

WholeFoods Magazine
Tip of the Month
August 2021

BE FIRST TO KNOW HOW INDEPENDENT RETAILERS DID THIS YEAR.

GET AN EARLY LOOK WHEN YOU PARTICIPATE IN WHOLEFOODS' 44TH ANNUAL RETAILER SURVEY

By Jay Jacobowitz

The editors at *WholeFoods Magazine* are putting the finishing touches on our *Annual Retailer Survey*, which will go out to our independent retailer readers in early August.

If you'd like to take advantage of the latest, best and most relevant intelligence on independent natural products retailing, please make sure we have your email address so we can include you in the survey questionnaire. Contact us here: editor@wfcinc.com.

This year's survey will begin where last year's left off. We expect to hear more brilliant solutions to dealing with Covid restrictions, keeping employees safe, customers happy, and operations running smoothly.

We also expect to hear much more about how customers obtain products from your store; pick up curbside, receive via an order/delivery app, or just plain UPS and USPS. Will online catalogs and third-party fulfillment be more, or less, popular? Here's what we hope retailers will tell us:

11. How do customers obtain products from your store? (please select all that apply)

- Shop in-person, in-store
- Phone, email, or text orders in
- Use our web site "contact us" area to pre-order products
- Pick up pre-orders, in-store
- Pick up pre-orders, curbside
- Receive via UPS, FedEx, USPS or other common carrier
- Receive via third-party online order/delivery app
- Receive via our delivery employees or contractors
- Receive via our online catalog with e-commerce online payment
- Receive via online order, third-party warehouse fulfillment
- Other (please describe) _____

With retailers of every size and product mix participating in the survey, we expect to find out what the most successful stores did, and perhaps more important, what stores did whose results could have been better.

Participating has its benefits!

To show our appreciation for participating and completing your survey, early next year you'll receive an advance copy summarizing some of the most important findings, ahead of publication in our March, 2022 issue. Getting a jump on this fresh intelligence can put you ahead of the competition, and help ensure a successful year.

44 years and counting

It was 1977 when *WholeFoods Magazine* launched the first natural products industry retail survey. We are pleased and proud to continue to have your trust, and to provide you and your colleagues with the most accurate, in-depth and actionable industry insights. Please make sure to provide your email address to editor@wfcinc.com to make sure you receive this year's survey questionnaire. We look forward to hearing from you! **WF**