

## Transcript—Episode 26: New Trader Joe's Products to Add to Your Shopping List

Matt: Okay, Tara. Do you have your shopping list?

Tara: Matt, I do have my shopping list and there is so much new stuff on it.

*[Theme music begins and two bells ring at a neighborhood Trader Joe's.]*

Tara: I'm Tara Miller, Director of Words and Phrases and Clauses at Trader Joe's.

Matt: And I'm Matt Sloan, the Marketing - Product guy.

Tara: This is going to be our shortest episode of Inside Trader Joe's ever.

Matt: But remember it's quality that counts, not quantity.

Tara: We have so many new products coming in and we know that customers love getting a heads up on new products and why not a short episode that's just about that, right?

Matt: You've heard us use that phrase 'coming in'.

Tara: OK, so 'coming in' is short for coming into the store. We've just left out the prepositional phrase. We want to give you a little bit of a shopping list that you can go into the store thinking about.

*[Music transition begins.]*

Tara: There's something about summer time and scooping ice cream into a cone and just like, sort of letting it drip down...I don't know. I love that.

Matt: So new and in stores now...

Tara: Organic Sugar Cones.

Matt: They're a classic sugar cone. They're a nice size.

Tara: Yeah.

Matt: We had those waffle cones previously, delicious and a little unwieldy. They were very large. So you put like a half of a quart of ice cream in there to fill it up so these are right sized. We got rid of the styrofoam...

Tara: Mm-hmm.

Matt: ...inner packaging on these so it's a great product. I'm excited for those.

Tara: Well and there's 12 in a box.

Matt: A lot's been made recently. Meatless products, right? We have a protein patty that's kinda like a burger, that's been getting a lot of great attention and we have now in stores in the refrigerated section, we call it a Turkeyless Protein Patty. These are great. I'm gonna serve these with a brand new salad kit that we have, which is a Lemony Arugula Basil Salad Kit. It's bright. I love arugula, but the bright lemon acidity kind of counters a little bit of the bitterness. Great combo with that Turkeyless Patty.

Tara: Yeah and I'm really surprised just overall how much that Turkeyless Protein Patty tastes like a turkey burger.

*[Upbeat music... new products.]*

Tara: We have two products that are kind of like bread or tortilla replacements. One is a Cauliflower Thin and one is a Jicama Wrap. There's so many things being made with cauliflower now, right? So why not make something you could, you know, roll up your lunch into or make a breakfast burrito out of or something like that. The one that I'm fascinated by, which right now I don't think is available in every store, are the Jicama Wraps cause it's literally just very thinly sliced jicama that looks like a corn tortilla. It has 15 calories and three grams of carbs in two wraps. And so for somebody who's looking at those things, who's like watching carbs and who still wants to be able to eat things, sort of like a sandwich or like a taco or like a burrito, it's a really cool product.

*[Quick transition.]*

Matt: Two other in-store new treaty things. One sweet, one savory. Our Baton Wafer Cookies, Vanilla Chocolate. We have a lemon variety. So a Lemon Baton Wafer Cookie in that cylindrical canister, just great. Like a lemon cream kind of crunchy cookie.

Tara: You could even stick it in the ice cream that is scooped into your ice cream cone.

Matt: Yeah, there's probably twice as tall as the cone itself.

Tara: Right.

Matt: So you'd have an architectural element as well..

Tara: (chuckles)

Matt: ..which is fun. It's like fancy dining. The new vogue cuisine..

Tara: Right.

Matt: ..ice cream cone. The other end of the flavor spectrum, we have Spicy Salami Chips. Don't let that 'chips' word fool you cause these are in the refrigerator section.

Tara: Right.

Matt: It's just salami but it's given a little bit of a treatment, not dissimilar from those Baked Cheese Bites.

Tara: Yeah, my memory of those from when we had them at the tasting panel was they were incredibly craveable. I wanted to keep going back and getting more.

Matt: Like a nice light summer lager would be a fantastic pairing with those little salami chips.

Tara: Oh, that would be good.

*[Quick transition.]*

Tara: Let's move into some things that have not yet arrived but are coming soon. Sometime between now and the end of the summer the Corn Cookie Baking Mix. It's like the best part of cornbread and the best just sort of really simple sugar cookie and putting those two things together but in a sweet cookie that's not overly sweet.

Matt: I believe we spoke about this in the chocolate episode, but we have that Almond Beverage Chocolate Bar coming out.

Tara: Right.

Matt: Think of milk chocolate made with dairy milk. This is made with almond beverage and it eats just a classic rich creamy sweet chocolate bar.

Tara: Well, and I'm not somebody who avoids dairy at all for any reason, but this is one of the best tasting sort of milk chocolate bars I've ever had in my life even though it doesn't have milk in it.

*[Quick transition.]*

Tara: Oh! A couple of really interesting health and beauty aid products that we have coming in. We have the Strawberry Hand Cream and a Strawberry Sugar Scrub coming in probably middle of June, end of June.

Matt: Soon to be in stores' freezer cases another version, a new flavor of Hold the Cone! These are chocolate chip.

Tara: Explain Hold the Cones! for people who might not have had the pleasure yet.

Matt: Little tiny chocolate dipped ice cream cones, only the ice cream part is chocolate dipped, but the inside of the cone is also lined with chocolate. I think these are going to be a limited edition type of thing. I won't be surprised if they make a repeat appearance though.

Tara: So can we stick with the ice cream theme but go to something that's not actually ice cream?

Matt: Yes, please do.

Tara: We had the Almond Beverage Chocolate Bar and this would be an oat beverage frozen dessert. So it's like your favorite strawberry ice cream and it has almond brittle inside.

Matt: So this is, this is a scoopable thing. And you can say "ice cream" with air quotes around it.

Tara: So it's easy to eat and really great flavor. Okay, Matt, we have a snack item coming in sometime in the middle of June. It's a new potato chip product that we're calling Saddle Chips and they're sort of, you know, shaped like a saddle.

Matt: So think of the tall, narrow cylinder canister that a type of potato chip might come in. These also do and you're getting warmer. The shape lends itself to rigid organizational lining up or stacking up or saddling up or something. So we call them saddles.

*[Transition to close. Closing theme music begins.]*

Tara: Matt, I think this idea of a shopping list episode has worked out pretty well. We may want to try it again sometime.

Matt: I'd like that. And I have to say I'm hungry because of it.

Tara: Hmm, me too. Hit that free subscribe button for more episodes, short or long, of Inside Trader Joe's.

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

Tara: Thanks for listening.

Matt: And thanks for listening.