil Nut, we actually have the Brazil Nut Body Oil launching on the day this podcast comes out. The little mini size that we had in the holiday gift set we love so much and got such great customer feedback from, that we're bringing it back in a full-size option.

Matt: It's a beautiful pink glass, glass bottle.

Taryn: It's a dry touch oil. So, you have all the benefits and all the moisturizing of an oil, but it, the finish is really like a dry finish, so you're not leaving feeling oily or sticky. You're not gonna slip on your bathroom floor after putting this on.

Tara: What's the difference between the body oil and the body butter from a usage perspective?

Taryn: Oils are really great to use, like right after a shower to sort of lock in moisture. Oils are especially great, you know, in winter when it's especially drying here in Boston, it's like 0% humidity all of the time.

Tara: Okay. That makes perfect sense to me now. Is there anything else coming soon that you wanna hype up a little bit ahead of time? You have a little platform here right now?

Matt: A sneak listen.

Taryn: Coming out the same day as this, we have a Lip Mask Duo. So, it's chocolate and strawberry. So, it's a perfect Valentine to give out to teachers, everything like that.

Matt: I'm now thinking of the Lip Mask Duo as a superhero team pushing for love everywhere. So, this is gonna be a great year.

Taryn: Yes, it will be.

Tara: Thank you.

Taryn: All right. Thank you.

Tara: And now...

[Dramatic transition. Horn fanfare.]

Tara: ...what we've all been waiting for.

Matt: A Bay City Rollers reunion tour.

[Upbeat music begins.]

Tara: No. The overall winner of the 15th Annual Trader Joe's Customer Choice Awards. This is the pinnacle of the Customer Choice Awards. It could be from any category, it could be for any occasion. This is the product that our customers voted for as their favorite overall product in the 15th Annual Customer Choice Award.

Matt: And was that voting made as a separate category?

Tara: Yep.

Matt: Like among all the other things customers chose their overall favorite?

Tara: Yep.

Matt: Got it.

Tara: Absolutely. It won in a different category this year as already. It won in a specific category.

Matt: Okay. Go for it.

[Drum roll.]

Tara: It's the Chile Lime Rolled Corn Tortilla Chips.

Matt: Okay.

Tara: Yes.

[Award music begins.]

Tara: They were the favorite overall product last year, and they're the favorite overall product this year.

Matt: Hmm.

Tara: It's a pretty eclectic group of products in the top five. Two of them, number two and number four are Soup Dumplings.

Matt: Okay. Yeah, I could see that coming. I can see that.

Tara: They were huge this year. Social media was filled with folks using those Soup Dumplings in soup, which perplexed me, but okay. If, however you wanna enjoy them, enjoy them.

Matt: I think that's kind of genius because they're kind of spilly, tricky to eat things, just drop 'em in some soup. Done.

[Music transition.]

Tara: The Chicken Soup Dumplings came in at number two. The Pork & Ginger Soup Dumplings came in at number four. In between those was a new product and so popular that we've had a really hard time keeping enough of them in stock. And that's Kimbap.

Matt: I'm so, so glad that it's found such an audience.

Tara: Yeah. And rounding out the top five Butternut Squash Mac & Cheese, a limited availability seasonal product that we have sort of fall/winter.

Matt: Its spot on the list may be attributable to our having purchased an incredibly larger amount this year as compared to last year and still it was not enough.

Tara: All right, Matt. We're done.

[Closing music begins.]

Matt: Congratulations to all of our Trader Joe's Customer Choice Awards winners, and a big thank you to our vendors, the makers of those products, and our product developers, and our tasting panel panelists, and all of our crew members, and especially the customers who voted. And even if you didn't vote, thank you.

Tara: If your favorite product didn't win, well, there's always next year. And there's always another episode of Inside Trader Joe's coming soon. To make sure you get it, 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.