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DAVE **Intelligencer** / NEW YORK CITY COUNCIL

New Yorkers Will Have to Start Paying for Plastic Bags This Fall

By Joe DeLessio



This will soon cost a nickel. Photo: Joe Clark/This content is subject to copyright.

As expected, New York's City Council [passed a bill](#) today will add a five-cent surcharge onto paper and plastic bags at supermarkets and shops in an effort to reduce waste and encourage customers to bring their own bags from home instead. It was all but guaranteed to pass once City Council Speaker Melissa Mark-Viverito [said last week](#) that she'd back it. The bill, which also had the support of Mayor de Blasio, passed by a 28–20 vote and will [take effect](#) on October 1.

goop

Prepared By: Quantum Corp.



Recently Mayor DeBlasio introduced a five cent tariff on bags taxing New Yorkers. This has left many New Yorkers in the dark on checkout lines guessing how many bags to buy in advance of checkout. We are inspired by Mayor DeBlasio's eco-conscious coupling initiative, and see an opportunity to improve the shopping experience. Eco-Goop will allow New Yorkers

at Whole Foods to purchase a year of plastic bags upfront. Eco-Goop enrollment will cost Whole Foods patrons a one time fee of \$100 dollars per year. As Whole Foods grows across the Country this will allow stores to offset any type of value commodity price fluctuations hedging against risk throughout the year providing customers premium Amazon deals. The Company will also offer special ticket deals for motion picture and related events on a point by point basis. Eco-Goop bag funds will be packaged into an Equity Luxury Food (Elf) fund to be managed under Whole Foods Market (WFM). Elf mutuals will do a variety of important things. From Whole Foods Market's prospective Elf mutuals will not only hedge against commodity market risk, but will allow Whole Foods Market to grow across the United States. Elf mutual metrics will play a decisive role when Whole Foods begins to asses new locational opportunities. Last year Whole Foods Market did approximately \$17Billion dollars in sales. Breaking those metrics down, if each customer spent \$100 dollars per trip to Whole Foods we can assume that on average Whole Foods had over 17Million customers. So if the customer bought \$100 dollars worth of groceries they were expected to have used at least 10 bags. 10 bags times 17Million customers is 170Million bags. The State of New York has a population of approximately 25Million. So as everyone can begin to see Eco-Goop becomes a substantial opportunity. Gweneth Paltrow's company Goop is the inspiration behind the Eco-Elf Whole Foods project.

The Company is proud to be apart this potential Goop, Whole Foods Market, and Amazon partnership. We look forward to continuing the trend of building new innovative market opportunities.

