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Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

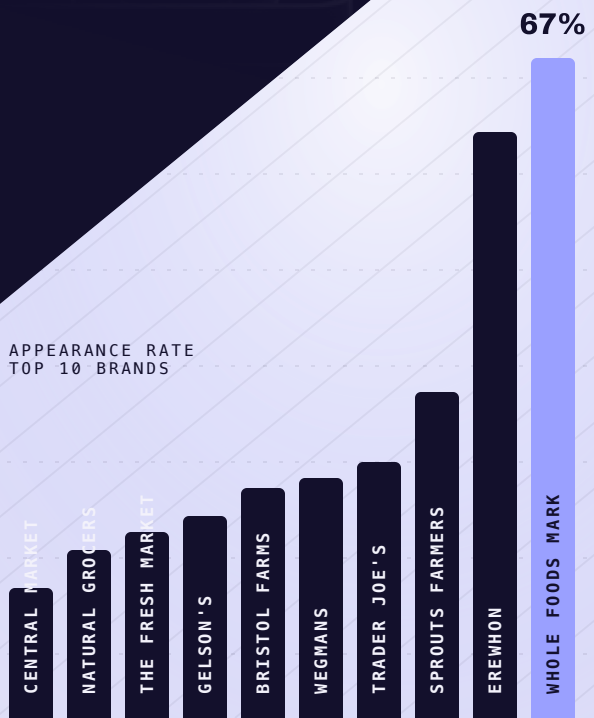
PREMIUM GROCERS INDEX 2.0

Which grocers AI engines name
288 AI answers · November 6 to 7, 2026

Measured :
November 6 to 7, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 18 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

No sole leader is established. Erewhon is within its margin.

Whole Foods Market: 193/288 returned four-engine answers (67.0%; 95% interval 61.4–72.2%). The two leading intervals overlap; no sole leader is established.

Version 2. This version replaces the first version of this study, first published July 1, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

67%
of answers named Whole Foods Market, the most-named (193 of 288)

26
tracked brands named at least once (of 26)

42.9%
of Google searches showed an AI Overview (18 of 42)

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

Whole Foods Market

Whole Foods Market: 193/288 returned four-engine answers (67.0%; 95% interval 61.4–72.2%). The two leading intervals overlap; no sole leader is established.

NAMED FIRST

102/288 (35.4%)

Erewhon was the first brand named in 102 of 288 answers, more than any other tracked brand. Its average first position was 2. Whole Foods Market was named first in 92 of 288.

GEMINI SKEW

56/72 (77.8%)

Gemini named Erewhon in 56 of 72 answers. The other engines named it in 33 to 43 of 72.

OWN-SITE CITATIONS

42/288 (14.6%)

Whole Foods Market's own domains were cited in 42 of 288 grounded answers, more than any other tracked brand. Sprouts Farmers Market followed at 27 of 288. 5 of 26 tracked brands had 0 of 288.

AIO TRIGGER

18/42 (42.9%)

Google AI Overviews appeared on 18 of 42 searches (CI 29.1–57.8%). On the other 24, no overview was shown.

AIO LEADER

11/18 (61.1%)

Whole Foods Market was the brand named most often in AI Overviews, at 11 of 18, followed by Erewhon at 10 of 18 (55.6%). In the four-engine set, Whole Foods Market was named in 193 of 288 answers (67%).

TOP DOMAIN

35/288 (12.2%)

yelp.com received the most citation links, 162 of 2,429 (6.7%), but appeared in only 35 of 288 grounded answers (12.2%). tastingtable.com appeared in the most answers, 78 of 288 (27.1%), and en.wikipedia.org in 68 (23.6%).

