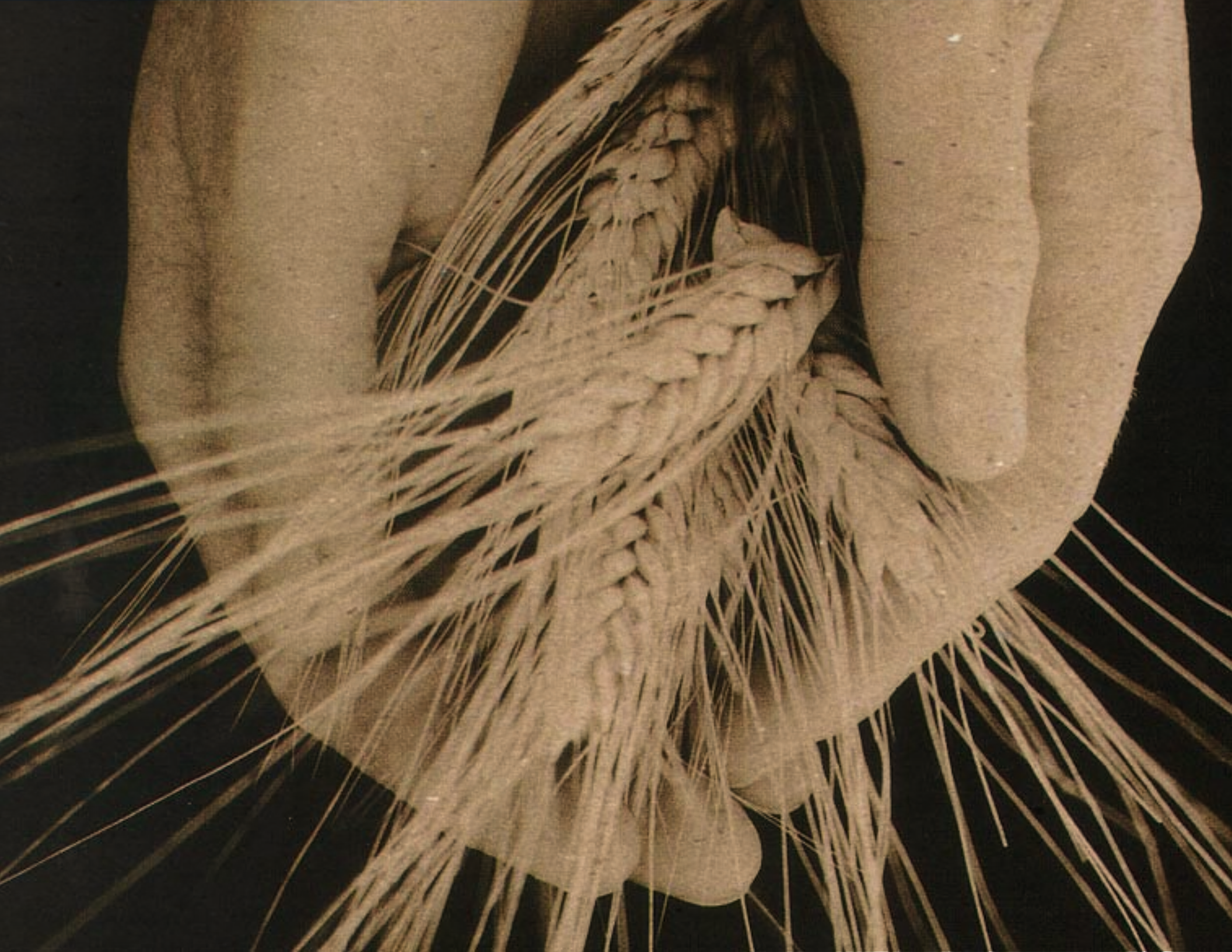


Whole Foods Market Case Study





THE ASSIGNMENT

Create a brand voice that appeals to the health conscious as well as the "FOODIE". Whole Foods Market has food that is not only good for you-but tastes good, too.

OUR INSIGHT

Whole Foods is a company full of people who love food. They seek out the most healthy and highest quality products available. A lifestyle approach combined with information and support to achieve the life you desire.

THE NEW POSITIONING

Ingredients for better living.

