

EREWHON

The AI Hiring Assistant Powering LA's Hottest Grocery Brand

How Erewhon maintained elite hiring standards at viral scale
while speeding up time-to-interview.



Setting the wellness standard—one smoothie at a time



Eder Santos
HR Manager
Erewhon


Business type

 Retail/Grocery

Headquarters

 Los Angeles, CA

Location count

 10-50

Originally founded in 1966 as one of the first natural food stores in the country, Erewhon has evolved into a symbol of elevated wellness, curated quality, and modern luxury.

With sleek, minimalist stores across Los Angeles and a cult following that includes celebrities, influencers, and health-conscious trendsetters, Erewhon delivers an experience that blends high-end hospitality with nutritional integrity. Whether it's a \$20 adaptogenic smoothie or biodynamic produce flown in weekly, every detail reflects their commitment to setting the highest possible standard.

To deliver elevated in-store experiences, Erewhon had one core challenge: hiring quality talent, fast, without compromising the brand's famously high standards.



“

“LANDED has been **crucial** in **modernizing our hiring process** and **saving us a lot of time**. The team really loves the program.”



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Candidate quality over quantity—at viral scale

To maintain its reputation for top-tier service and quality, Erewhon needed to keep each store staffed with around **180 high-performing employees**. But as the brand went viral, the surge in applications became overwhelming—and manually sorting through them slowed everything down.

The volume made it harder to spot quality candidates quickly. Delays meant Erewhon often lost great talent, while managers spent hours on manual tasks like outreach, screening, and scheduling—time that could've been spent leading their teams.

With rapid growth ahead, Erewhon needed a faster, smarter hiring process—one that could filter for quality at scale and free up time for store leaders.



→ Each store needed 180+ top employees to uphold celebrity-quality standards.