02 THE LEADERBOARD

Which brands AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	Whole Foods Market	67.0%	193/288
2	Erewhon	59.4%	171/288
3	Sprouts Farmers Market	33.0%	95/288
4	Trader Joe's	26.0%	75/288
5	Wegmans	24.3%	70/288
6	Bristol Farms	23.3%	67/288
7	Gelson's	20.5%	59/288
8	The Fresh Market	18.8%	54/288
9	Natural Grocers	17.0%	49/288
10	Central Market	13.2%	38/288
11	Lazy Acres	12.5%	36/288
12	Eataly	10.4%	30/288
13	Pressed Juicery	9.4%	27/288
14	Lassens	8.3%	24/288
15	Citarella	6.9%	20/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 288 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,429 citations. Question 2 names Erewhon and Whole Foods Market, so those counts include up to 12 answers each that name them by design. Removing this Core question naming tracked subjects leaves 276 eligible answers. The top two are Whole Foods Market (181/276) and Erewhon (159/276); their order does not change.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Whole Foods Market**	193/288	**67%**	61.4–72.2%	2.1	14.6% (42/288)	1.9%
2	**Erewhon**	171/288	**59.4%**	53.6–64.9%	2	7.3% (21/288)	0.9%
3	**Sprouts Farmers Market**	95/288	**33%**	27.8–38.6%	2.9	9.4% (27/288)	1.1%
4	**Trader Joe's**	75/288	**26%**	21.3–31.4%	3.8	1.7% (5/288)	0.2%
5	**Wegmans**	70/288	**24.3%**	19.7–29.6%	3.5	3.8% (11/288)	0.5%
6	**Bristol Farms**	67/288	**23.3%**	18.8–28.5%	3.3	4.9% (14/288)	0.6%
7	**Gelson's**	59/288	**20.5%**	16.2–25.5%	3.2	8.7% (25/288)	1%
8	**The Fresh Market**	54/288	**18.8%**	14.7–23.7%	3.6	3.8% (11/288)	0.5%
9	**Natural Grocers**	49/288	**17%**	13.1–21.8%	2.7	4.9% (14/288)	0.6%
10	**Central Market**	38/288	**13.2%**	9.8–17.6%	3.8	0.7% (2/288)	0.1%
11	**Lazy Acres**	36/288	**12.5%**	9.2–16.8%	4.2	1.4% (4/288)	0.2%
12	**Eataly**	30/288	**10.4%**	7.4–14.5%	2.8	1% (3/288)	0.1%
13	**Pressed Juicery**	27/288	**9.4%**	6.5–13.3%	2.1	2.4% (7/288)	0.4%
14	**Lassens**	24/288	**8.3%**	5.7–12.1%	4	1% (3/288)	0.1%
15	**Citarella**	20/288	**6.9%**	4.5–10.5%	3.2	1.4% (4/288)	0.2%
16	**Mother's Market**	20/288	**6.9%**	4.5–10.5%	4	0.7% (2/288)	0.1%
17	**Zabar's**	20/288	**6.9%**	4.5–10.5%	3.3	2.1% (6/288)	0.2%
18	**Kreation**	19/288	**6.6%**	4.3–10.1%	2.4	0.7% (2/288)	0.1%
19	**Juice Press**	18/288	**6.3%**	4–9.7%	2.6	0.7% (2/288)	0.1%
20	**Moon Juice**	14/288	**4.9%**	2.9–8%	2.6	0% (0/288)	0%
21	**Jamba**	13/288	**4.5%**	2.7–7.6%	1.2	0.3% (1/288)	0%
22	**Juice Generation**	12/288	**4.2%**	2.4–7.1%	1	1% (3/288)	0.1%
23	**Clean Juice**	10/288	**3.5%**	1.9–6.3%	2.4	0% (0/288)	0%
24	**Joe & the Juice**	9/288	**3.1%**	1.7–5.8%	3.9	0% (0/288)	0%
25	**Earth Bar**	6/288	**2.1%**	1–4.5%	2.5	0% (0/288)	0%
26	**Eli's Market**	6/288	**2.1%**	1–4.5%	3.8	0% (0/288)	0%

