



Jeff Jackson
Application Activity 2: Retailer Collage



Cooking has always been a passion for me. I have been doing so ever since I was tall enough to see over the stove. It started with scrambled eggs, and today, as you can see, I enjoy smoking my own BBQ. Every good chef knows that great meals start with great ingredients. Whole Foods has always represented quality in my families opinion. It may cost a little more but you get what you pay for, and Whole Foods is always consistent.



Walking through the produce area takes me back to being a boy when my family had a garden in the back yard. There is nothing better than fresh fruits and vegetables. I remember picking strawberries and “stringing” string beans. It was certainly a lot of work but well worth it. When you have grown something from seed to harvest, you trust it. I feel that trust at Whole Foods.

Ah Yes! Fresh seafood! Again, I am taken back to a time when I was a first mate on a charter boat in Destin Florida. Seeing some of the species of fish I caught when I was fishing like Grouper, and Red Snapper creates a bond between my memories and Whole Foods Market. Variety and quality like this are to be considered a dream come true for any serious seafood lover.



Grill time was always guy time for me and my dad. Whenever it was possible for us to have dinner together, it usually came off the grill. My father was excellent on the grill and passed his talents and secrets off to me. I always get my meats from WFs whenever possible, and I always think about my dad and the good times we had grilling together when I do.



One of my favorite things about walking into Whole Foods is being delightfully surrounded by the fragrant essence of fresh herbs. It reminds me of my first restaurant job where I learned to prepare Italian cuisine. I recall the chef teaching me how tarragon goes well with the eggs used to make a Shrimp Limonene and how a chiffonade of basil must be rolled tightly but not so tightly as to bruise the basil.





This last slide is the most important one of all. It's about family and spending time together on holidays like Christmas and wonderful events like birthdays. In my family, food is love. It is usually at the center of every get-together, holiday, and movie night. That being said we don't mess around when we go to cook something whether it's a grilled cheese sandwich or smoked prime rib. It is a passion that runs through every member of my family. I've never thought about it, but I have so many wonderful memories that are connected with Whole Foods through the amazing meals that we have prepared and shared together as a family. Some of the most special times in my life have been spent cooking soup with my mother and making waffles with my nephew. It seems that food is one of the things that brings my family happily together more than anything else. When I walk into a Whole Foods Market, I smile because I know that something special is about to happen!