

LES DOSSIERS

GRANDE CONSO



Whole Foods New-York (USA)

[Janvier 2018]

GUARANTEED

LES DOSSIERS
GRANDE CONSO

éditions
DAUVERS



Designed around your voice.

amazon

12:45

Charger with Lightning

The display stand is a multi-tiered unit with a glass top. It features three shelves of Echo products: the top shelf has blue Echo Dot boxes, the middle shelf has blue Echo Show boxes, and the bottom shelf has orange Echo Show boxes. The stand is on a blue base with the Amazon logo and the slogan "Designed around your voice." Below the stand, a digital display shows the time "12:45" and "Charger with Lightning".



RANTS

RETURNS ONLY

amazon

The counter area is a light-colored wooden structure with a white top. It features a central monitor displaying a green screen, a payment terminal, and a small sign that says "RETURNS ONLY". A black shopping basket is on the counter. In the background, a woman is working behind the counter, and another person is using a scanner. An "amazon" logo is visible on the wall behind the counter.



Amazon Echo products on a shelf.

The shelf is located under the counter and contains several Amazon Echo products, including Echo Show and Echo Dot devices, arranged in rows.



NEW
LOWER
PRICE

WHOLE FOODS MARKET + amazon

Everyday Savings

Grown in CALIFORNIA

Organic White Sweet Potatoes

Very pale yellow flesh with a mildly sweet flesh. A nutritious substitute for potatoes.

WHOLE FOODS MARKET + amazon

\$1.99

Everyday Savings

Grown in CALIFORNIA

Organic Purple Stokes Sweet Potatoes

Purple skin and bold purple flesh intensifies when cooked. Drier, denser and richer taste that is not cloyingly sweet.

WHOLE FOODS MARKET

\$1.99

Everyday Savings

WHOLE FOODS MARKET + amazon



PRODUCE BUTCHER

BRING US YOUR
PRODUCE

PICK A CUT



JULIENNE



MINCED



SLICED



DICED



CHOPPED

READY TO
COOK!

BRING US YOUR
PRODUCE

PICK A CUT

JULIENNE

MINCED

SLICED

DICED

CHOPPED

READY TO
COOK!

CLOSED

SELF SERVE

SELF SERVE





Organic
Organic Portobello
Mushrooms
\$5.99

Truffles for display
ONLY
PLEASE DO NOT TOUCH
OR TAKE ANY TRUFFLES

Organic
Black Truffle
Mushrooms
\$34.99

Organic
Chanterelle
Mushrooms
\$19.99

Organic
Organic Mushroom
Medicine
\$19.99

Organic
Organic Cremini
Mushrooms
\$5.99

Organic
Organic Oyster
Mushrooms
\$7.99

Organic
Chanterelle
Mushrooms
\$19.99

**A GUIDE TO OUR
Mushrooms**

- White**
From the forest, the white mushroom is a classic. It has a mild, earthy flavor and a soft, tender texture.
- Portobello**
A large, flat-topped mushroom with a thick, meaty stem. It has a rich, earthy flavor and a slightly chewy texture.
- Chanterelle**
A small, trumpet-shaped mushroom with a ruffled, wavy edge. It has a bright, fruity flavor and a firm, slightly crunchy texture.
- Shiitake**
A large, flat-topped mushroom with a thick, meaty stem. It has a rich, earthy flavor and a slightly chewy texture.
- Wood Ear**
A small, ear-shaped mushroom with a firm, slightly crunchy texture. It has a mild, earthy flavor and is often used in soups and stir-fries.
- Crimini**
A small, bell-shaped mushroom with a slightly wrinkled cap. It has a mild, earthy flavor and a soft, tender texture.



L'Observatoire des programmes de fidélité de 100 enseignes de la grande conso

fid scope

2017 ? 2018

Cumul d'achat

Reconnaissance client

Promotion

- Quels sont les avantages les plus utilisés parmi les enseignes ?
- Qui chouchoute le plus ses clients en termes de générosité ?
- A quoi ressemble la carte de fidélité idéale ?
- Comment les programmes de fidélité ont-ils évolué ?