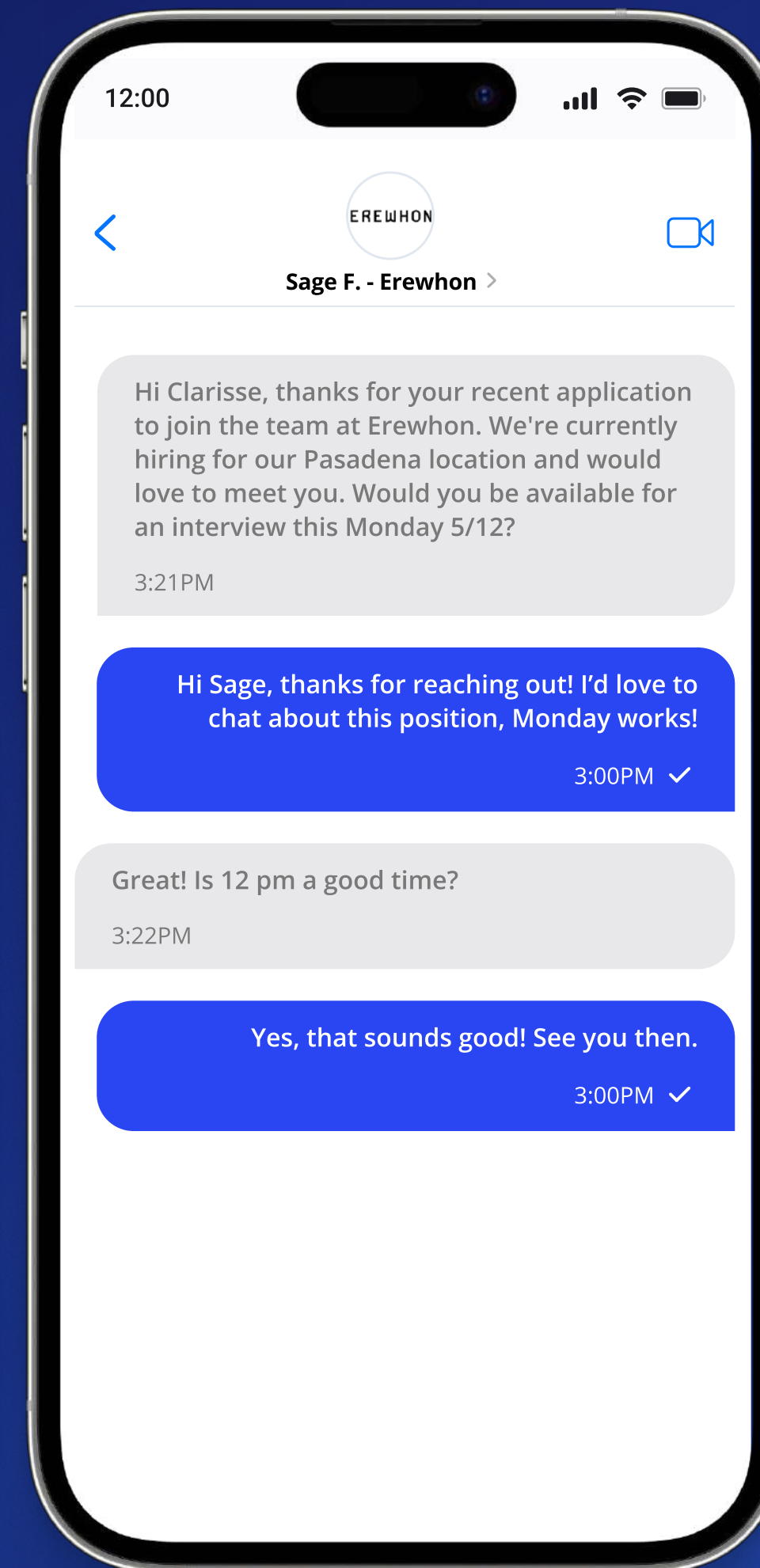


Precision screening for unmatched quality

“LANDED has been a game-changer for our managers, significantly reducing the time spent vetting candidates.”

— Peter Dolan, Hiring Manager

LANDED



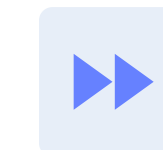
GenAI Candidate Screening

LANDED's GenAI screened Erewhon's large volume of applicants with tailored questions to ensure that only the highest quality candidates made it to the interview phase.



Seamless HiringThing and Calendar Integration

LANDED integrated with HiringThing and GMs' calendars for automated interview scheduling—no manual work or change management needed. All candidate data was synthesized in a single place, ensuring that all GMs had to do was process offers, not spend time clicking buttons.



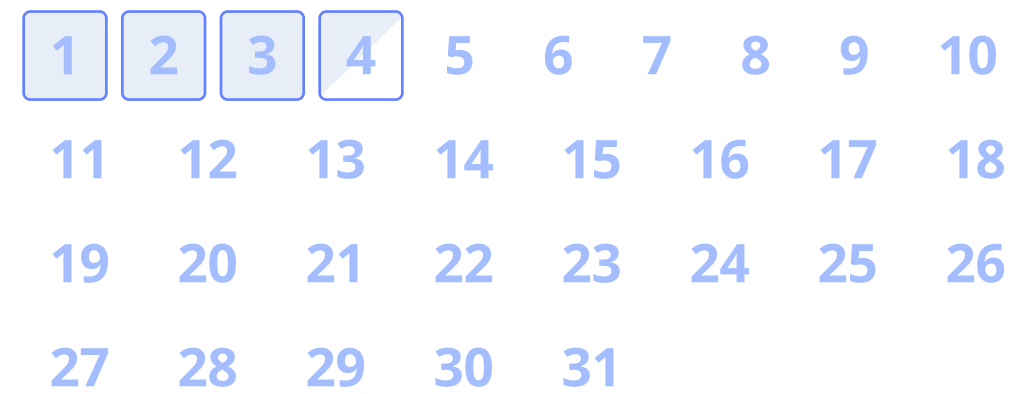
Speed to Hire

LANDED's automated SMS solution engaged candidates within 15 minutes of applying—ensuring Erewhon connected with top talent before competitors.