02 THE LEADERBOARD

Question group: Luxury grocery

72 returned four-engine answers to this group's 6 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Erewhon	60/72	83.3%	73.1–90.2%	52
2	Gelson's	47/72	65.3%	53.8–75.2%	0
3	Whole Foods Market	43/72	59.7%	48.2–70.3%	6
4	Bristol Farms	42/72	58.3%	46.8–69.0%	0
5	Eataly	30/72	41.7%	31.0–53.2%	4
6	Citarella	20/72	27.8%	18.8–39.0%	1
7	Zabar's	20/72	27.8%	18.8–39.0%	9
8	The Fresh Market	13/72	18.1%	10.9–28.5%	0
9	Trader Joe's	10/72	13.9%	7.7–23.7%	0
10	Central Market	9/72	12.5%	6.7–22.1%	0
11	Lazy Acres	8/72	11.1%	5.7–20.4%	0
12	Wegmans	7/72	9.7%	4.8–18.7%	0
13	Eli's Market	6/72	8.3%	3.9–17.0%	0
14	Lassens	2/72	2.8%	0.8–9.6%	0
15	Mother's Market	2/72	2.8%	0.8–9.6%	0
16	Sprouts Farmers Market	1/72	1.4%	0.2–7.5%	0
17	Clean Juice	0/72	0.0%	0.0–5.1%	0
18	Earth Bar	0/72	0.0%	0.0–5.1%	0
19	Jamba	0/72	0.0%	0.0–5.1%	0
20	Joe & the Juice	0/72	0.0%	0.0–5.1%	0
21	Juice Generation	0/72	0.0%	0.0–5.1%	0
22	Juice Press	0/72	0.0%	0.0–5.1%	0
23	Kreation	0/72	0.0%	0.0–5.1%	0
24	Moon Juice	0/72	0.0%	0.0–5.1%	0
25	Natural Grocers	0/72	0.0%	0.0–5.1%	0
26	Pressed Juicery	0/72	0.0%	0.0–5.1%	0

02 THE LEADERBOARD

Question group: Organic grocery

60 returned four-engine answers to this group's 5 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Whole Foods Market	57/60	95.0%	86.3–98.3%	44
2	Erewhon	43/60	71.7%	59.2–81.5%	14
3	Sprouts Farmers Market	41/60	68.3%	55.8–78.7%	0
4	Trader Joe's	27/60	45.0%	33.1–57.5%	0
5	Natural Grocers	22/60	36.7%	25.6–49.3%	2
6	Lazy Acres	14/60	23.3%	14.4–35.4%	0
7	Wegmans	14/60	23.3%	14.4–35.4%	0
8	Mother's Market	13/60	21.7%	13.1–33.6%	0
9	Gelson's	8/60	13.3%	6.9–24.2%	0
10	Bristol Farms	7/60	11.7%	5.8–22.2%	0
11	Lassens	7/60	11.7%	5.8–22.2%	0
12	Central Market	6/60	10.0%	4.7–20.1%	0
13	The Fresh Market	4/60	6.7%	2.6–15.9%	0
14	Citarella	0/60	0.0%	-0.0–6.0%	0
15	Clean Juice	0/60	0.0%	-0.0–6.0%	0
16	Earth Bar	0/60	0.0%	-0.0–6.0%	0
17	Eataly	0/60	0.0%	-0.0–6.0%	0
18	Eli's Market	0/60	0.0%	-0.0–6.0%	0
19	Jamba	0/60	0.0%	-0.0–6.0%	0
20	Joe & the Juice	0/60	0.0%	-0.0–6.0%	0
21	Juice Generation	0/60	0.0%	-0.0–6.0%	0
22	Juice Press	0/60	0.0%	-0.0–6.0%	0
23	Kreation	0/60	0.0%	-0.0–6.0%	0
24	Moon Juice	0/60	0.0%	-0.0–6.0%	0
25	Pressed Juicery	0/60	0.0%	-0.0–6.0%	0
26	Zabar's	0/60	0.0%	-0.0–6.0%	0

