



Retail Insights[®]

NATURAL PRODUCTS INDUSTRY CONSULTING

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In the beginning...



There were crunchy granola heads



And natural foods tasted like...



And then came...



...And the food tasted good.



And the people said...



“Natural foods taste good!”



But most people said...



“Natural foods are too expensive!”



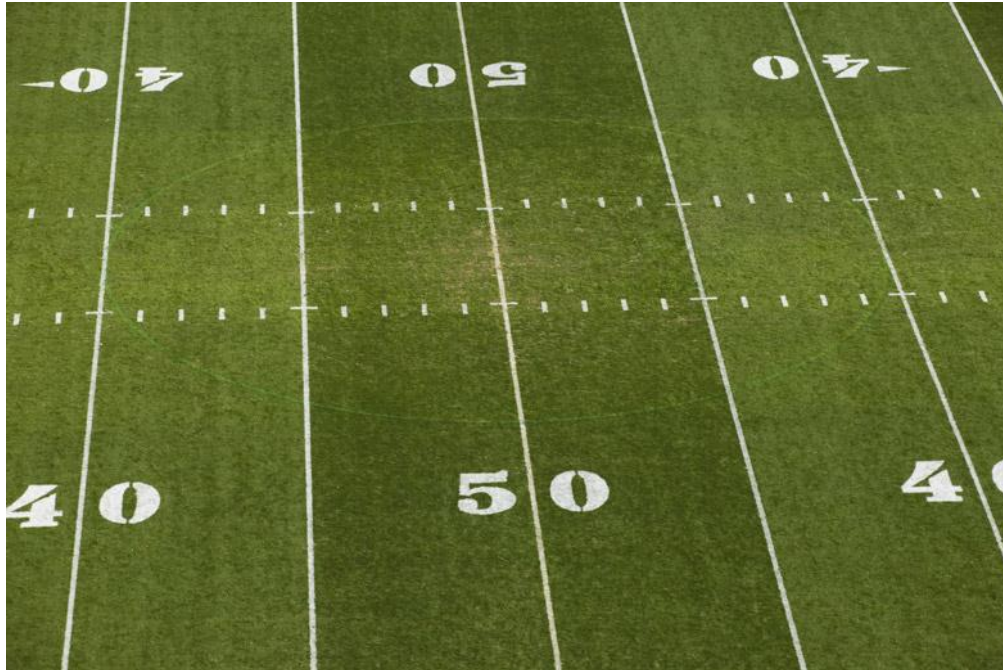
And then came...



Who said, “Everyone can afford natural foods!”



And the new stores realized...



“We don’t need a big center store!”



And they focused on fresh foods



And the culture was changing



“Just say ‘Organic!’”



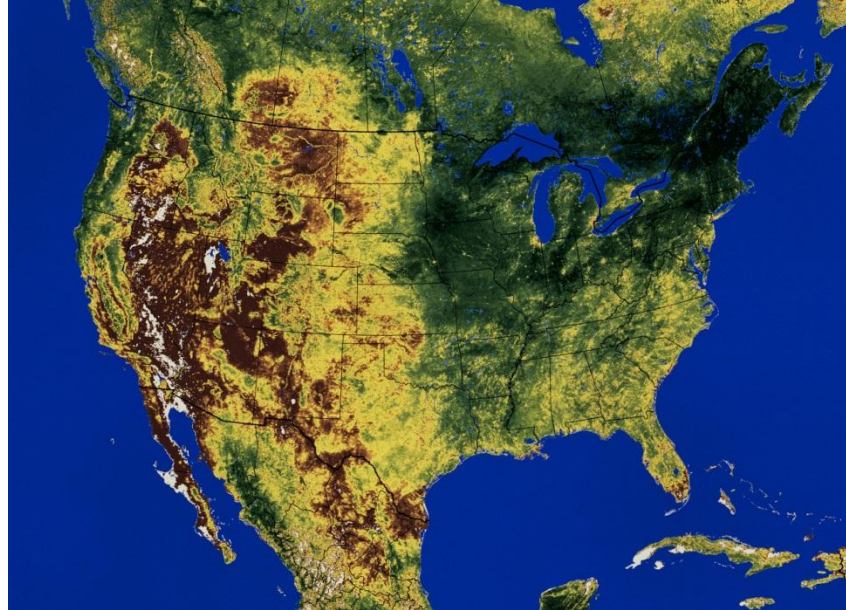
And friends told friends...



“You can afford good fresh food!”



And the new stores said...



“We can build 1,000s of these!”



And traditional supermarkets said..



What are we going to do with...?



And discount stores said...



“We’ll take ‘em!”



And supermarket CEOs said...



“What do we do now?”





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And that's why you're here!

The New Retail Breed