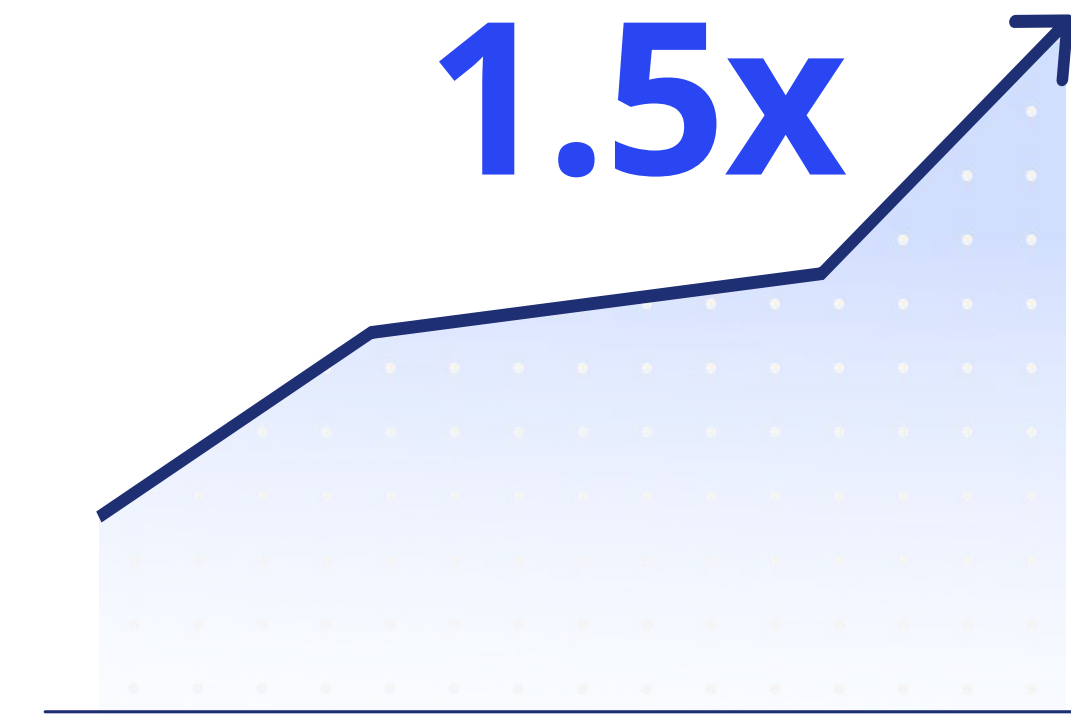


The Results

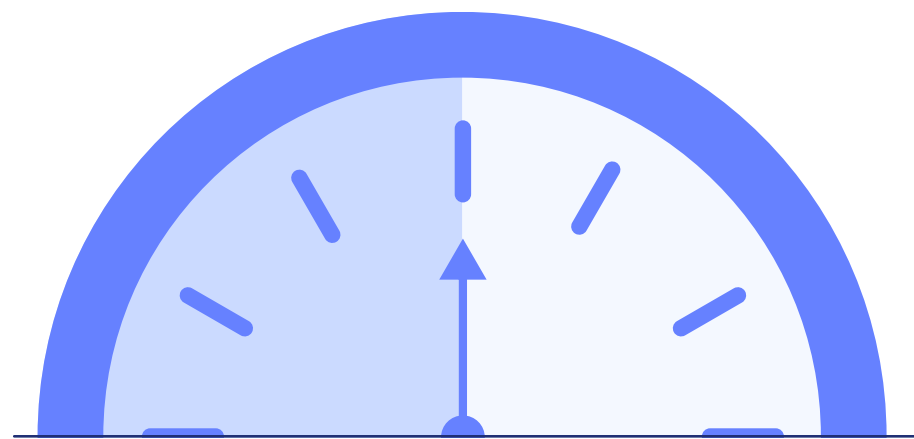
<12 hours



to interview
scheduled,
compared to a
5-7 day industry
average.