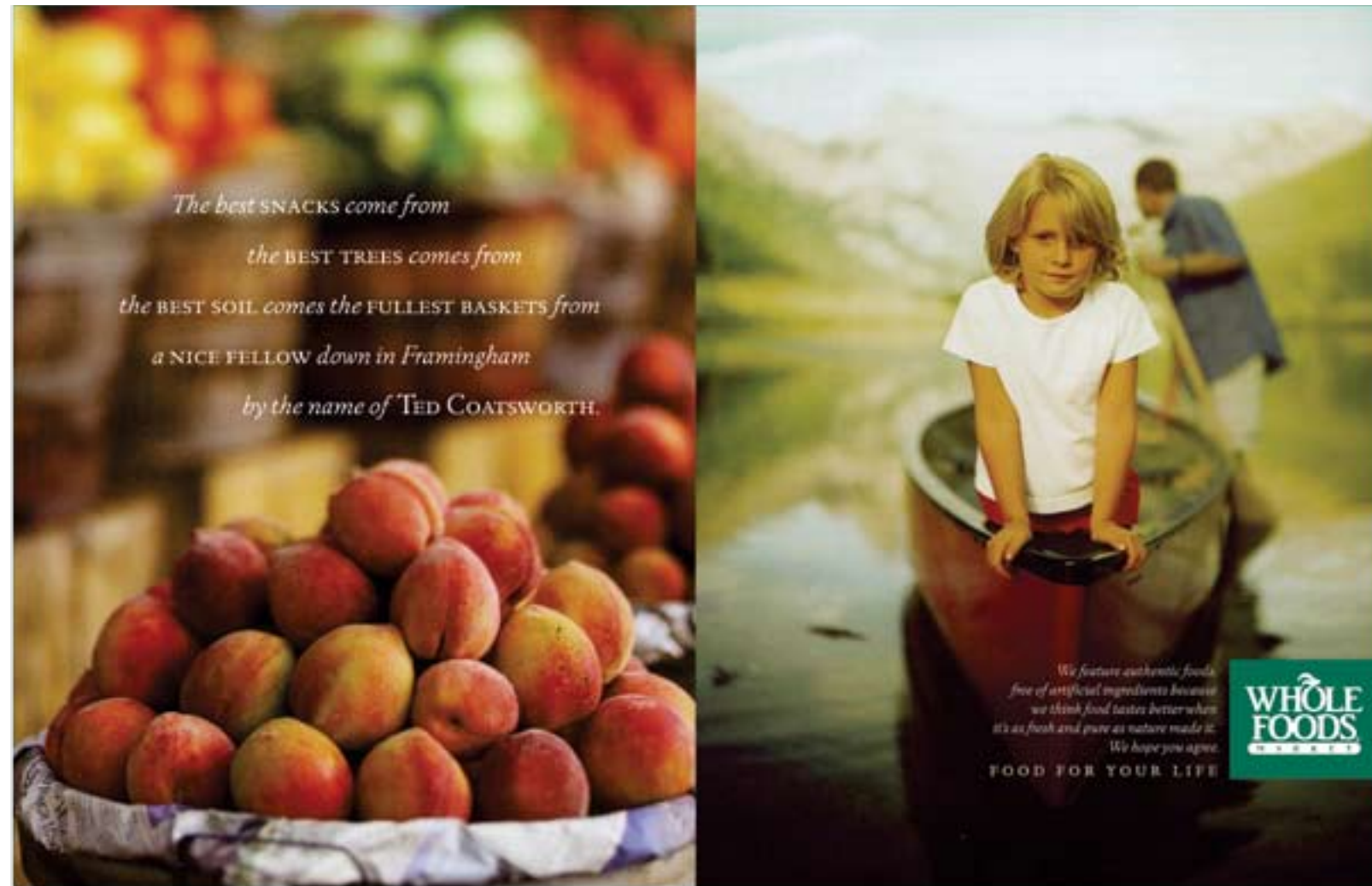


*The best BAKED APPLES come from
the SWEETEST APPLES and
the SWEETEST MEMORIES of Saturdays with
the PLUMPEST GRANDMOTHER, Maybelle, who
gave her world-famous recipe only to you.*

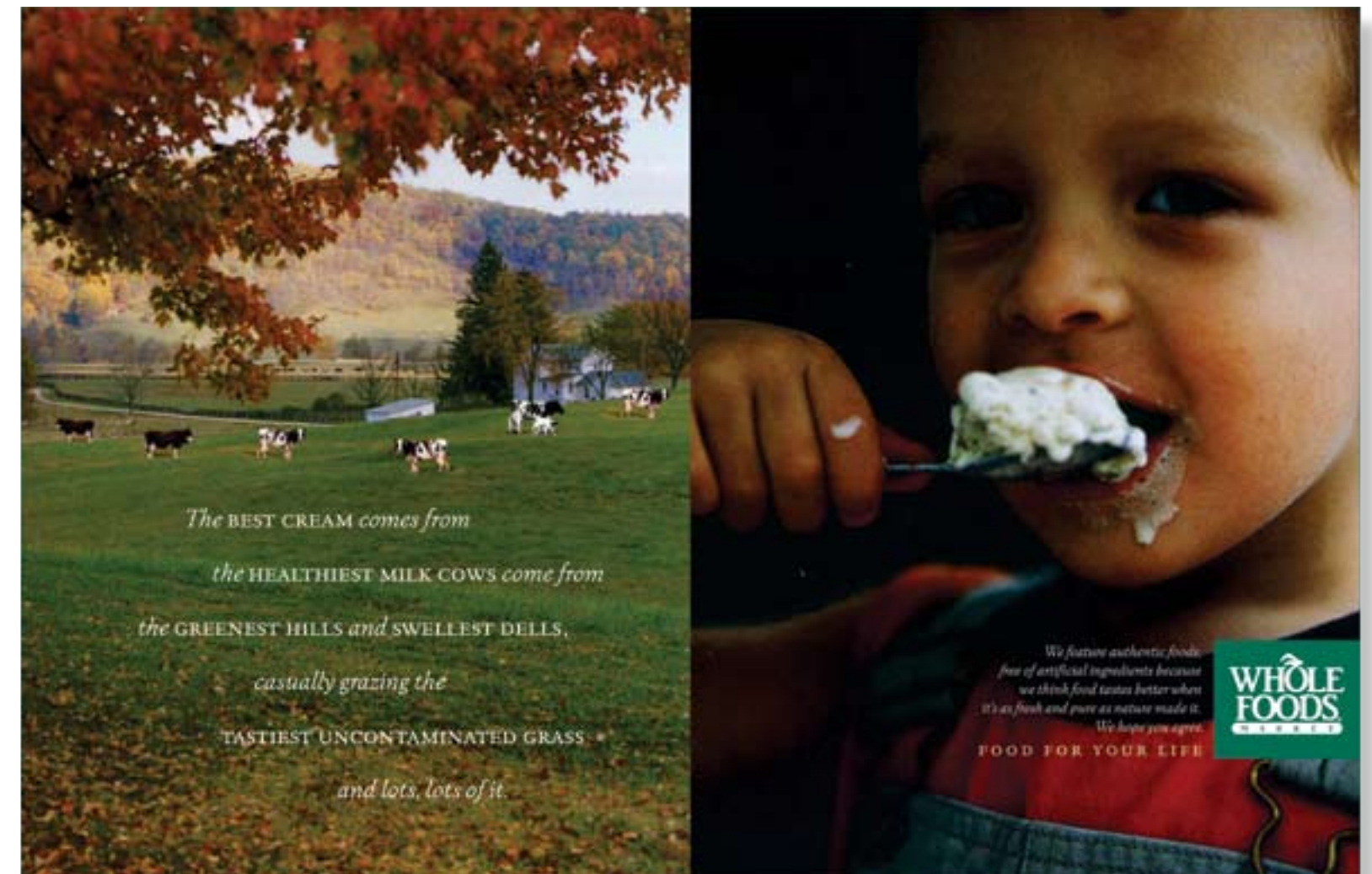
We feature authentic foods,
free of artificial ingredients because
we think food tastes better when
it's as fresh and pure as nature made it.
We hope you agree.