02 THE LEADERBOARD

Question group: Health food stores

48 returned four-engine answers to this group's 4 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Sprouts Farmers Market	44/48	91.7%	80.4–96.7%	5
2	Whole Foods Market	41/48	85.4%	72.8–92.8%	21
3	Trader Joe's	28/48	58.3%	44.3–71.2%	0
4	Natural Grocers	27/48	56.3%	42.3–69.3%	11
5	Erewhon	19/48	39.6%	27.0–53.7%	11
6	Lassens	15/48	31.3%	19.9–45.3%	0
7	Lazy Acres	13/48	27.1%	16.6–41.0%	0
8	Wegmans	12/48	25.0%	14.9–38.8%	0
9	The Fresh Market	6/48	12.5%	5.9–24.7%	0
10	Mother's Market	5/48	10.4%	4.5–22.2%	0
11	Bristol Farms	1/48	2.1%	0.4–10.9%	0
12	Central Market	0/48	0.0%	0.0–7.4%	0
13	Citarella	0/48	0.0%	0.0–7.4%	0
14	Clean Juice	0/48	0.0%	0.0–7.4%	0
15	Earth Bar	0/48	0.0%	0.0–7.4%	0
16	Eataly	0/48	0.0%	0.0–7.4%	0
17	Eli's Market	0/48	0.0%	0.0–7.4%	0
18	Gelson's	0/48	0.0%	0.0–7.4%	0
19	Jamba	0/48	0.0%	0.0–7.4%	0
20	Joe & the Juice	0/48	0.0%	0.0–7.4%	0
21	Juice Generation	0/48	0.0%	0.0–7.4%	0
22	Juice Press	0/48	0.0%	0.0–7.4%	0
23	Kreation	0/48	0.0%	0.0–7.4%	0
24	Moon Juice	0/48	0.0%	0.0–7.4%	0
25	Pressed Juicery	0/48	0.0%	0.0–7.4%	0
26	Zabar's	0/48	0.0%	0.0–7.4%	0

02 THE LEADERBOARD

Question group: Smoothie and juice bars

60 returned four-engine answers to this group's 5 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Erewhon	31/60	51.7%	39.3–63.8%	19
2	Pressed Juicery	27/60	45.0%	33.1–57.5%	10
3	Kreation	19/60	31.7%	21.3–44.2%	1
4	Juice Press	18/60	30.0%	19.9–42.5%	0
5	Moon Juice	14/60	23.3%	14.4–35.4%	0
6	Jamba	13/60	21.7%	13.1–33.6%	12
7	Juice Generation	12/60	20.0%	11.8–31.8%	12
8	Whole Foods Market	11/60	18.3%	10.6–29.9%	3
9	Clean Juice	10/60	16.7%	9.3–28.0%	0
10	Joe & the Juice	9/60	15.0%	8.1–26.1%	0
11	Sprouts Farmers Market	7/60	11.7%	5.8–22.2%	0
12	Earth Bar	6/60	10.0%	4.7–20.1%	2
13	Bristol Farms	5/60	8.3%	3.6–18.1%	0
14	Central Market	3/60	5.0%	1.7–13.7%	0
15	Wegmans	3/60	5.0%	1.7–13.7%	0
16	Lazy Acres	1/60	1.7%	0.3–8.9%	0
17	Citarella	0/60	0.0%	-0.0–6.0%	0
18	Eataly	0/60	0.0%	-0.0–6.0%	0
19	Eli's Market	0/60	0.0%	-0.0–6.0%	0
20	Gelson's	0/60	0.0%	-0.0–6.0%	0
21	Lassens	0/60	0.0%	-0.0–6.0%	0
22	Mother's Market	0/60	0.0%	-0.0–6.0%	0
23	Natural Grocers	0/60	0.0%	-0.0–6.0%	0
24	The Fresh Market	0/60	0.0%	-0.0–6.0%	0
25	Trader Joe's	0/60	0.0%	-0.0–6.0%	0
26	Zabar's	0/60	0.0%	-0.0–6.0%	0

