



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Fresh Fields Records

NMAH.AC.1367

Andrea Bishop and Eric Ross

Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
archivescenter@si.edu
<http://americanhistory.si.edu/archives>

Table of Contents

Collection Overview	1
Administrative Information	1
Arrangement.....	2
Scope and Contents.....	2
Biographical / Historical.....	1
Names and Subjects	2
Container Listing	3

Collection Overview

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

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

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

Geographic Names:

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

Container Listing

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
Box 1, Folder 6	Advertising Strategy, 1994-1996
Box 1, Folder 7	Amex Mailing, 1999
Box 1, Folder 8	Analysis, 1994-1997
Box 1, Folder 9	Analysis - Old Fresh Fields, 1995-1996
Box 1, Folder 10	Annual Reports, 1998-1999
Box 1, Folder 11	Annual Stockholders Report, 1999
Box 1, Folder 12	Baltimore Grand Opening, 1996
Box 1, Folder 13	Benefits, 1995-1999
Box 1, Folder 14	Best Customer Walk-Throughs, 1997
Box 1, Folder 15	Biscayne Grand Opening, 1999
Box 1, Folder 16	Budget, 1994-1995
Box 1, Folder 17	Budget, 1995-1996
Box 1, Folder 18	Budget - Mid-Atlantic, 1998
Box 1, Folder 19	Cannibalization Studies - Whole Foods, 1996-1997
Box 1, Folder 20	The Case for Customer Specific Marketing, 1995-1997

Box 1, Folder 21	CCMI - Consumer Card Marketing, Inc, 1995
Box 1, Folder 22	CD Branded Credit Card, 1997
Box 1, Folder 23	CD Cards, 1999
Box 1, Folder 24	Center City Grand Opening, 1997
Box 2, Folder 1	Chart Book Index, 1994
Box 2, Folder 2	Chart Book Index, 1994
Box 2, Folder 3	Chicago, 1994
Box 2, Folder 4	Chicago Pricing Initiative, 1995-1996
Box 2, Folder 5	Collateral, 1995-1999
Box 2, Folder 6	Coupon Analysis, undated
Box 2, Folder 7	Coupon Lists, Charts, 1994-1999
Box 2, Folder 8	Coupon Predictions, 1993-1996
Box 2, Folder 9	Coupon Redemption Reports, 1993
Box 3, Folder 1	Coupon Redemption Reports, 1994
Box 3, Folder 2	Coupon Redemption Reports, 1995
Box 3, Folder 3	Coupon Redemption Reports, 1996
Box 3, Folder 4	Coupon Redemption Reports, 1997
Box 3, Folder 5	Coupon Redemption Reports, 1998
Box 4, Folder 1	Coupon Redemption Reports, 1998
Box 4, Folder 2	Coupon Redemption Statistics, 1995-1997
Box 4, Folder 3	Coupons, 1993-1996
Box 4, Folder 4	Credit Card Usage, 1997

Box 4, Folder 5	Crossover Issue, 1995
Box 4, Folder 6	DCI - Dynamic Controls, Inc., 1995
Box 4, Folder 7	D.C. Price Change, 1996
Box 4, Folder 8	Decay Trees, 1994-1998
Box 4, Folder 9	Decile Reports, 1996-1999
Box 4, Folder 10	Direct Mail History, 1999
Box 4, Folder 11	Direct Mail Pieces, 1993-2000
Box 4, Folder 12	Direct Marketing Analysis, 1994-1995
Box 4, Folder 13	Elston Avenue Raffle, 1994
Box 4, Folder 14	External Value Added, 1999
Box 4, Folder 15	Evanston Door-to-Door, 1995
Box 4, Folder 16	Exceptional!, 1999
Box 5, Folder 1	Flavors #2, 1998-2000
Box 5, Folder 2	Flavors Magazine, 1998
Box 5, Folder 3	Flavors Magazine, 1999
Box 5, Folder 4	Fresh Fields Brochures, undated
Box 5, Folder 5	<i>Fresh Fields Magazine</i> , 1995-1996
Box 5, Folder 6	<i>Fresh Fields Magazine</i> , 1995-1996
Box 5, Folder 7	Fresh Fields - WholeFoods.com, undated
Box 5, Folder 8	<i>Fresh News Newsletter</i> , 1993-1995
Box 5, Folder 9	<i>Fresh News Newsletter</i> , 1996-1997

