

Inside Trader Joe's Podcast Transcript — ICYMI: What's Up With Trader Joe's Mini Tote Bags?

[Light upbeat music begins.]

Tara: At Trader Joe's, our crew gets all kinds of questions about all kinds of products.

Matt: And please keep asking. We'll keep answering.

Tara: Okay, here are some new ones, "Hey, how can I get a new mini tote bag?"

Matt: Uh, yeah.

Tara: Okay, here's another, "When can I get a new mini tote bag?"

Matt: Well...

Tara: And, "Why can't I get a new mini tote bag?"

Matt: Okay, now I'm noticing a theme here. Maybe we should just do an ICYMI mini episode about mini tote bags.

[Theme music begins, no bells.]

Tara: ICYMI, in case you missed it. What's going on with the new Trader Joe's Mini Tote Bags?

Matt: Or maybe ICYMTMTB, in case you missed the mini tote bags.

Tara: What is up with these tote bags? Like, they're a thing that we didn't plan for them to be.

Matt: We've gotta go back to 1977.

[Theme music ends, light upbeat music begins.]

Tara: Really?

Matt: Yes, because that's when Trader Joe's first started offering reusable shopping bags, canvas shopping bags. And so, it's not so much a new thing as it's just a really cute thing.

Tara: Yeah, I get the excitement. I'm still a little perplexed about how quickly that excitement went to kind of frenzy. And people bought a lot of these bags in a very short period of time.

Matt: So, maybe we would be guilty as charged if someone said, "You always sell stuff too quickly." Selling stuff is what we do. We thought we bought enough of these mini canvas totes to last for several weeks, maybe a whole month. We had no inkling that they would be this exciting, this quickly, for so many customers. We had actually hundreds of thousands of bags come in and go out within a week.

[Music transition.]

Tara: It's a little crazy. So, why did we bring these in in the first place? I mean, we've had reusable bags, but this is little.

Matt: We're always looking for something new, and we know that people like to have maybe a fresh design, a new colorway on a reusable bag. The whole diminutive thing is fun, and what makes this really special is, it's so well made. It's a heavy duck, if you will, which in canvas making terms means it's a thick canvas. It has two small outer pockets, each of which has an embroidered design on it. This is no slacker bag. This is a really well-made thing.

Tara: Also, if you've been carrying one of those canvas bags that we've been selling for decades, and washing it on a regular basis, it probably shrunk, right? Because they shrink after a while. So, just consider this one, like a preshrunk version of that.

Matt: So, we did the whole shrinking thing for you. Maybe you have too much baggage, maybe you wanna lighten the load. This is your tote for that.

[Music transition.]

Tara: Excellent. Very important question, "When are they coming back? Are they coming back? Or is this a one-off?"

Matt: They are coming back, and it was kind of a one-off in that we thought they'd be limited, and we don't want to totally limit this. So, we're hoping, and we're working to have them come back the same colors by the end of summer.

Tara: So, that's good. It's not right now, but it is eventually, and it will be before too long.

Matt: So, probably by like late August, early September.

Tara: Alright. So, you don't have to ask every day when they're coming back. You don't have to be looking for them every time you shop. You can come in, buy your regular groceries, and put them in whatever bag you happen to have with you that day. But know that these will be back at some point before the end of the summer.

Matt: And if you just need to tote a little bit of something around, well, I guess you'll have to wait if you didn't get any.

[Music transition.]

Tara: They are really good as little lunch bags, you know? When this first all kind of became a thing, I didn't know that we were gonna get more this year. So, I think that's pretty exciting that they are coming back. Okay, I think we kind of covered the totality of the tote. Are we done? Is that it?

Matt: Totes.

[Music begins to closing.]

Tara: I'm Tara Miller, thanks for listening.

Matt: And I'm Matt Sloan, and thanks for listening. ICYMI, in case you missed it.

Tara: That's what's going on with Trader Joe's Mini Tote Bags.