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Proudly Sharing the Story Behind Your Food.

*Whole Foods Market® Rocky Mountain Region Partners With Boulder's Vermilion to Tell
Their Story of "Good Food Matters"*

BOULDER, Colo. (October 10, 2013) – Whole Foods Market® Rocky Mountain Region is introducing "Good Food Matters," a comprehensive in-store program to engage shoppers in the incredible story and values behind their food. Developed with Boulder agency Vermilion (www.vermilion.com), *Good Food Matters* shares the story that knowing where your food comes from is an important aspect in understanding how it nourishes you and your family.

"We recognized an opportunity to bring consumers deeper into the narrative and value of Whole Foods Market" says Ben Friedland, Executive Marketing Coordinator for the Rocky Mountain Region. "Bringing extraordinary quality food to your table is a commitment that we take very seriously. We have direct relationships with the farmers and producers behind your food. We know where it was raised, how it was treated, and we're able to choose local partners whenever possible. *Good Food Matters* captures these core values that are shared by both our business and our shoppers."

Developed with Vermilion, the *Good Food Matters* visuals and messages engage consumers with in-store signs and take-home touchpoints like shopping bags and department butcher paper. Supporting the business' employee training, back-of-the-

house signage and department-specific apron cards encourage employee pride and advocacy by sharing unique facts and story points related to *Good Food Matters*.

“It’s about distilling the compelling story Whole Foods Market already owns—and adding personality to the telling,” according to Vermilion’s Creative Director, Paul DesRosiers. “With expanding competition in the natural grocery space, we wanted to engage shoppers in how truly unique the Whole Foods Market promise is. We’ve all heard the ‘whole paycheck’ line, and aside from being hyperbole it overlooks the really incredible value and values you find in the partnerships and products at Whole Foods Market. We want to help shoppers have the language to express why their grocery choice makes a positive difference and aligns with their values.”

The *Good Food Matters* program is being introduced throughout the Rocky Mountain Region, which includes stores in Colorado, Kansas, New Mexico, Utah, and Idaho.

About Whole Foods Market:

Founded in 1980 in Austin, Texas, Whole Foods Market® (www.wholefoodsmarket.com) is the leading retailer of natural and organic foods and America’s first national “Certified Organic” grocer. In fiscal year 2012, the Company had sales of approximately \$12 billion and currently has 349 stores in the United States, Canada, and the United Kingdom. Whole Foods Market employs approximately 74,000 team members and has been ranked for 16 consecutive years as one of the “100 Best Companies to Work For” in America by *Fortune* magazine.

About Vermilion:

Boulder based Vermilion is an integrated marketing and advertising agency. For over 30 years, Vermilion has been growing the good by providing distinctive and effective solutions to a wide range of clients, focusing on better-for-you natural products, nonprofits, educational institutions, and civic organizations. The 25-person firm is known for its work for Rudi’s Organic and Gluten-Free Bakeries, Celestial Seasonings, IZZE Beverage Company, Beforeplay.org, Via Mobility Services, Robert Wood Johnson Foundation, and Whole Foods Market. For more information visit www.vermilion.com.