COME DISCOVER THE TASTE OF FOOD.

Magazine spread for lifestyle publications.



Magazine spread for lifestyle publications.



Magazine spread for lifestyle publications.




THE MONASTERY HAS LONG BEEN HOME TO THOSE CALLED TO A HIGHER PURPOSE.

FOR GINO GIROLMONI, IT'S MAKING PASTA.

In 1929 when the Benedictines purchased an abandoned monastery and the surrounding land, he was on what most Italians would consider a divine mission. That is, to craft pasta of unsurpassed quality from the purest ingredients. He uses only the most organically grown durum wheat to make the dough. This is shaped using bronze dies. The dough is extruded through the dies onto the pasta, a very time-consuming process that gives the surface of the pasta a rough texture that absorbs sauce better. If it sounds like a lot of trouble just to make a little pasta, it is. But on any of the monastery's better products you can bet you are here to give of yourself help it you are to receive the ultimate reward.







www.wholefoods.com 1-800-WHOLEFODS



POINT REYES STATION, CALIFORNIA.

THE FARTHEST POINT ON EARTH FROM THE INDIVIDUALLY-WRAPPED CHEESE SLICE.

The Grays' Creamery makes cheddar, Red cheddar, handcrafted cheddar, San Lorey and Prego fresh Ricotta and the experts will show a local cheese that was making about 100,000 pounds. The team goes far for the best grain along Tomales Bay, and it is used and can taste the change of the seasons in the milk. With this, fat and Prego proper to the partnering task of crafting a variety of cheddar—a product that is most often labor and artistry. Their soft, buttery soft, cottage cheese makes its commercial debut. Their Mount Top triple cream cheddar is unapologetic in a world full of plastic-wrapped cheese imposters. It is difficult to know that real, hand-crafted cheddar still has a home.







www.wholefoods.com 1-800-WHOLEFODS

Ad campaign for Artisan Foods Award private label products.



Front cover of 4 page magazine insert featuring WFM and its vendors commitment to organics.

What is "Organic"?

Organic products are grown and produced with as much ecological harmony as possible. Organic farms don't use genetically engineered seeds, sewage sludge as fertilizer, or long-lasting pesticides. Organic dairy, meat and poultry farmers don't use antibiotics or growth hormones. Ready-to-eat organic foods are processed without irradiation, genetically engineered ingredients, or synthetic preservatives. In other words, organic products are made—as much as possible—in the way that nature intended.

THE NEW USDA ORGANIC STANDARDS

The U.S. Department of Agriculture has passed an Organic Rule to set standards for the production, handling, and labeling of all organic foods. Now you'll find verification information on packages along with these new classifications:

100% ORGANIC
The product contains only organically produced ingredients (other than water and salt).

ORGANIC
The product contains at least 95% organic ingredients.

MADE WITH ORGANIC INGREDIENTS
The product contains at least 5% organic ingredients.

These USDA organic standards are certified by independent organizations such as Quality Assurance International (QAI). QAI's certification marks the continued commitment of confidence when selecting organic products from Whole Foods Market.

Organics & Whole Foods Market®

For more than twenty years, Whole Foods Market has been committed to the development of the organic food industry—starting with one small store in Texas and growing into the world's largest retailer of natural and organic foods. We played an active role in the development of the USDA's Organic Rule, including five years as the sole retail representative on the National Organic Standards Board. Today we offer the broadest selection of the freshest, highest-quality, local and international organic foods and beverages available anywhere.