Le Fidéloscope 2017-2018 répond à toutes ces questions et bien d'autres encore...

les programmes fidélité

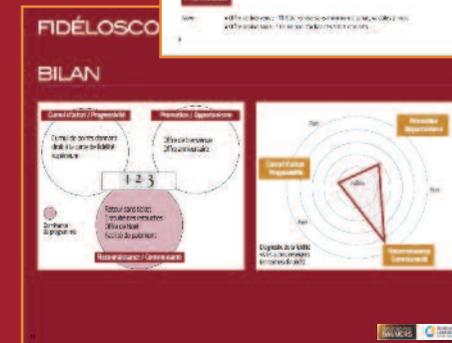
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COMMERCE**
PARTAGE & PROSPECTIVE

Whole Foods Market®

FIREHOOK BAKED CRACKERS
**Assorted Firehook Baked
Crackers**

\$7.99

8.0 OZ
89905500024

Unit Price: \$15.98 PER POUND

Non
GMO



Baked Crackers

SEA SALT

No preservatives. No trans fats.
Ingredients: wheat flour, honey, yeast, salt,
olive oil
contains: wheat

Nutrition Facts

Baked Crackers

SEA SALT

No preservatives. No trans fats.
Ingredients: wheat flour, honey, yeast, salt,
olive oil
contains: wheat

Baked Crackers

SEA SALT

BAKERY

EXIT

ESCALATOR

DOWN



Whole Foods Market
Corns

Whole Foods Market
48 Gruyere Reserve
Creamy white Swiss cheese with
a nutty, pungent flavor. Traditional
gruyere cheese.

Sale
Alpha Tolman
\$18.99

Whole Foods Market
Made in FRANCE
FROMAGERIE PACCARD
Raclette

\$3.10 \$5.99
\$5.99

Flavors for the Moment
Organic 5
The Jam Star
Tamarind Flavored
Sauce
Sale
\$23.99 lb



WHOLE
FOODS
MARKET
+
amazon

Chobani
Greek
Yogurt
NEW LOWER PRICE
99¢
5.3 OZ
NEW LOWER PRICE
\$1.19

Microwave Easy Eggs
9.16 oz / 271ml

sistema TO GO™
Made in New Zealand
Phthalate & BPA free

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Microwave Easy Eggs

sistema TO GO™
Made in New Zealand
Phthalate & BPA free

LOAD LIMIT - LIMITE DE CHARGES

Non GMO \$6.01 \$1.99

Non GMO \$6.01 \$1.99

BROWN COW
WHOLE MILK YOGURT
NON GM Project VERIFIED
VANILLA

BROWN COW
CREAM TOP
WHOLE MILK YOGURT
VANILLA
5.3 OZ (150g)

BROWN COW
CREAM TOP
WHOLE MILK YOGURT
VANILLA
5.3 OZ (150g)

BROWN COW
CREAM TOP
WHOLE MILK YOGURT
VANILLA
5.3 OZ (150g)

Non GMO \$3.29 \$1.09



UNIT PRICE
\$2.99
PER POUND

RETAIL PRICE
99¢

CHOBANI
Strawberry Greek Yogurt NF
DAIR
UNFI 1512565 12
89470001004
print01/11/18

New Lower Price

WHOLE FOODS. + amazon

WAS **\$1.19** NOW **99¢**

UNIT PRICE
\$2.99
PER POUND

RETAIL PRICE
99¢

CHOBANI
Pineapple Greek Yogurt LF
DAIR
UNFI 1512243 12
89470001010
print01/11/18

New Lower Price

WHOLE FOODS. + amazon

WAS **\$1.19** NOW **99¢**

UNIT PRICE
\$2.99
PER POUND

RETAIL PRICE
99¢

CHOBANI
Rasbery Greek Yogurt NF
DAIR
UNFI 1512557 12
89470001012
print01/11/18

New Lower Price

WHOLE FOODS. + amazon

WAS **\$1.19** NOW **99¢**

Parce que

VOTRE TEMPS est PRÉCIEUX

Une fois par mois



20' POUR SAVOIR et comprendre

LA VEILLE **GRANDE CONSO** DE RÉFÉRENCE

SIGNAUX ECO/CONSO

Démographie – Emploi – Epargne – Inflation
Pouvoir d'achat – Indicateurs macro-éco
Achats des ménages – Tendances conso
Etudes socio

RETAIL FRANCE

Le suivi des enseignes :
résultats, performances, benchmark, etc.

RETAIL WORLD

Le suivi des principales enseignes
européennes et mondiales.



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