THE LEADERBOARD

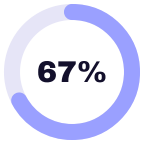
02 Question group: Prepared foods

48 returned four-engine answers to this group's 4 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Whole Foods Market	41/48	85.4%	72.8–92.8%	18
2	Wegmans	34/48	70.8%	56.8–81.8%	4
3	The Fresh Market	31/48	64.6%	50.4–76.6%	17
4	Central Market	20/48	41.7%	28.8–55.7%	0
5	Erewhon	18/48	37.5%	25.2–51.6%	6
6	Bristol Farms	12/48	25.0%	14.9–38.8%	0
7	Trader Joe's	10/48	20.8%	11.7–34.3%	0
8	Gelson's	4/48	8.3%	3.3–19.6%	0
9	Sprouts Farmers Market	2/48	4.2%	1.2–14.0%	0
10	Citarella	0/48	0.0%	0.0–7.4%	0
11	Clean Juice	0/48	0.0%	0.0–7.4%	0
12	Earth Bar	0/48	0.0%	0.0–7.4%	0
13	Eataly	0/48	0.0%	0.0–7.4%	0
14	Eli's Market	0/48	0.0%	0.0–7.4%	0
15	Jamba	0/48	0.0%	0.0–7.4%	0
16	Joe & the Juice	0/48	0.0%	0.0–7.4%	0
17	Juice Generation	0/48	0.0%	0.0–7.4%	0
18	Juice Press	0/48	0.0%	0.0–7.4%	0
19	Kreation	0/48	0.0%	0.0–7.4%	0
20	Lassens	0/48	0.0%	0.0–7.4%	0
21	Lazy Acres	0/48	0.0%	0.0–7.4%	0
22	Moon Juice	0/48	0.0%	0.0–7.4%	0
23	Mother's Market	0/48	0.0%	0.0–7.4%	0
24	Natural Grocers	0/48	0.0%	0.0–7.4%	0
25	Pressed Juicery	0/48	0.0%	0.0–7.4%	0
26	Zabar's	0/48	0.0%	0.0–7.4%	0

PROFILES

03 The top eight, side by side

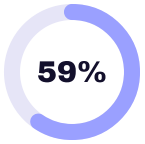


RANK 1

Whole Foods Market

193/288 answers · 95% CI 61.4–72.2%

2.1	14.6%	1.9%
first-mention position	owned-domain citation (42/288)	citation share

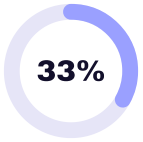


RANK 2

Erewhon

171/288 answers · 95% CI 53.6–64.9%

2	7.3%	0.9%
first-mention position	owned-domain citation (21/288)	citation share

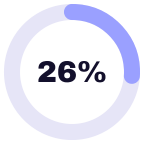


RANK 3

Sprouts Farmers Market

95/288 answers · 95% CI 27.8–38.6%

2.9	9.4%	1.1%
first-mention position	owned-domain citation (27/288)	citation share



RANK 4

Trader Joe's

75/288 answers · 95% CI 21.3–31.4%

3.8	1.7%	0.2%
first-mention position	owned-domain citation (5/288)	citation share

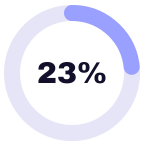


RANK 5

Wegmans

70/288 answers · 95% CI 19.7–29.6%

3.5	3.8%	0.5%
first-mention position	owned-domain citation (11/288)	citation share



RANK 6

Bristol Farms

67/288 answers · 95% CI 18.8–28.5%

3.3	4.9%	0.6%
first-mention position	owned-domain citation (14/288)	citation share

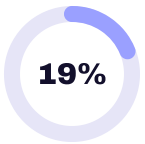


RANK 7

Gelson's

59/288 answers · 95% CI 16.2–25.5%

3.2	8.7%	1%
first-mention position	owned-domain citation (25/288)	citation share



RANK 8

The Fresh Market

54/288 answers · 95% CI 14.7–23.7%

3.6	3.8%	0.5%
first-mention position	owned-domain citation (11/288)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

Gemini named Erewhon in 56 of 72 answers. The other engines named it in 33 to 43 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Whole Foods Market	**75%**
Erewhon	**54.2%**
Trader Joe's	**34.7%**
Wegmans	**34.7%**
Sprouts Farmers Market	**33.3%**
Bristol Farms	**20.8%**

Claude

72 ASKED | 72 RETURNED | 72 GROUNDED

Whole Foods Market	**63.9%**
Erewhon	**59.7%**
Sprouts Farmers Market	**30.6%**
Trader Joe's	**27.8%**
Gelson's	**20.8%**
Lazy Acres	**19.4%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Erewhon	**77.8%**
Whole Foods Market	**69.4%**
Sprouts Farmers Market	**36.1%**
Bristol Farms	**29.2%**
Trader Joe's	**20.8%**
Wegmans	**20.8%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Whole Foods Market	**59.7%**
Erewhon	**45.8%**
Sprouts Farmers Market	**31.9%**
Wegmans	**25%**
Bristol Farms	**25%**
Trader Joe's	**20.8%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 42 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 18 = 306 answers.