Box 5, Folder 10	Fresh Off Our Chests, 1996
Box 5, Folder 11	<i>Fresh Off the Press Newsletter</i> , 1996
Box 5, Folder 12	Fresh Shopper Analysis, 1993-1994
Box 5, Folder 13	Fresh Shopper Card Use Statistics, 1994-1996
Box 5, Folder 14	Fresh Shopper Charges - Mid-Atlantic, 1998-1999
Box 5, Folder 15	Fresh Shopper Materials, 1995-1997
Box 5, Folder 16	Fresh Shopper Materials, 1997-1999
Box 5, Folder 17	Fresh Shopper Program, 1993-1994
Box 5, Folder 18	Fresh Shopper Schematic, undated
Box 6, Folder 1	Fresh Shopper Quantitative Research, 1999
Box 6, Folder 2	Fresh Shopper Rewards - Advertisements and Promotional Materials, 1997
Box 6, Folder 3	Fresh Shopper Rewards - Analysis, 1996-1997
Box 6, Folder 4	Fresh Shopper Rewards - Analysis, 1997-1999
Box 6, Folder 5	Fresh Shopper Rewards - Brochures, 1997
Box 6, Folder 6	Fresh Shopper Rewards - Costs, 1998
Box 6, Folder 7	Fresh Shopper Rewards - Customer Feedback, 1998-2000
Box 6, Folder 8	Fresh Shopper Rewards - Kill Campaign, 1999
Box 6, Folder 9	Fresh Shopper Rewards - Maps, 1998
Box 6, Folder 10	Fresh Shopper Rewards - Materials, 1997-1999
Box 6, Folder 11	Fresh Shopper Rewards - Midwest Correspondence, 1997-1999
Box 6, Folder 12	Fresh Shopper Rewards - Midwest Materials, 1998-1999
Box 6, Folder 13	Fresh Shopper Rewards - Pre-Post Study, 1998

Box 6, Folder 14	Fresh Shopper Rewards - Presentations, 1996-1999
Box 6, Folder 15	Fresh Shopper Rewards - Random Customer Analysis, 1997-1998
Box 6, Folder 16	Fresh Shopper Rewards - Reports, 1994-1999
Box 6, Folder 17	Fresh Shopper Rewards - 600-1000 Point Promotion, 2000
Box 6, Folder 18	Fresh Shopper Rewards - Training, 1998
Box 6, Folder 19	Gaithersburg Closing, 1997
Box 7, Folder 1	Grand Opening Materials, 1993-1998
Box 7, Folder 2	Grand Store Openings, 1994-1997
Box 7, Folder 3	Greenwich Grand Opening, 1995
Box 7, Folder 4	Hanging Tag Literature, undated
Box 7, Folder 5	Health and Fitness Expo, 1998
Box 7, Folder 6	Health and Fitness Fairs, 1994
Box 7, Folder 7	In-Store Literature, undated
Box 7, Folder 8	Kashi Study, 1994
Box 7, Folder 9	Kids' Koupon Club, 1995-1996
Box 7, Folder 10	Los Angeles Advertising Analysis, 1996-1999
Box 7, Folder 11	Lapsed Customer Statistics, 1993-1994
Box 7, Folder 12	Lapsed Customer Survey, undated
Box 7, Folder 13	Loyalty Marketing Presentation Materials, 1996-1999
Box 8, Folder 1	Manhasset Grand Opening, 1996
Box 8, Folder 2	Market Imaging Mock-ups, 1994