At Whole Foods Market, you'll find a variety of tasty and affordable organic options for just about every kind of food. We feature products from leading organic manufacturers such as Horizon Organic Dairy, Nature's Path, Seeds of Change, and Walnut Acres, as well as products sold exclusively at Whole Foods Market, such as Whole Kids Organic™ and 365 Organic Everyday Value™.

Memo for a holiday gathering

Field Greens Salad with
Candied Apples, Roasted Walnuts,
Gourmet Apple Vinaigrette
Beef Roast with Double Mustard
Soup and Roast Cauli
Pan Roasted Herbs Vegetables
with Roast Potatoes,
Roasted Tomatoes, Corn and
Sweet Onions
Pumpkin Bread Pudding

WHOLE FOODS MARKET

365 ORGANIC
The organic kids you'll find at Whole Foods Market are made with the highest quality ingredients and are made in the USA.

HORIZON ORGANIC
Horizon Organic™ helps you get your daily calcium and protein. Our ultra-pasteurized organic milk is made from 100% organic cows and is available in 1/2, 1, and 2% fat options.

SEEDS OF CHANGE
Seeds of Change™ helps you get your daily calcium and protein. Our ultra-pasteurized organic milk is made from 100% organic cows and is available in 1/2, 1, and 2% fat options.

CERTIFIED ORGANIC
At Seeds of Change, every step of our production process is carefully monitored to ensure the highest quality organic products.

Inside spread of insert.



TORONTO
GRAND OPENING DAY



We're big leafs fans too.

INTRODUCING TORONTO'S NEWEST MARKET.

**WHOLE
FOODS**
MARKET

Come taste food the way it was meant to be.

Bus shelter for Toronto store grand opening.



Now open for business.
Or should that be pleasure?

MEET THE NEWEST MEMBER OF YOUR NEIGHBOURHOOD.

**WHOLE
FOODS**
MARKET

Come taste food the way it was meant to be.



Some people roam the
store for hours.

*Does that make
them free-range customers?*

MEET THE NEWEST MEMBER OF YOUR NEIGHBOURHOOD.

**WHOLE
FOODS**
MARKET

Come taste food the way it was meant to be.

Billboard announcing Toronto store grand opening.



Are you an appetizer
or a *desert?*



Cooking is an adventure into the world of food. It is a passionate, wholesome, exciting discovery of foods in their natural, pure state. Visit our website and discover thousands of recipes to satisfy your hungry soul.



WHOLE FOODS
MARKET

WHOLEFOODSMARKET.COM

In-store poster campaign directing customers to recipes at the website.

Do you sniff
or squeeze?



Cooking is, first of all, an adventure into the world of food. It is a passionate, wholesome, exciting discovery of foods in their natural, pure state. Visit our website and discover thousands of recipes to satisfy your hungry soul.



WHOLE FOODS
MARKET

WHOLEFOODSMARKET.COM

Is cooking a task
or treat?



Cooking is an adventure into the world of food. It is a passionate, wholesome, exciting discovery of foods in their natural, pure state. Visit our website and discover thousands of recipes to satisfy your hungry soul.



WHOLE FOODS
MARKET

WHOLEFOODSMARKET.COM

In-store poster campaign directing customers to recipes at the website.





Ordinary food you can find anywhere. But for the freshest, most exceptional range of naturally-grown foods available, come to Whole Foods Market.

It's a simple fact that the best-tasting food is also best for the growers and the environment. Which more or less sums up our philosophy. Sell only the freshest, high-quality, most wholesome, natural and organic foods from growers we know and trust - and who trust us.

HEIRLOOM TOMATOES
Around 1940, hybrid tomatoes began crowding out traditional varieties. Our thanks to family farmers for ensuring the survival of these all-natural gems.

Food that makes you feel good, and that you can feel good about. This month at Whole Foods Market® you'll find a veritable painter's palette of tomato varieties, fresh from the field (sometimes twice a day). Juicy slicers. Colorful heirlooms. Most from small family farmers we've worked with for years. We share their passion for tomatoes. One taste and you will, too.

Hot weather is a good excuse for cool food. Like fresh Insalata Caprese, made with red and yellow tomatoes, fresh Ovaline Mozzarella cheese, organic basil and a splash of buttery-sweet Chardonnay such as Fetzer® Sundial.

FRESH OVALINE MOZZARELLA CHEESE
"Ovaline" refers to the size of a ball of cheese, but it's the size of the taste that makes our rich and creamy mozzarella in brine so special.

FRESH TOMATOES, WINE, AND CHEESE. A RECIPE FOR SUMMER.

Insalata Caprese

By Janet and Janice
WHOLE FOODS MARKET® CHEFS

- 1 large, fresh red and yellow tomatoes, sliced in rounds
- 2 fresh Ovaline Mozzarella balls, sliced in rounds
- 1/2 bunch fresh organic basil, whole leaves
- 3 tablespoons Whole Foods™ Organic Olive Oil
- 4 teaspoons lemon juice
- 1/2 teaspoon Fetzer® Sundial Chardonnay

round black pepper to taste
slices, wash and cut in rounds.
Mozzarella, cut into rounds.
y basil.
in a medium size bowl place lemon
or. Slowly whisk in olive oil. Season
salt and freshly ground black pepper.
single tomatoes, whole basil
rich Mozzarella on a plate and
dressing.
slices before serving.

