

Amazon will begin lowering prices at Whole Foods

By Zlati Meyer, USA Today

Following the news that Amazon.com's acquisition of Whole Foods Market received FTC approval, Amazon announced that it is striving to make Whole Foods more affordable for the average consumer.

Amazon, which is acquiring the organic-heavy supermarket chain for \$13.7 billion, announced that starting Monday, the day the deal closes, it will cut prices on a range of various staples.

They will include Whole Trade bananas; organic large brown eggs, avocados, baby kale, baby lettuce and Gala and Fuji apples; "animal-welfare-rated" 85 percent lean ground beef; organic "responsibly-farmed" salmon and tilapia; creamy and crunchy almond butter; organic rotisserie chicken and its generic organic butter.

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