Box 8, Folder 3	Marketing Plans, 1995-1997
Box 8, Folder 4	Marketing Presentation, undated
Box 8, Folder 5	Marketing Program Data Book, 1991-1994
Box 8, Folder 6	Marketing Program Data Book, 1994
Box 8, Folder 7	Memorandas, 1993-1999
Box 8, Folder 8	Merchandising, 1996
Box 8, Folder 9	Name tag, undated
Box 8, Folder 10	New Jersey Door-to-Door, 1995
Box 8, Folder 11	New Jersey Grand Openings, 1995
Box 8, Folder 12	Odwalla Tangerine Juice Mailer, 1998
Box 8, Folder 13	Organizational Structure, undated
Box 8, Folder 14	Performance Index, 1998-1999
Box 9, Folder 1	Perspective on Shoppers, 1995
Box 9, Folder 2	Positioning, undated
Box 9, Folder 3	Press Kit Originals, undated
Box 9, Folder 4	Press Releases, 1994-1995
Box 9, Folder 5	Presentation on Marketing to Northeast Region, 1997
Box 9, Folder 6	Pricing Promotional Policy, 1994
Box 9, Folder 7	Private Label, 1996
Box 9, Folder 8	Product and Marketing Team, 1998
Box 9, Folder 9	Research, 1995
Box 9, Folder 10	Rockville Move, 1994

Box 9, Folder 11	Reston Grand Opening, 1995
Box 9, Folder 12	Sales Studies, 1993-1998
Box 9, Folder 13	Seattle Grand Opening, 1999
Box 9, Folder 14	Springfield Analysis, 1998
Box 9, Folder 15	Staff Lists, 1993-1997
Box 9, Folder 16	Statistics, 1994
Box 9, Folder 17	Store Lists, 1996
Box 9, Folder 18	Store-Specific Marketing and Special Events, 1993-1994
Box 9, Folder 19	Surveys, 1994
Box 9, Folder 20	Supermarket Math, 1993
Box 9, Folder 21	Television, 1993-1995
Box 9, Folder 22	Tender Analysis, 1993
Box 9, Folder 23	Thanksgiving Sales Analysis, 1993-1994
Box 9, Folder 24	To Do Lists, 1995-1997
Box 9, Folder 25	Top 50 items, 1995
Box 10, Folder 1	Tribal Gathering, 1997
Box 10, Folder 2	Value-Added Program, undated
Box 10, Folder 3	Vienna Grand Opening, 1996
Box 10, Folder 4	Whole Foods Annual Meeting, 1997
Box 10, Folder 5	WholeFoods.com, 1998-1999
Box 10, Folder 6	Whole Journeys, 2000

Box 10, Folder 7	WholePeople.com, 1999
Box 10, Folder 8	Whole People Rewards - Double Discount Days, 1999-2000
Box 10, Folder 9	Whole People Rewards - 5000 Point Mailer, undated
Box 10, Folder 10	Whole People Rewards - Materials, 1999-2000
Box 10, Folder 11	Whole People Rewards - Michigan Launch, 1999
Box 10, Folder 12	Whole People Rewards - Profit and Loss, 1999-2000
Box 10, Folder 13	Whole People Rewards - Processes and Procedures, undated
Box 10, Folder 14	Whole People Rewards - Projections and Modeling, 1998-2000
Box 10, Folder 15	Wolf Trap, 1997
Box 10, Folder 16	Wynnewood Grand Opening, 1995
Box 10, Folder 17	Zip Codes, 1994-1997
Box 11, Folder 1	Advertisements, 1994-1998
Box 11, Folder 2	Press Kit Originals, undated
Box 11, Folder 3	Fresh Fields Market, Inc Fact Sheet, 1995
Box 11, Folder 4	Stow Mills Flyer, 1996
Box 11, Folder 5	Americana Grand Opening, undated
Box 11, Folder 6	Wolf Trap, undated