

Metcalfe Marketing 2013 in Review

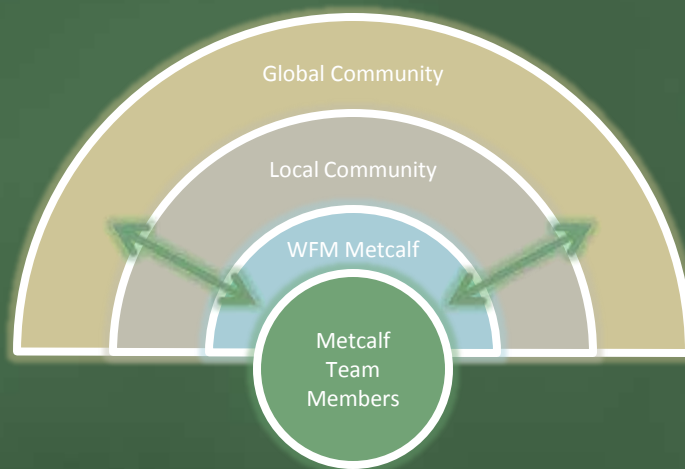
Collective Connections



Collective Connections

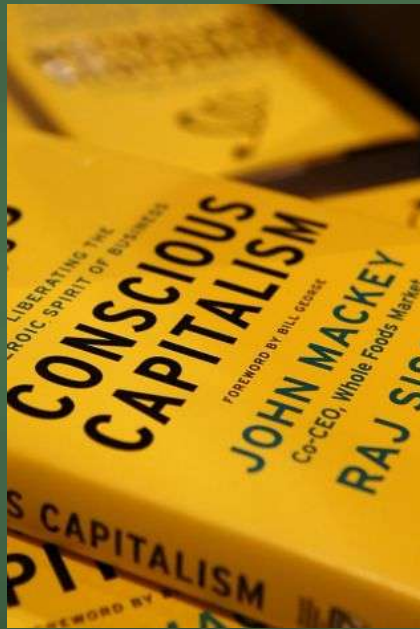
Summary: This year Metcalf Marketing focused on furthering our connection with shoppers, community organizations, and team members to help us to stay ahead of the competition and continue to evolve.

- We expanded our reach from the inside by creating customer experiences that are buzz-worthy and encourage loyalty.
- At the same time, we reached out to our partner organizations in meaningful ways that strengthen the community and our brand image.



In Store Connections

- We revisited our roots and welcomed John Mackey on his *Conscious Capitalism* book tour.
- Mr. Mackey signed more than 70 books during the in store event.
- That evening, we catered receptions for more than 350 people at his Unity on the Plaza speaking engagement. We distributed local Jeff Hanson Better Bags with Whole Deals and Event Calendars inviting people back to our store.



In Store Connections

- We redesigned signage to highlight our differentiation messaging, helping us stand apart from the competition and create a compelling reason to buy beyond taste appeal.



In Store Connections

- We finished installing directional signage after the remodel and added professionally installed case toppers to give our store a polished look and feel.



In Store Connections

- We created new signage that reinforced our image as the natural food industry experts. This signage is geared toward enhancing customer cooking and shopping experiences through education and awareness.



In Store Connections

- Examples of newly installed chalk messaging at Metcalf.



In Store Connections

- We connected customers with charitable causes and one another.



3rd Annual Kitchen Equipment Drive: We have customers and community members who anticipate this annual event and bring in new as well as gently used kitchen supplies to support local youth exiting the foster care program.



SMS High School Orchestra: Students performing in gives them additional experience while inspires audiences, and bringing the community together.

In Store Connections

- We brought people and products together by sharing the story behind our Whole Trade products.



Graphic Artist, Theresa created this 5 ft tall bag of coffee promoting the WPF.



We designed and installed this new window art in Floral.

In Store Connections

- We continued building community by providing opportunities to know your food and where it comes from.



