

Case Study**Diversity at Wegmans**

East coast grocer Wegmans views diversity as more than just a legal or moral obligation or business necessity—to them it is a business opportunity.* Diversity is part of Wegmans everyday culture and viewed as something that enables them to be the very best at serving the needs of all customers. The company strives to attract and retain a workforce that reflects different backgrounds, experiences, and viewpoints and mirrors the communities in which it operates.*

Wegmans believes that to be a great place to shop, they must first be a great place to work. Wegmans looks to hire people who love food and who have a natural propensity to serve and good skills working with the public. Wegmans emphasizes diversity in hiring to refresh stores with new ideas. The workforce includes people from a wide variety of backgrounds, from high school students to retired professionals. Corporate values including respect, caring, empowerment, and high standards have helped the company repeatedly appear on *Fortune's* list of the 100 Best Companies to Work For (the company was ranked number 2 in 2017).

Questions

1. In what ways can diverse employees contribute to Wegmans' business performance?
2. What types of diversity do you think Wegmans should focus on? Why?
3. What are the downsides, if any, of building a diverse workforce?