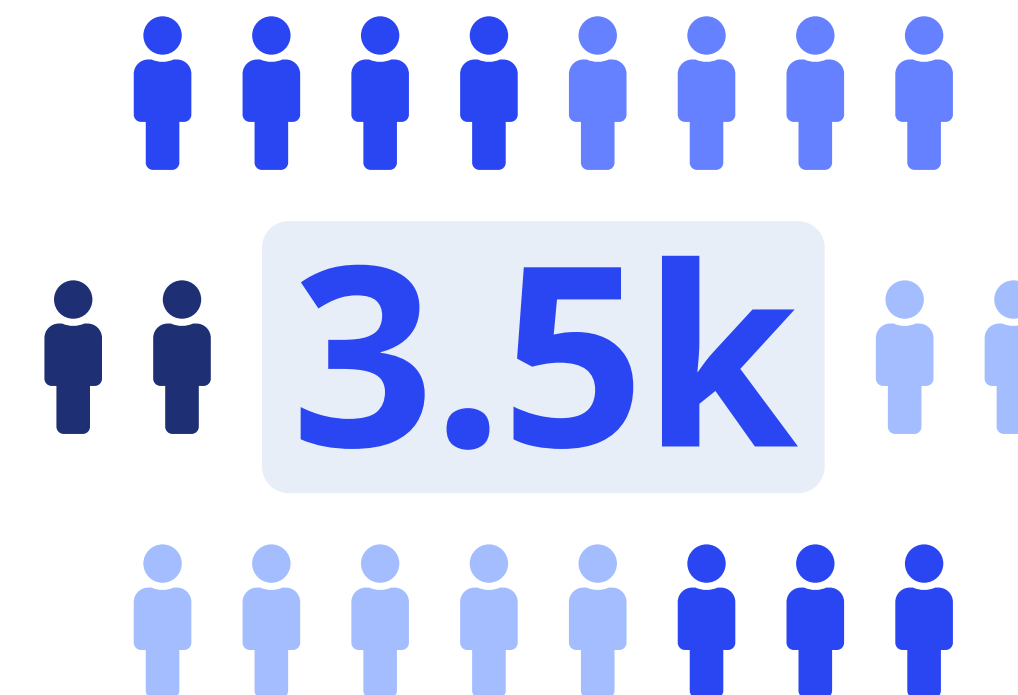


The industry
average
**application-to-
interview rate.**



15 hrs

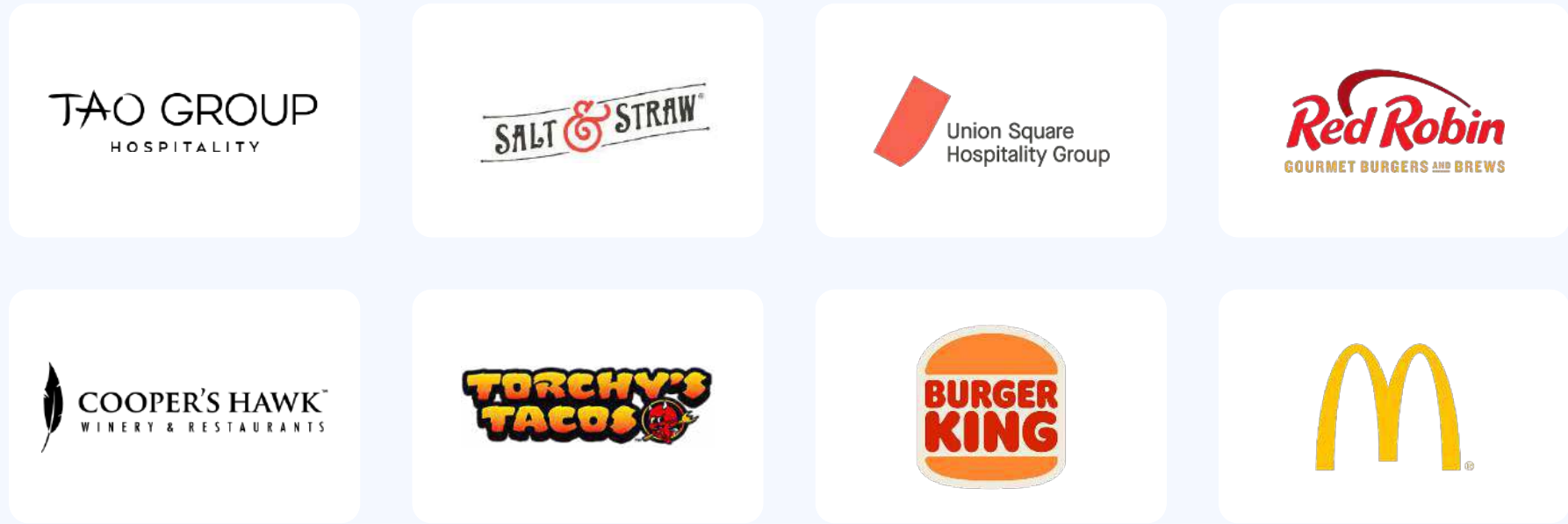
Saved at each
location.



GenAI **candidate
engagement
messages** sent
weekly.

Human-centric hiring. AI-powered efficiency.

Join hundreds of leading hospitality brands that trust LANDED to hire better, faster.



Learn more →



Sources top-notch talent from **80+ job boards and social media platforms** for maximum reach and volume.



Generative AI responds to candidates instantly—fully customized to your brand voice, so every interaction feels on brand and on point.



Automated candidate engagement and reminders for higher response rates and lower ghosting rates, **in any language**.



Dynamic Screening adapts to each GM's needs, prioritizing top candidates when time is tight, and expanding the funnel when more volume is needed.



Seamlessly integrates with your ATS, HRIS, calendar, and email, cutting toggle tax, boosting visibility, and keeping candidate data neat and tidy.