TRIGGER RATE

Google AI Overviews appeared on 18 of 42 searches (42.9%, CI 29.1–57.8%). The other 24 searches showed no overview. Within the 18 overviews, Whole Foods Market was named in 11 (61.1%), Erewhon was named in 10 (55.6%), Sprouts Farmers Market was named in 4 (22.2%), Wegmans was named in 4 (22.2%). youtube.com was the most-cited source, with 11 citations and an appearance in 8 of 18 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Whole Foods Market	66.7%	=
2	Erewhon	59.2%	=
3	Sprouts Farmers Market	32.4%	=
4	Trader Joe's	25.2%	=
5	Wegmans	24.2%	=
6	Bristol Farms	22.9%	=
7	Gelson's	19.9%	=
8	The Fresh Market	18.6%	=
9	Natural Grocers	17.0%	=
10	Central Market	12.7%	=

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Erewhon 100%

Gelson's	83.3%
The Fresh Market	83.3%

AI Overview shown on 2 of 2 searches

Q02 · 12 ANSWERS

Whole Foods Market 100%

TIED WITH EREWHON

Erewhon	100%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Erewhon 100%

TIED WITH LASSENS

Lassens	100%
Lazy Acres	83.3%

AI Overview shown on 0 of 2 searches

Q05 · 12 ANSWERS

Whole Foods Market 100%

The Fresh Market	91.7%
Wegmans	91.7%

AI Overview shown on 0 of 1 searches

Q06 · 12 ANSWERS

Erewhon 100%

TIED WITH WHOLE FOODS MARKET

Whole Foods Market	100%
Trader Joe's	25%

AI Overview shown on 3 of 3 searches

07 WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,429 citations in total. yelp.com was cited most often, with 162 citations (6.7%) across 35 answers. Next came en.wikipedia.org (118), atly.com (91), tastingtable.com (81), reddit.com (49), eatthis.com (46).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

tastingtable.com	**27.1%**
en.wikipedia.org	**23.6%**
reddit.com	**16%**
atly.com	**14.2%**
wholefoodsmarket.com	**13.5%**
eatthis.com	**12.8%**
yelp.com	**12.2%**
timeout.com	**11.1%**
yahoo.com	**9.4%**
sprouts.com	**9%**