This year we changed the name of our local event to the *Local Foods Festival*. We moved the tents to the north side of the parking lot to connect the event with the store via the patio, and added eating contests and carnival activities. It was the first year we didn't have people trying to drive through our event! Despite an 80% chance of rain, we managed to stay dry and comfortable as we welcomed 26 Local Vendors and hundreds of guests. We comp-ed positive for the week and the day, and the lunch raised \$550+ for Accessible Arts.

In Store Connections

- We provided opportunities for our customers to meet special guests.



Todd Scarborough: Fitness expert and personal trainer who won the title of “Mr. Arkansas” in 1984 at the age of 19 and again in 2003, spoke at Metcalf.



Maneet Chauhan: Food Network's Celebrity Chef joined us on her *Flavors of My World* book tour and presented a live cooking demo in-store.



Lakota Native Americans: We welcomed these **tribal dancers** who performed for us on route to perform in Washington DC.

In Store Connections

- We celebrated local artists and school children.



Community Connections

- We hosted a *Wake Up Wednesday Breakfast* for the Overland Park Chamber of Commerce to bring business professionals into Whole Foods Market, Metcalf and introduce them to our catering options and delicious foods.



We had more than 80 business professionals in attendance for this 1 hour event on Wednesday, June 12th. It was a packed house!

Community Connections

- We utilized our Cooking Studio in partnership with the Kansas City Homes and Gardens Magazine and Somerset Vineyards and Winery to reach further in to the local community and introduce new shoppers to our foods and store.



Whole Food Market Metcalf offered 2 classes that were each featured in *KCH&G Magazine*. From our partnership with KCH&G, we built a partnership with local Somerset Ridge Vineyard and Winery for a wine and chocolate tasting at the Cooking Studio. The wine and chocolate class brought \$685 from registration fees, not including post-event sales. The event received rave reviews, and we followed-up with a sangria class this summer.

Community Connections

- Metcalf Cooking Studio photos featured in *KCH&G Magazine*.



Community Connections

- We helped fill food pantries and feed those in need with the Grab & Give Program by aligning ourselves with the Shawnee Mission School District.



The School District distributed foods to their homeless and in need populations by connecting with students in the schools and delivering foods to them. The school district filled the local food banks that they normally request food from to help further reach into the community. It was an excellent way for us to give back to the community and quickly distribute food to those in need over the winter months. Previously, the food bank we supported did a tremendous job communicating the program and storing the food, but they did not have the capacity to move the food back into the community as quickly as this organization.

Community Connections

- The Shawnee Mission Education Foundation used their contacts and communication tools to further the Grab & Give Program message and help drive donations.



Shawnee Mission Education Foundation
7235 Antioch
Shawnee Mission KS 66204

Non-Profit Org.
U.S. Postage
PAID
Shawnee
Mission,
Kansas
Permit 717

3029 *****AUTO**5-DIGIT 66212 12
WHOLE FOODS MARKET 25
7401 W 91ST ST
OVERLAND PARK KS 66212-2031



2012 Holiday Grab & Give

Donate an all natural meal to a family of 4 for as little as \$5.

Whole Foods Market at 91st & Metcalf
November 1, 2012 - January 1, 2013

This unique opportunity provides meals to the families of the nearly 10,000 Shawnee Mission students who depend on free and reduced lunches.

Together we can fill hearts and stomachs.

Details at: www.wholefoodsmarket.com/service/community-giving-metcalf (Meals will be distributed by SMSD.)



Community Connections

- Our Healthy Eating Specialist, Lisa, attracted a large audience with her tours, classes, newsletters, \$5 Meal Deals, and community partnerships.



We designed a Healthy Eating Hub for use at events when needed. This hub lives at the front of our store.



This Healthy Eating display is at the new Blue Cross Blue Shield Retail location to educate customers and drive traffic to Whole Foods Market.

