

## Buying Thanksgiving groceries at Whole Foods? Bring your whole paycheck

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis.**

Whole Foods Market Inc. may lose ground in its effort to shed its “Whole Paycheck” image this Thanksgiving.

A group of 20 common items used in the holiday feast was priced at \$87.91 at Whole Foods versus \$72.28 at Trader Joe’s, according to a Bloomberg Intelligence study. The 22 percent higher cost at Whole Foods is bigger than the 0.9 percent gap it had with Trader Joe’s on a similar basket of items last year. Still, both chains were less expensive than Fresh Market Inc., where the Thanksgiving meal cost \$101.83.

The study shows Whole Foods has more work to do if it wants to better compete with mainstream grocers, which are increasingly selling natural and organic goods. . . .

“Whole Foods has to remain diligent that they stay within that tolerance level of what people are expecting in terms of value for price,” said Jennifer Bartashus, a Bloomberg Intelligence analyst who led the study.

While Whole Foods hasn’t gotten rid of its image as an expensive market, it’s making some progress. Green beans, garlic and cream of mushroom soup were cheaper at Whole Foods than at Trader Joe’s. However, if Whole Foods shoppers opt for an organic turkey, the Thanksgiving dinner basket costs \$107.52.

**Read full, original post:** [Whole Foods’ Pricey Thanksgiving Dinner Reinforces High-Cost Image](#)