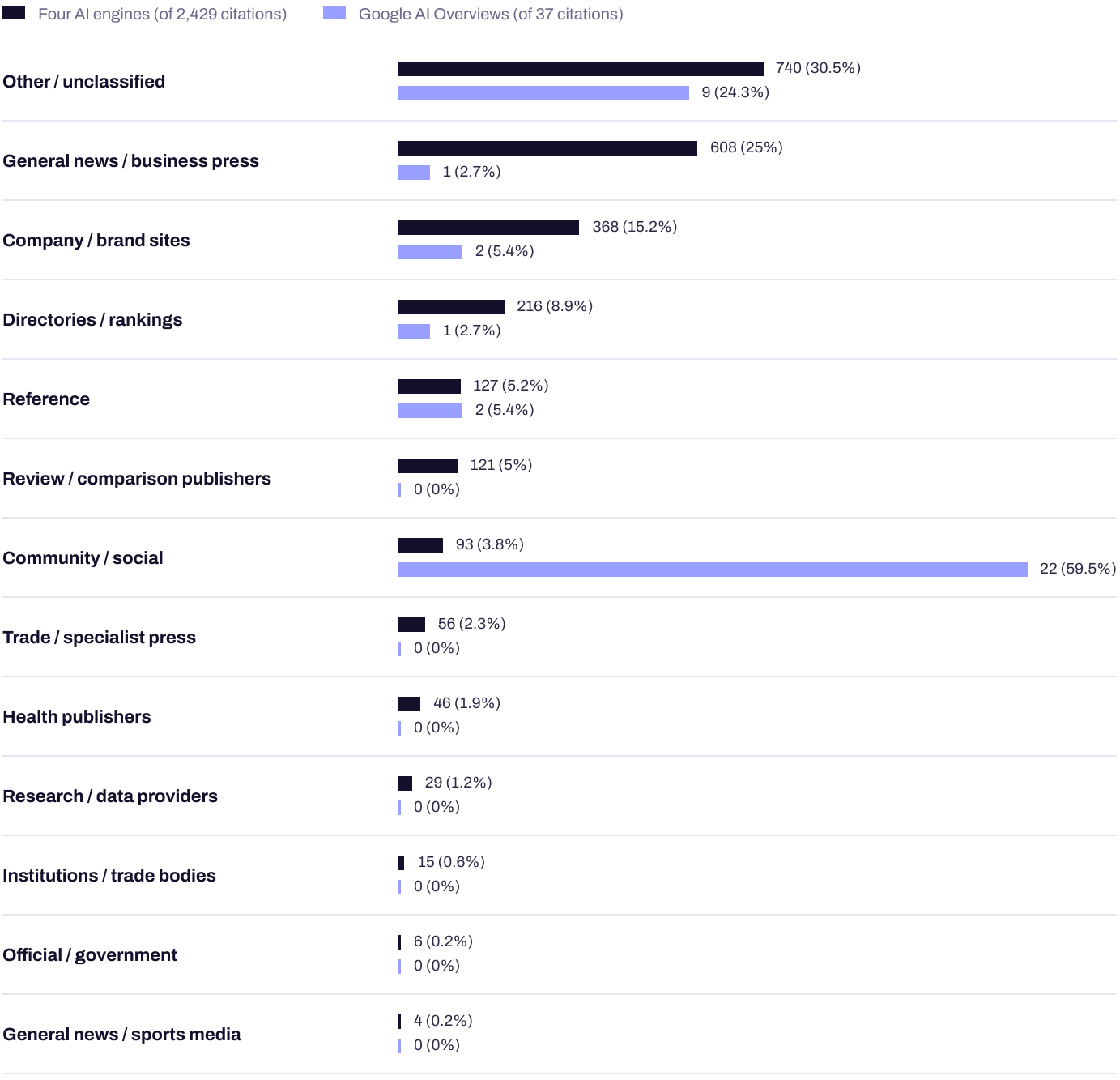
GOOGLE AI OVERVIEWS · SHARE OF 18 OVERVIEWS

youtube.com	**44.4%**
facebook.com	**27.8%**
reddit.com	**22.2%**
sunset-dev.go-vip.net	**11.1%**
allrecipes.com	**5.6%**
businessinsider.com	**5.6%**
en.wikipedia.org	**5.6%**
epicurious.com	**5.6%**
goodwinsorganics.com	**5.6%**
google.com	**5.6%**

07 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can brands improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Whole Foods Market's own domains were cited in 14.6% of grounded answers, Sprouts Farmers Market's in 9.4% and Gelson's' in 8.7%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were tastingtable.com (in 27.1% of grounded answers), en.wikipedia.org (23.6%), reddit.com (16.0%), atly.com (14.2%) and eatthis.com (12.8%). General news and business press supplied 25.0% of citations and directories and rankings 8.9%.
Check each engine separately.	Gemini named Erewhon in 77.8% of answers against 45.8% on Perplexity. ChatGPT named Wegmans in 34.7% of answers against 16.7% on Claude.
Watch names outside the tracked list.	Costco Wholesale (34 answers), Thrive Market (26 answers), Publix Super Markets (25 answers), Kroger (21 answers), Laurel Supply (16 answers) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

09 What AI answers

Q1 Which grocers appear in these AI answers?

Whole Foods Market: 193/288 returned four-engine answers (67.0%; 95% interval 61.4–72.2%). The two leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

Erewhon was the first brand named in 102 of 288 answers, with an average first position of 2.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 18 of 42 searches (42.9%, CI 29.1–57.8%). Within those 18 overviews, Whole Foods Market was named most often, in 11 (61.1%).

