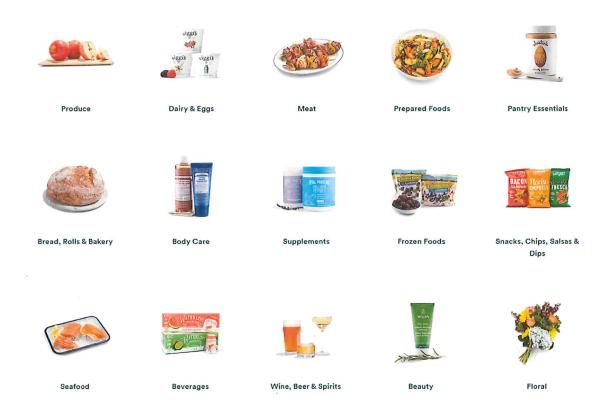
# Whole Foods Market Madison, WI Business Plan

Whole Foods Market is a dynamic leader in the quality food business. WFM is a purpose-driven company that aims to set standards of excellence for food retailers. We serve and support a local experience. The unique character of each store is a direct reflection of a community's people, culture, and cuisine. We celebrate and strengthen each community through employment, investment in local non-profits and a conscious commitment to our local producers.

WFM Madison's alcohol program will focus on off premise package sales. On premise alcohol service will initially be limited to special events, such as wine and cheese tasting events.

## **Store Departments**



#### **WFM Eateries**

- Pizza
- Sushi
- Burgers
- Chef's Case Rotation Assortment of Ready to Eat Prepared Foods
- Self Service Hot and Salad Bar

### **Store Amenities**

Grocery Delivery & Pickup Order what you need on Amazon.com, delivered to you or picked up at your store. Prime members only.

Website

Cakes and Custom Cakes Our bakery offers a variety of ready-made cakes and desserts, plus custom cake services.

Website

Custom Floral Arrangements We'll take your ideas to beautiful. You take them home Amazon Returns Return eligible Amazon orders for free, no box or label needed.

Website

Beer, Wine & Spirits

**Butcher's Cut Room** 

our expert butchers.

Fresh cuts prepared in-store by

Tend at the best full bar -

Amazon Hub – Locker+ Get Amazon packages delivered and drop-off returns for free at a fully-staffed kiosk. Hot & Salad Bar Customizable seasonal entrées, salads and sides with keto- and paleo-friendly options.

Certified Cheese Professional Get crumbly, tangy, creamy advice from an expert. Savor your perfect pairing. Check with store for available hours.

Gardening Expert
Learn gardening best practices.

Freshly Baked Breads Some breads baked in-house, never bleached flour, always high-quality ingredients: a.k.a. the best of bread.

Café Seating Lunch meetings, people watching, you time.



#### Get to know your store.

Store Team Leader — Paul Sigmund

Stop by to find expert team members ready to help you pick the best produce, local products from makers near you and, oh yeah, all the groceries you know and love, from organic fruits and vegetables to sustainable seafood. There's so much more in-store. See you soon.