Community Connections

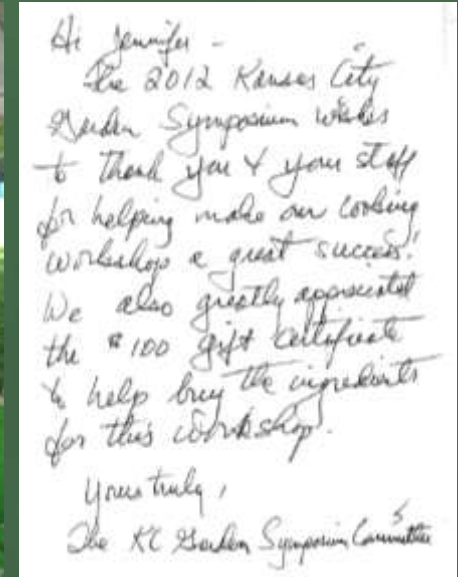
- Gardens grew, and grew and grew as we supported the Whole Kids Foundation and local community groups.



WKF Garden within walking distance of WFM Metcalf.



We provided more than 1,000 Better Bags Cultivate KC's Urban Farms & Gardens Tour.



We hosted Powell Gardens' Symposium at the Cooking Studio.

Community Connections

- We helped our 4 legged friends throughout the year, beginning with Team Member Volunteer Week, 2012.



Metcalf Team Members worked on-site with the Great Plains SPCA animal shelter and at Metcalf to host a **public animal adoption event**. We used social media, our store calendars, bag stuffers, register signage, community resources like the Chamber of Commerce newsletter, in store posters, a press release, and partnered with the Great Plains SPCA to get the word out about the pet adoption, resulting in 9 of the 10 dogs being adopted that day.

Community Connections

- For our Kids Day of Service, we reconnected with our friends at the Great Plains SPCA animal shelter.



This email was waiting in my inbox after the event:

Thanks you to and Lisa for an extraordinary learning experience for our kids (and us adults as well).

We really enjoyed the work we did. I would much rather see well cared for animals and a messy kitchen than the reverse!

As we discussed, Whole Foods has done a remarkable job trying to keep the consumer informed as well as keep their prices affordable (365 brand) so that people who don't have a lot of excess income can still benefit.

We look forward to more opportunities to get out into the world and make a difference. We accomplished a lot in just a couple of hours. Imagine what we could have done with more people or more time...

We provided general maintenance and upkeep, so that the staff could focus on caring for the animals and finding them new homes. Lisa, our Healthy Eating Specialist did an amazing job supporting the event, providing info and healthy eating ideas. It was a great experience for everyone!

•Community Engagement

- Kids Club, Metcalf



Our Kids Club programming continues to thrive both at the Cooking Studio and in store with monthly events.

Community Connections

- Our local community celebrates Whole Foods Market, Metcalf too!



November 16,
2012

Dear Whole Foods Management,

Thanks for your generous donation of eight cases of organic orange juice. We really enjoyed them.

Organic ties in well with walk to school day, where 150 kids walked, even some car and bus riders joined.

And when we finished walking we fueled up for the day with Nature Valley granola bars and juice boxes. Thank you again for being apart of our walk to school day!

Sincerely, Rashal
6th grade
Spanghe
Student Council

SMSD
Shawnee Mission School District
Board of Education

21,000 Lakes Administrative Center • 12100 Astor • Shawnee Mission, Kansas 66204 • Phone (913) 951-4400 • Fax (913) 951-4225 • www.smsd.org

December 15, 2012

Dear Ms. Matarese,

Thank you to you and the Whole Foods organization for providing food to our school district families.

I recently saw a photograph of just one of the deliveries to our Indian Creek location — Wow! The Grab and Give Food program has been such a blessing to our students and their families. Thank you for "giving back" in such a powerful and heart-felt way.

Sincerely yours,
Patty Arick

Getting Students to Success

Superintendent: Dr. David L. ...
Assistant Superintendent: ...
Director of Instruction: ...
Director of Operations: ...
Director of Student Services: ...
Director of Technology: ...
Director of Transportation: ...
Director of Facilities: ...
Director of Safety: ...
Director of Community Relations: ...
Director of Special Services: ...
Director of Career and Technical Education: ...
Director of Early Childhood: ...
Director of Gifted and Talented: ...
Director of International: ...
Director of Learning Technology: ...
Director of Professional Development: ...
Director of Research and Evaluation: ...
Director of Strategic Planning: ...
Director of Title I: ...
Director of Title II: ...
Director of Title III: ...
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