Q4 Which sources do the engines cite?

Across 2,429 four-engine citations, yelp.com was cited most (162 citations, in 35 of 288 grounded answers), followed by en.wikipedia.org (118 citations).

Q5 Do the four engines agree?

Only in part. Gemini named Erewhon in 56 of 72 answers, against 33 to 43 of 72 on the other engines. ChatGPT named Wegmans in 25 of 72 answers, against 12 to 18 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	42
questions		runs each		AI engines		answers		Google searches · 18 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 6 to 7, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	42	18 shown	18

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 26 tracked brands are ranked; results are not an exhaustive market ranking.
- Only the tracked brands were scored. Untracked names that appeared often were not scored, including Costco Wholesale (34 answers), Thrive Market (26 answers), Publix Super Markets (25 answers), Kroger (21 answers), Laurel Supply (16 answers).
- 330 of 360 planned results were returned: 30 of 72 AI Overview lookups were excluded after three attempts because Google search retrieval failed or returned incomplete results. They are not counted as no-overview results.
- 42 successful Google searches: 18 overviews shown; 24 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- Question 2 names Erewhon and Whole Foods Market, so those counts include up to 12 answers each that name them by design. Removing this Core question naming tracked subjects leaves 276 eligible answers. The top two are Whole Foods Market (181/276) and Erewhon (159/276); their order does not change.
- Source types use Company / brand sites only for verified official sites; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- Whole Foods Market is owned by Amazon (counted as Whole Foods only). Erewhon was the focus brand of the earlier page.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Appearance rates use all returned four-engine answers; own-site citation rates use grounded answers, so the two are separate measures.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps can answer differently.

APPENDIX

A The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What are the best luxury grocery stores in the US?	Luxury grocery	CORE QUESTION
02	Erewhon vs Whole Foods: which is better for organic groceries?	Organic grocery	CORE QUESTION
03	What are the best health food stores in Los Angeles?	Health food stores	CORE QUESTION
04	Where can I get the best smoothies in Los Angeles?	Smoothie and juice bars	CORE QUESTION
05	Which grocery stores have the best prepared foods?	Prepared foods	CORE QUESTION
06	What is the most expensive grocery store in America?	Luxury grocery	CORE QUESTION
07	Which grocery stores are best for organic and wellness products?	Organic grocery	CORE QUESTION
08	What are the best juice bars in New York City?	Smoothie and juice bars	CORE QUESTION
09	Which upscale grocery stores are in Los Angeles?	Luxury grocery	ADDED QUESTION
10	Which grocery stores sell the widest range of organic produce?	Organic grocery	ADDED QUESTION
11	Where can I buy high-quality organic groceries in Southern California?	Organic grocery	ADDED QUESTION
12	Which grocery chains are known for wellness products and supplements?	Health food stores	ADDED QUESTION
13	What are the best natural food stores in the US?	Health food stores	ADDED QUESTION
14	Which grocery stores have the best hot bars and salad bars?	Prepared foods	ADDED QUESTION
15	Where can I buy high-quality ready-made meals in Los Angeles?	Prepared foods	ADDED QUESTION
16	Which grocery stores in New York City sell gourmet foods?	Luxury grocery	ADDED QUESTION
17	Which grocery stores have the best smoothie bars?	Smoothie and juice bars	ADDED QUESTION
18	Where can I buy cold-pressed juice in Los Angeles?	Smoothie and juice bars	ADDED QUESTION
19	Which juice bar chains are popular in the US?	Smoothie and juice bars	ADDED QUESTION
20	Which grocery stores are popular with celebrities in Los Angeles?	Luxury grocery	ADDED QUESTION
21	Which grocery stores have the best selection of gluten-free and vegan products?	Health food stores	ADDED QUESTION
22	What are the best specialty grocery stores in Beverly Hills and West Hollywood?	Luxury grocery	ADDED QUESTION
23	Which supermarkets have the best bakery and prepared food counters?	Prepared foods	ADDED QUESTION
24	What are the best organic grocery delivery options in Los Angeles?	Organic grocery	ADDED QUESTION

5W

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