The Value of Apples

Meghan Diaz
SR Director of Local/Regional Produce

August 17, 2023
Who are we?
- Data Points
- Values
- Behaviors

Our approach
- Partnerships
- Educate, engage, excite
- Pioneers & Migrators

Where we win
- Seasonality & Assortment
- Freshness & Regionality
- Flexibility
- Value
What is Value?

Value is everything that a customer is willing to pay for.

Experience: flavor, discovery, trend

Connection to their values
- Tradition
- Health
- Organic
- Local
- Sustainable
- Environment

Quality & Consistency: reliable, available, longevity (counter life)

Affordability
Owning the Middle

The Price Game
- Playing by their rules
- Focused on market share
- Commoditized
- Crowded
- Making sales

The Value Game
- Create the rules
- Focused on Customer
- Value
- Exclusive
- Creating sales

Owning the Middle
How are we influencing the space to drive more consumption?

Owning our Business
Establish our identity driven by what we want to be for the customer, not what the market dictates

Making price point a fraction, rather than strategy.

Creating demand rather than fighting over it.
OUR BRAND PURPOSE

MAKE AS MUCH MONEY OFF OF YOU AS WE CAN

MILLENNIALS LOVE BRANDS THAT ARE PURPOSE-DRIVEN.

“What if we don’t change at all ... and something magical just happens?”
Think differently about retail, the customer, and the experience.

Don’t compete where you don’t compare. Create your own space.

Let’s not sell a commodity, let’s sell value.

How do you pass your passion down to the customer?
Thank You

Meghan Diaz
SR Director of Local/Regional Produce
meghandiaz@sprouts.com