

# The Value of Apples

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## **Sprouts Farmer Market**



### 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.

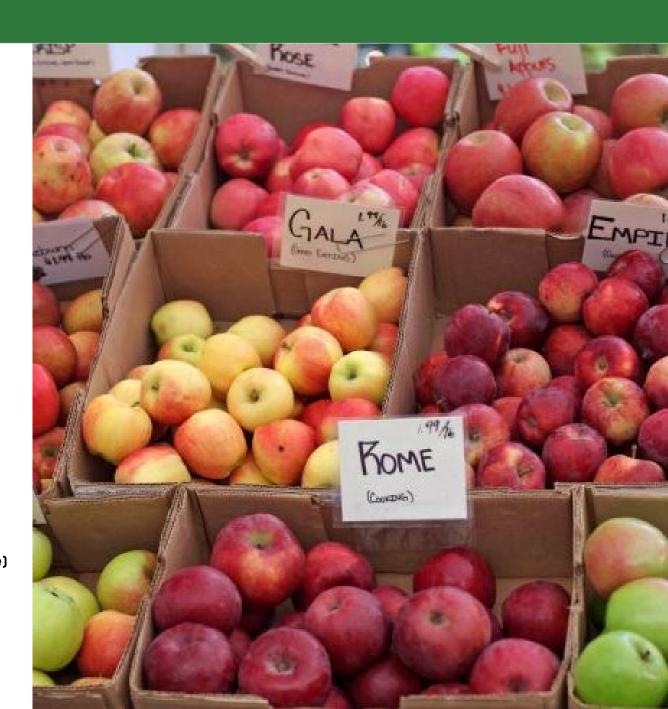
Experience: flavor, discovery, trend

#### **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.



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"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



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