**** ********* Ave.
Falls Church, VA 22042
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March 22, 2006

Customer Service
Trader Joe's
117 Kendrick Street
Suite 700
Needham, MA 02494

Dear Customer Service,

I am writing regarding your outstanding grocery stores. There is a Trader Joe's just down the street from my office – making it very convenient for me to drop in regularly. The first few times I went there I wasn't really sure what to get. It's not a regular grocery store and I found myself walking around but not really finding anything I wanted or needed.

Then one day I got a Trader Joe's "catalog" in the mail. I was flipping through it and discovered that there were all kinds of interesting things that I might like. I went back to the store and tracked down the things I was looking for. Ever since then I've been hooked.

Maybe I'm just a dope, but from my perspective there's a small hurdle to get over before you really find the value of Trader Joe's. That catalog I got in the mail was very helpful and caused me to go in looking for a few specific items. Since then I've had no trouble finding things I like.

I enjoy your selection of cereals – they seem healthy and affordable. I get flowers for my wife from time to time and she appreciates that. The inexpensive wine is always fun to try. We get organic whole milk for our daughter there and while the organic milk is more expensive we find that Trader Joe's has a good price. I have found some great frozen or refrigerated meals that are easy to put together.

Overall, I'm very satisfied but I do have one complaint. I can't manage to get through the checkout line without buying one of those chunks of chocolate that you have baskets of. That's killing me! I would probably be frustrated, but appreciate it in the long run, if you could somehow be sold out of the chocolate more often.

I should tell you that I'm writing this letter in conjunction with an online experiment. I am posting my letters and any responses I receive in my blog, which is located at www.bubbashout.com/service. The purpose of the experiment is to see what kind of customer service I get as a result of sending letters and emails to companies whose products and services I use. I'm not really expecting a response to this letter – but if you send one and you prefer that I don't post it to my blog, just let me know and I'll keep it private.

Sincerely,

Andy Rankin