

## Transcript – Trailer: Inside Trader Joe's

Tara: Are you ready?

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

Tara: Here's a taste.

*[2 bells ring at a Trader Joe's store]*

Robin: In the beginning, the store was not a success. In fact, it was scarily quiet.

Tara: It's a new 5 part series.

Matt: We'll take you inside a Trader Joe's Tasting Panel. That's where decisions get made about which products you'll find in your neighborhood Trader Joe's.

Developer: Alright, so I think thin Joe-Joe's are great, don't get me wrong, but today I have a cinnamon toast version for you in the classic format.

Tara: We'll go to Napa Valley, California to sip some wine.

*[Glasses clink, wine pours]*

Chris: There really are hundreds of thousands of wines available in the market. We carry about 500 in our stores. So, we're tasting every day, literally every day.

Mitch: We used to have some really really long wine tastings, and... (laugh)

Matt: This is really inside Trader Joe's. (laughs)

Tara: We'll help you discover new foods and new flavors.

Mike: I love that lentil soup. But uh, yeah, it's, it's, it's an elusive little beast these days.

Tara: So I'll give you a suggestion. One of my favorites right now is in the refrigerator case. It's a split pea soup. It's an organic vegan split pea soup.

Mike: Oh. Wow. Cool.

Matt: We'll meet the person who has the best job in the company, traveling the world, looking for new Trader Joe's flavors.

Lori: I love Paris...but there are a lot of places I really like. I mean, I've been to so many countries and seen so many things and found really cool things I didn't know existed, a lot of which are in the store. I go to Southeast Asia a fair amount. We buy a lot of products there. I would say that in the store right now are the mango and sticky rice spring rolls.

Tara: Those are fantastic.

Matt: In hindsight, we probably should have known that some of those products were going to be misses.

Tara: Like what?

Matt: Cottonseed actually is plentiful, abundant, and it produces lots of oil. And we thought, "Wow, if you just blend this up, whip this up, it's like a cottonseed butter. Who's not going to love this?!"

Matt: Apparently, no one loved this.

Tara: (chuckles)

Rosalio: We get a fair amount of tourism. People come in and ask, "Is this really the first Trader Joe's? Is this where it's at?"

Dan: She said, "Sonny, you know, I may not live to that fourth banana." (laugh) And they've been 19 cents ever since.

Matt: Just like that.

Tara: We'll even hear from Joe himself.

Joe: And that is why, to this day, the employees wear Hawaiian shirts.

Tara: I'm Tara Miller.

Matt: And I'm Matt Sloan.

Tara: Maybe you've read Trader Joe's Fearless Flyer.

Matt: Now we're really getting fearless with a new 5 part series.

Tara: "Inside Trader Joe's"

Matt: Subscribe on Apple Podcasts or wherever you get your podcasts.

Jodi: Sharing Trader Joe's with the world! (laugh)