WHOLE FOODS MARKET

Find a location nearest you, visit www.wholefoodsmarket.com/company/locations

Netscape: Whole Foods Market : Issues

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Location: http://www.wholefoodsmarket.com/issues/figh_msh.html

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Green Grape. Yellow Pear. Red Cherry. Hawaiian Pineapple.

Must be tomato season at **WHOLE FOODS MARKET.**

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FOR MORE INFORMATION CLICK ON THE LINKS BELOW

Insalata Caprese RECIPE

Tomato Types & Tips

Our Produce Quality Standards

FETZER.
WINEMAKERS

Breaking News
Environment
Food Safety
Genetic Engineering
Labeling Regulations
Seafood Sustainability
Sustainable Agriculture
Take Action

<http://www.wholefoodsmarket.com/company/locations.html>

Heirloom tomato promotion. 4 panel promo piece given out at Smith&Hawken.

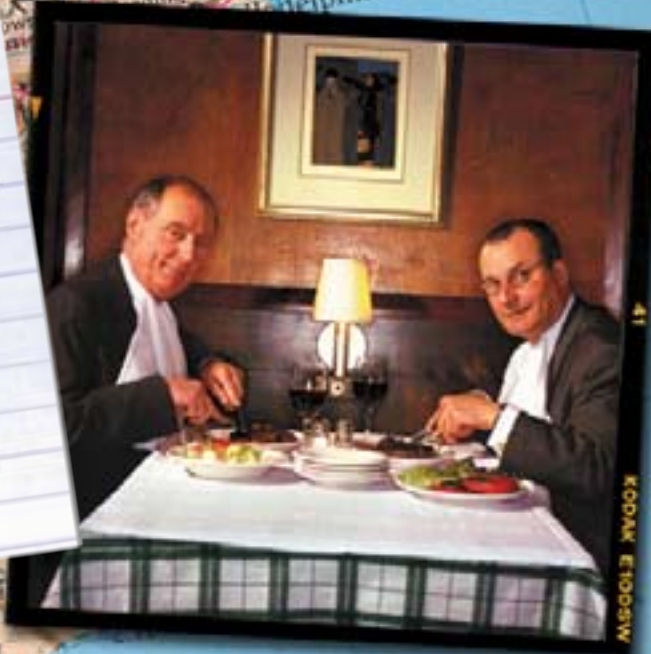
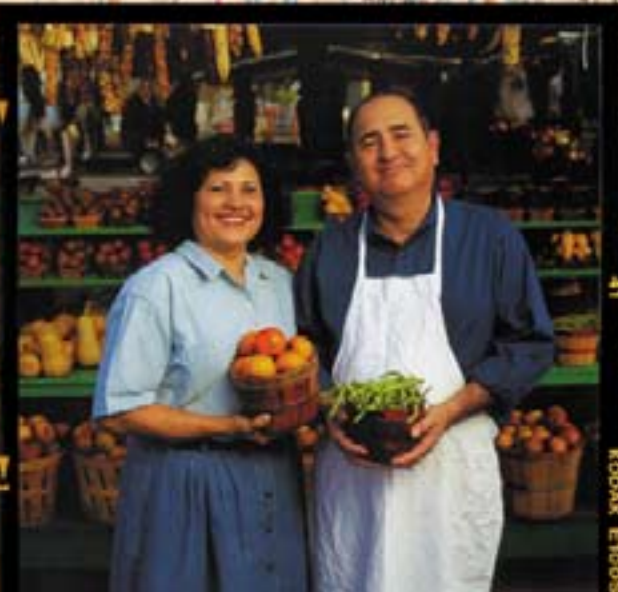
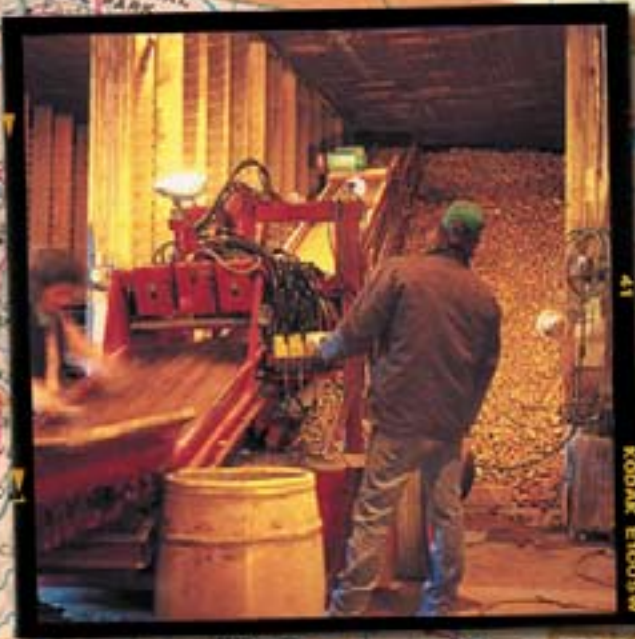
Heirloom tomato promotion. Splash page for website.



