

Whole Foods says it'll lower prices, but at a cost

By Julie R. Thomson, Huffington Post

Whole Foods Market, also known as the place where you can spend your entire life savings on a couple of bags of groceries, is working on cutting its prices – but that could affect the number of products it stocks on its shelves. This is a big shift for the company, which just a couple of years ago admitted to overcharging its customers.

The change is inspired by a continued drop in sales growth. One of the reasons sales are hurting is because other grocery chains are upping their organic options, cutting into Whole Foods' market. Another reason is because of the way the chain operates.

Whole Foods Market, unlike some other national grocers, operates regionally. Rather than centralize its products for purchase and distribution in one location, it works out of 11 U.S. regions.

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