



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Fresh Fields Records

NMAH.AC.1367

Andrea Bishop and Eric Ross

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Collection Overview

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| Repository: | Archives Center, National Museum of American History |
| Title: | Fresh Fields Records |
| Date: | 1993-2000 |
| Identifier: | NMAH.AC.1367 |
| Creator: | Dobrow, Joe (Donor) Fresh Fields (Creator) Whole Foods Market (Creator) |
| Extent: | 4 Cubic feet (11 boxes) |
| Language: | English . |

Administrative Information

Acquisition Information

Collection donated by Joe Dobrow, 2016.

Processing Information

Collection processed by Eric Ross, intern and Andrea Bishop, intern, 2018.

Preferred Citation

Fresh Fields Records, 1993-2000, Archives Center, National Museum of American History.

Restrictions

Collection is open for research but is stored off-site and special arrangements must be made to work with it. Contact the Archives Center for information at archivescenter@si.edu or 202-633-3270.

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Biographical / Historical

Whole Foods Market was founded in Austin, Texas, in 1980, as an early experiment in natural foods grocery stores. During the 1990s, it bought or merged with several other natural foods stores. Fresh Fields launched its first store in May of 1991 in Rockville, Maryland. It did well and expanded rapidly with additional stores opening in 1992 and 1993 eventually expanding to 22 stores nationwide by 1996. That year, it was purchased by Whole Foods Market for \$135 million in stock with most of the existing Fresh Fields stores eventually being converted to Whole Foods Markets.

Scope and Contents

The collection consists of the internal records of the Fresh Fields natural foods supermarket in its first years, before and after the time in which it merged with Whole Foods Market. It includes alphabetized subject files on such topics as advertising strategy, budgeting, promotions, branding, pricing, presentation, launches of new stores, credit card usage, rewards programs, etc.: correspondence; advertisements; memoranda; reports, including annual reports; statistics; financial documents; store magazines; internal company newsletters; press kits and press releases; studies and surveys; and miscellany.

Arrangement

The collection is arranged into one series.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Branding (Marketing)
- Food industry and trade
- Grocery trade
- Natural foods
- Natural foods industry

Types of Materials:

- Advertisements -- 20th century
- Annual reports -- 20th century
- Correspondence -- 20th century
- Financial records -- 20th century
- Magazines (periodicals) -- 20th century
- Memorandums -- 20th century
- Newsletters -- 20th century
- Press releases
- Reports -- 20th century
- Statistics -- 20th century

Places:

- Austin (Tex.)
- Maryland -- 1980-2000
- Rockville (Md.)
- Texas -- 20th century

Container Listing

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| Box 1, Folder 1 | Advertisements, 1994-1998 |
| Box 1, Folder 2 | Advertisements - Ann Arbor, 1997-1998 |
| Box 1, Folder 3 | Advertisements - Midwest, 1997 |
| Box 1, Folder 4 | Advertising Analysis, 1996 |
| Box 1, Folder 5 | Advertising Guidelines, 1996 |
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| Box 1, Folder 8 | Analysis, 1994-1997 |
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| Box 1, Folder 10 | Annual Reports, 1998-1999 |
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| Box 1, Folder 20 | The Case for Customer Specific Marketing, 1995-1997 |
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