SECRET INGREDIENTS

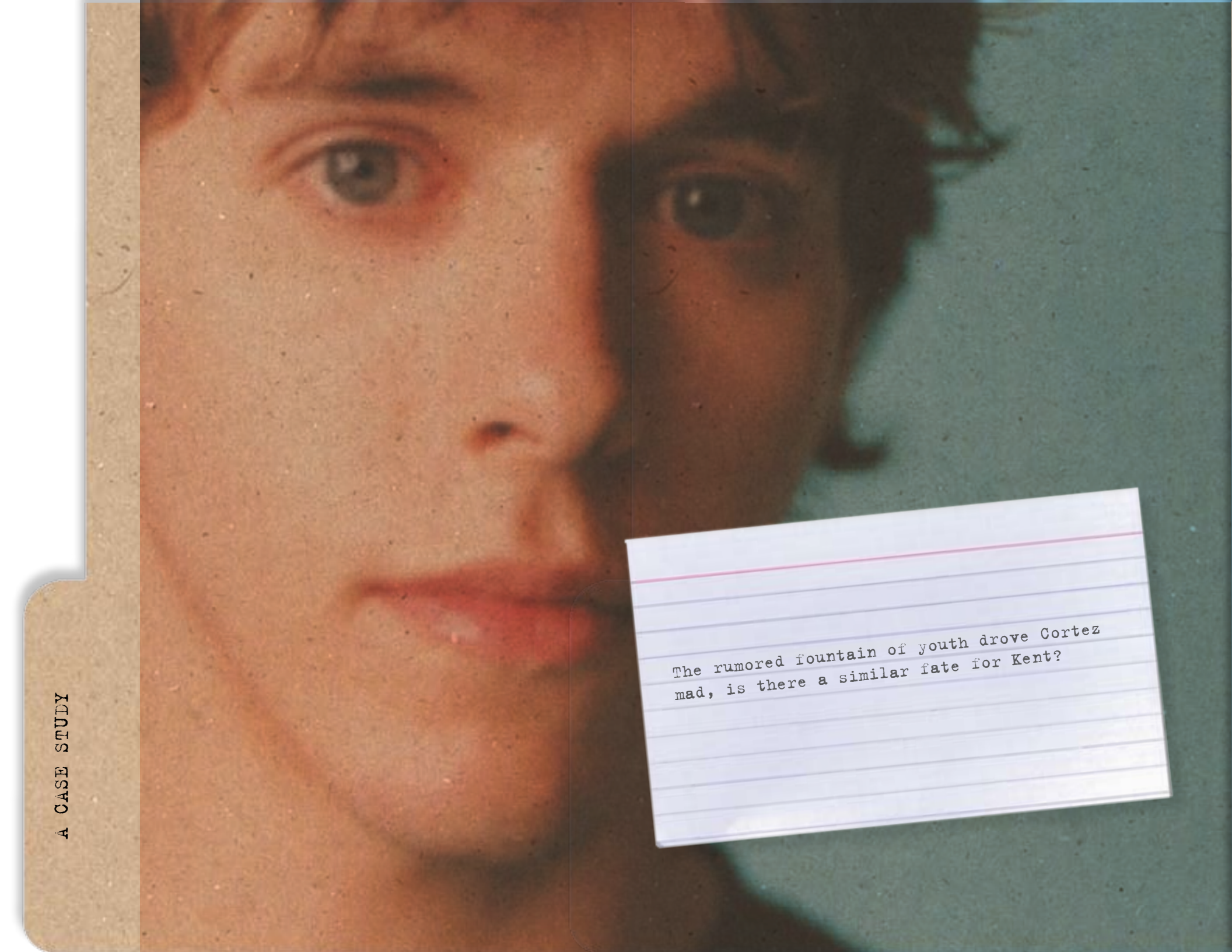
Every chef has a secret.
Every secret has a price.

Every cook has a secret ingredient. From the old lady next door to the head chef at a five star restaurant. They each have a little something extra that sets them apart and keeps their audience intrigued.



A smell, a taste, a story in a small town newspaper they all lead to a series of encounters that are both entertaining and informative.

Kent's quest will lead him across the country. He'll visit farms, ranches, county fairs, restaurants and even individual's homes seeking out the secret knowledge of flavour.



The rumored fountain of youth drove Cortez mad, is there a similar fate for Kent?

The show Secret Ingredients follows a young chef in pursuit of this secret knowledge.

Meet Kent Chase a young Culinary Institute student. Everything changes for Kent one day when a guest chef turns his back on the class to add a secret ingredient to a dish he is preparing. Kent is intrigued and inspired to find her secret ingredient. After graduation he sets out on a journey that takes her across the US in pursuit of his secret.

His journey becomes a food odyssey of mythic proportions. Full of colorful characters and tasty tidbits of food knowledge. He will visit farms, ranches, county fairs and even individual's homes in his pursuit of the most unique items of delectability that America has to offer.

