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Onesixtyfourth's CultureQ Research Highlights Millennials' Love of Trader Joe's

Quality and attention to detail elevate the brand profile of a quirky specialty retailer

New York, August 21, 2012 – New research from CultureQ, branding consultancy Onesixtyfourth LLC's ongoing research initiative to monitor sentiment and cultural shifts among Millennials in the U.S. and the UK, finds surprising brand strength among urban Millennials for Trader Joe's, the quirky specialty retailer, on a par with big-name brands like Apple, Ford, and Nike and social media giants like Facebook and Twitter.

"Looking at the Q2 data of our CultureQ research, it's interesting that Trader Joe's has cultivated an eclectic, cult-like following among Millennials, particularly those that we have identified as trend setters and early adopters," said Anne Bahr Thompson, Founding Partner of Onesixtyfourth. "It seems they love everything about Trader Joe's – or TJ's, as many call it – from its products to its employees to its kitschy store design. The result is an intimate connection with the brand."

Qualitatively, [CultureQ](#) data shows that many Millennials are drawn to the humor and casualness of the brand: the Hawaiian staff shirts, the quirky product names, and the easy-going yet efficient way staff relate to customers. They also love the brand's natural and organic offerings. All of this crafts a brand position for TJ's as a neighborhood staple, especially for young urbanites. Interestingly, rather than devalue the brand, the fact that it is a national chain brings Millennials a sense of security. Overall, Trader Joe's formula is one trend setters and early adopters can easily relate to.

The first Trader Joe's opened in 1967, and has expanded into a small grocery store empire of over 350 stores in some 31 states. And all the while, Trader Joe's has retained its quirky vibe and "neighborhood feel despite being a chain," as one CultureQ participant reflects.

"Despite its 45-year history, Trader Joe's appears to have a unique and admirable appeal with many Millennials, and our early adopter participants who offered insights on the grocer largely perceive the chain as catering to their own generation," said Ms. Thompson. "Trader Joe's feels like it's theirs. Its food offerings are inexpensive, interesting, and delicious, and most importantly, the brand is hip and cool in that elusive offbeat and alternative way."

CultureQ is available as a subscription service with opportunities for customization. Subscribers will receive quarterly updates on the ongoing research with Millennials and also periodic research with other socio-demographic groups across the U.S. and the UK. For more information about CultureQ, visit www.onesixtyfourth.com.

About Onesixtyfourth

Onesixtyfourth is a trend-based brand planning consultancy and strategy boutique that helps organizations connect more meaningfully with their audiences and leverage the power of their brands. Onesixtyfourth delivers actionable strategies and expert advice and support to senior management teams in the development and implementation of brand strategies that are designed to be readily integrated with existing business goals and objectives and deliver tangible results across the organization.

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