



## INSIDE THE BULLSEYE

### "My very first job was in a local grocery store, and I've had a passion for food ever since."

This from Anne Dament, our [freshly announced](#) SVP of Merchandising, who'll lead our food reinvention. No surprise here, but she packs some serious food cred, with more than 19 years of industry experience across Safeway, Supervalu and ConAgra Foods. Most recently, Anne was at PetSmart. And this job brings her back home to Minnesota. (That local grocery store she mentioned? Kowalski's in St. Paul.)

#### This "food reinvention" ... tell me more

Sure. We're in the midst of totally repositioning our Food business. Today, Food makes up more than 20% of our sales with lots of room to grow. Right now, our guests just shop for food while they're at Target; it's not *why* they come. If we can turn that around and even inspire guests to make just one more food trip *every three months*, that'll add up to a cool \$2.5 billion in incremental annual sales. No small potatoes.

## BEYOND THE HEADLINE

### Our take: On-call shifts

In the last couple of days, Target and other retailers have been [asked to answer](#) questions about a staffing practice called "on-call shifts," where employees call in for their work schedules just hours before they start. It potentially violates a New York law. So ... do we use on-call shifts?

#### The long and short of it: Nope.

It's just *not* something we do. Schedules for our field teams drop 10 days in advance. If changes need to happen – from Target's end or a team member's – leaders and individuals work together to figure it out, taking team member availability and the business need into account. Because, you know, [#WeGotThis](#).

## TRENDING

### Let's get festival

Last Friday, fans flocked to the kickoff for Coachella, the two-week-long annual music and arts festival in Indio, California, known for its major boho-chic influence on fashion. Retailers, including Target, H&M and even Sephora have jumped on the festival trend to appeal to style-conscious concert-goers and stay-at-homers alike.

#### How do we know what's cool?

To keep tabs on emerging trends, members of Target's Product Design & Development team scour the world, looking for inspiration to translate into products guests will love. That includes events like Coachella, which helped inspire the festival style of our [Mossimo Supply Co. assortment](#). We're also showing guests how to pull together their own Coachella-worthy looks on social and sharing a little Coachella love from [top style influencers](#) (and friends of Target).

Have feedback? Ideas? Info we should include? Email [TGT.News](#).

Who got this? All HQ team members worldwide.

April 14, 2015