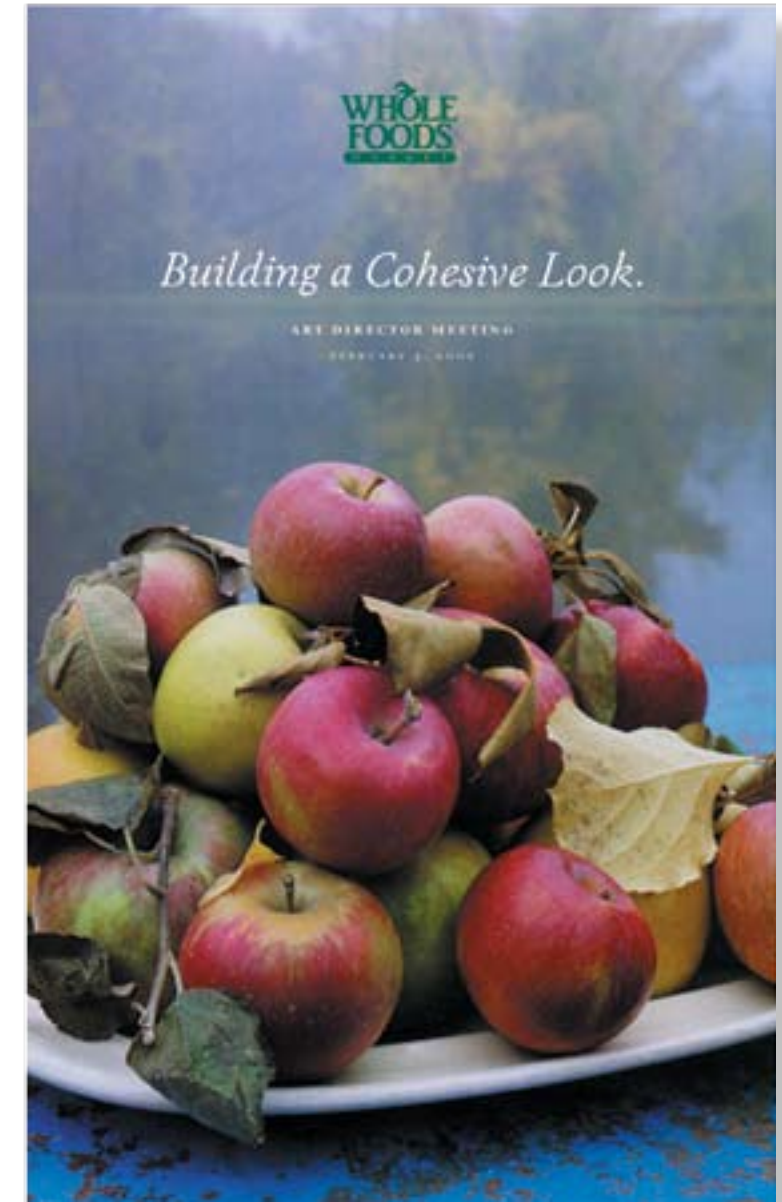
He will encounter many different people — each has a secret ingredient and each poses a unique challenge for him to discover that secret. Everyone claims to have a one. But who really does and how will Kent get it?

A story in a newspaper. A woman selling blue ribbon winning pies at a small town fair. A beekeeper. A sexy massage therapist in Santa Fe. A pork chop. A farmer that raises hogs. One individual leads to another individual that leads to yet another secret ingredient.

The show is sexy, funny and sometimes outrageous. But it is always real and informative. Our host will share the kitchen with the people that he meets.

Sometimes the story is as important as the flavor.

Sometimes the story is the secret ingredient.



The guidelines were created to help the regional marketing departments follow a consistent brand look.

People - PHOTOGRAPHY

Our photographs of people should be natural. Available light. No posing. Let their stories show. Customers are they're passionate about something. Try to capture that. As much as possible, and people, and families will work out better for photographs. If you do need to use a model try to find someone that shops at our store.

We've found that three kinds of people, not mutually exclusive by any means, shop our stores on a regular basis: the locals, the organic and the healthy family (we tried to avoid using well-known). Our product mix is meant to offer these three groups of people the food and other grocery products that they want. We have merchandised the products in the store so that a family can try something we brought in for the organic and vice versa. One thing they all share in common is curiosity.

Our communications should reflect the same approach. Let's not try to have everyone see being the same kind of person. Celebrating diversity is part of what got us here. Let's not forget that. So we'll create some pieces for everyone, and there some pieces for just our group. All of it will encourage a curious person to read us.



The Organic

Very, very committed to eating only organic foods. Likely to spend time with someone that takes an equally organic commitment—raising, organic gardening, reading, alternative medicine, traveling to remote parts of the world.



The Foodie

Taste and preparation are key. Increasingly believing that your food means better tasting food. A person that appreciates, possibly, like a scientist. Very unusual people. Constantly looking for new things, new recipes to try. They love the preparation that goes into a meal, from deciding upon a menu to having the ingredients to standing over a pot, stirring, talking and tasting.



The Healthy Family

They care about their family in every way. Free spirit parents, well-grounded kids. A classroom lesson out of being raised that way. They do things together as a group. They actually sit at the dinner table a few times a week and catch up on each other's lives.

Food - PHOTOGRAPHY

It should look distinctly delicious. Fresh, well prepared, good.

Our food photography should show as much as possible a fully prepared meal. The environment should be warm, simple and natural. A well-worn table, place settings, and atmosphere that you could see yourself using. Avoid looking too high-end, too pretentious. Our customers love food and cooking. These kitchens are comfortable places, places they spend some of their most favorite moments.



Ingredients

Natural lighting schemes. The setting should be natural, maybe a block of stone wall, wood, a bath in the nearby, a small stream in the background.



Prepared Food - Tight Shots

That's something for the family.



Prepared Food - Table Settings

Natural lighting schemes. Place settings should look warm and accessible, not too upscale. A well-worn table and chairs, maybe a fire in the background.

Type

We all have our own distinctive handwriting style. Whole Foods Market's handwriting style is characterized by the typewriter and chosen and the way that we use them. We've selected these that we believe match the tone and beliefs of the company. Like our company we believe that they are authentic, sincere and readable.

Winchester

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*()?<>

Winchester—the best with the company for many years (one of our most trusted "employees" you could say), its soft smile and sense of organization make a great for headlines and subheads.

Meta

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*()?<>

Meta—a low-tone solution, that can help our with subheads and body copy. It is clean, simple and contemporary.

Grace

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*()?<>

Grace's Hand—inspired by Grace Smith's own handwriting who worked at our San Rafael store. Like Grace is a perfect for the many fun announcements, short bursts of copy, and lighter work.

Meta

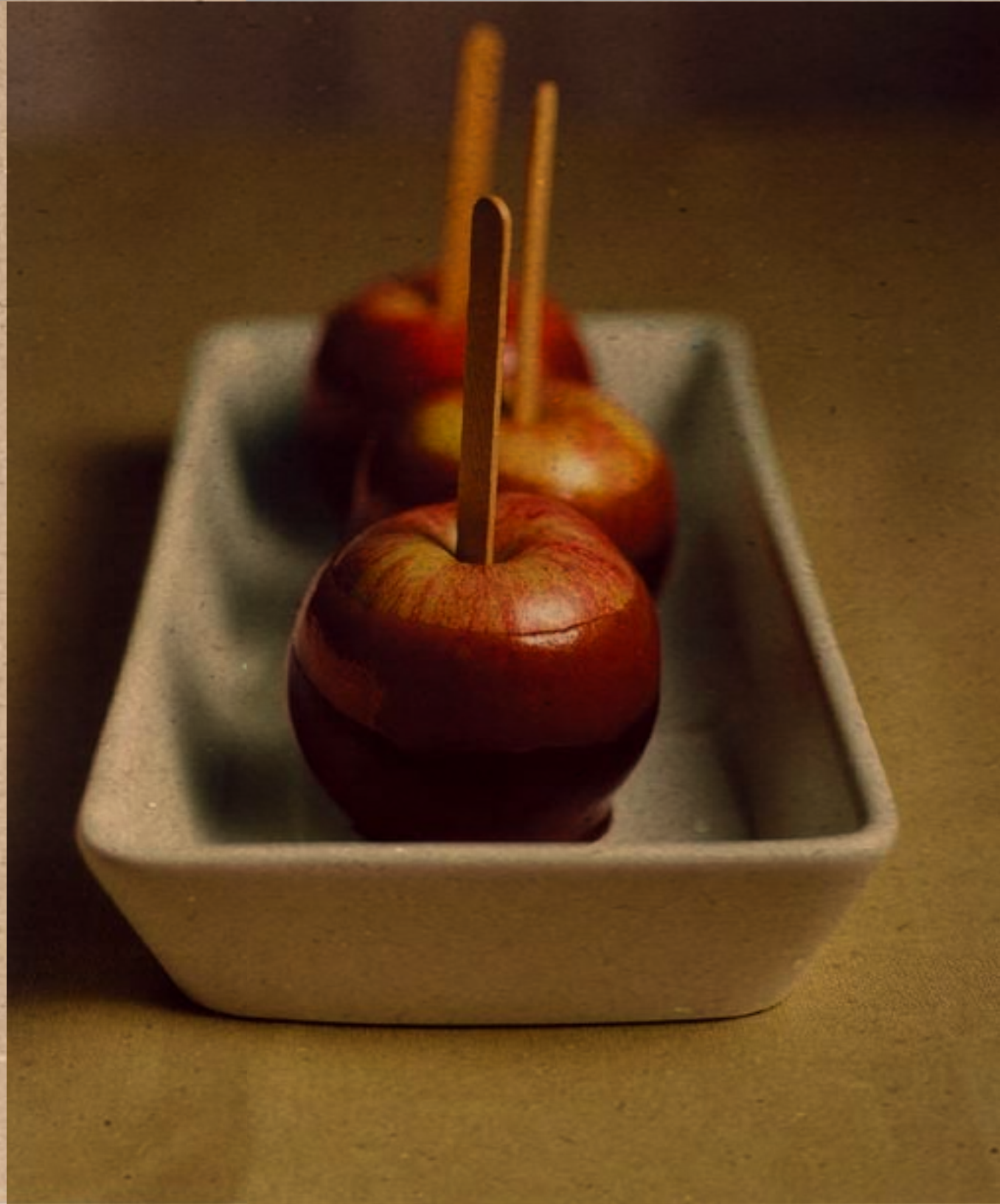
With Meta being the new kid on the block we want to get it to work quickly. Here's an example of how Meta could work in the store, featuring a product that we've used it as a subhead and for body copy.

HEIRLOOM
Tomatoes
Around 1940, hybrid tomatoes began crowding out traditional varieties. Our founder is family farmers for ensuring the survival of these old-world gems.
SALE \$2.99
reg. \$3.99
good through Oct. 31
WOLF FOODS

Gill

HEIRLOOM
Tomatoes
Around 1940, hybrid tomatoes began crowding out traditional varieties. Our founder is family farmers for ensuring the survival of these old-world gems.
SALE \$2.99
reg. \$3.99
good through Oct. 31
WOLF FOODS

THANK YOU



MUSICART.COM