

# LOCAL at WHOLE FOODS MARKET

We're a purpose-driven company that aims to set the standards of excellence for food retailers.  
Quality is a state of mind at Whole Foods Market.



# INTRODUCTIONS & OVERVIEW



We **LOCAL** MEET THE TEAM

**Product  
Teams**



**Kristin Sherman**  
*Local Coordinator*  
Atlanta, Georgia



**Jason Autry**  
*Local Field Associate*  
Birmingham, Alabama

**Marketing**

**Supplier  
Partners**

**Store  
TMs**

CONTACT US: [solocalteam@wholefoods.com](mailto:solocalteam@wholefoods.com)



# OVERVIEW

Our Commitment to Local

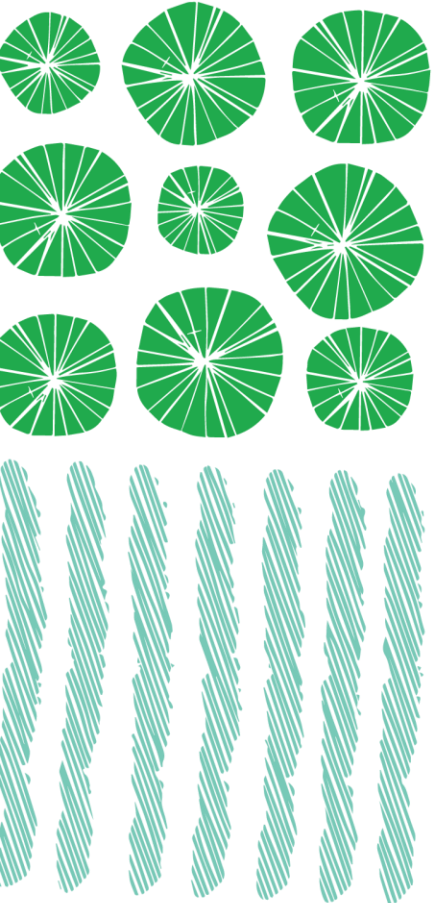
Whole Foods Market Core Values and Quality Standards

Overview of Teams, Products, and Departments

Onboarding, SOMA, IX-One

Receiving Operations

Marketing Support





# OUR COMMITMENT TO LOCAL

Our team of local coordinators, foragers and merchants in the regions are focused on identifying trends, seeking out innovative brands, and assisting small producers with bringing their products to market

Each store offers a selection of products that are specific to the community and our local foragers are dedicated to finding and incubating new and unique products that meet our Quality Standards for our customers to discover.

We've proudly incubated many well-known, national brands that got their start at Whole Foods Market and grew with us, beginning in one store and expanding regionwide, then into multiple regions and in many cases, nationwide.



# WHAT IS LOCAL?

At Whole Foods Market, we generally define local as those products that are produced, grown or harvested in the same state as a store location.

Occasionally we may choose to include products from suppliers in neighboring states in this definition.

The South Region covers 45 stores across AL, GA, MS, NC, SC, and TN.



# CORE VALUES

These are not values that change from time to time, situation to situation or person to person, but rather they are the underpinning of our company culture.

We sell the highest quality natural and organic foods.  
We satisfy and delight our customers.

We promote team member growth and happiness.

We practice win-win partnerships with our suppliers.  
We create profits and prosperity.

We care about our community and the environment.



# QUALITY STANDARDS

Our Quality Standards differentiate Whole Foods Market in the grocery industry and determine what we sell—and what we don't. Our standards include:

Acceptable/unacceptable ingredient lists for food, body care, supplements and household cleaning products.

Strict requirements for what goes into our fresh meat case, including no antibiotics, ever and no added hormones.

Only Responsibly Farmed and sustainable wild caught seafood in our seafood department.

Certified organic retailer.







# OUR TEAMS





# PRODUCE & FLORAL TEAM

- Our produce buyers, based in all regions of the country, maintain relationships with our local growers and our field inspectors are on the road 52 weeks a year seeking out the best of the best.
- Fresh produce – from staples to specialty items, cut fruits and vegetables, fresh flowers and plants, fresh juice
- Best selection of high-quality organics
- Local, seasonal and hard-to-find choices
- All fruits and vegetables are labeled with place of origin
- Whole Trade items support workers, communities and the environment



# MEAT TEAM

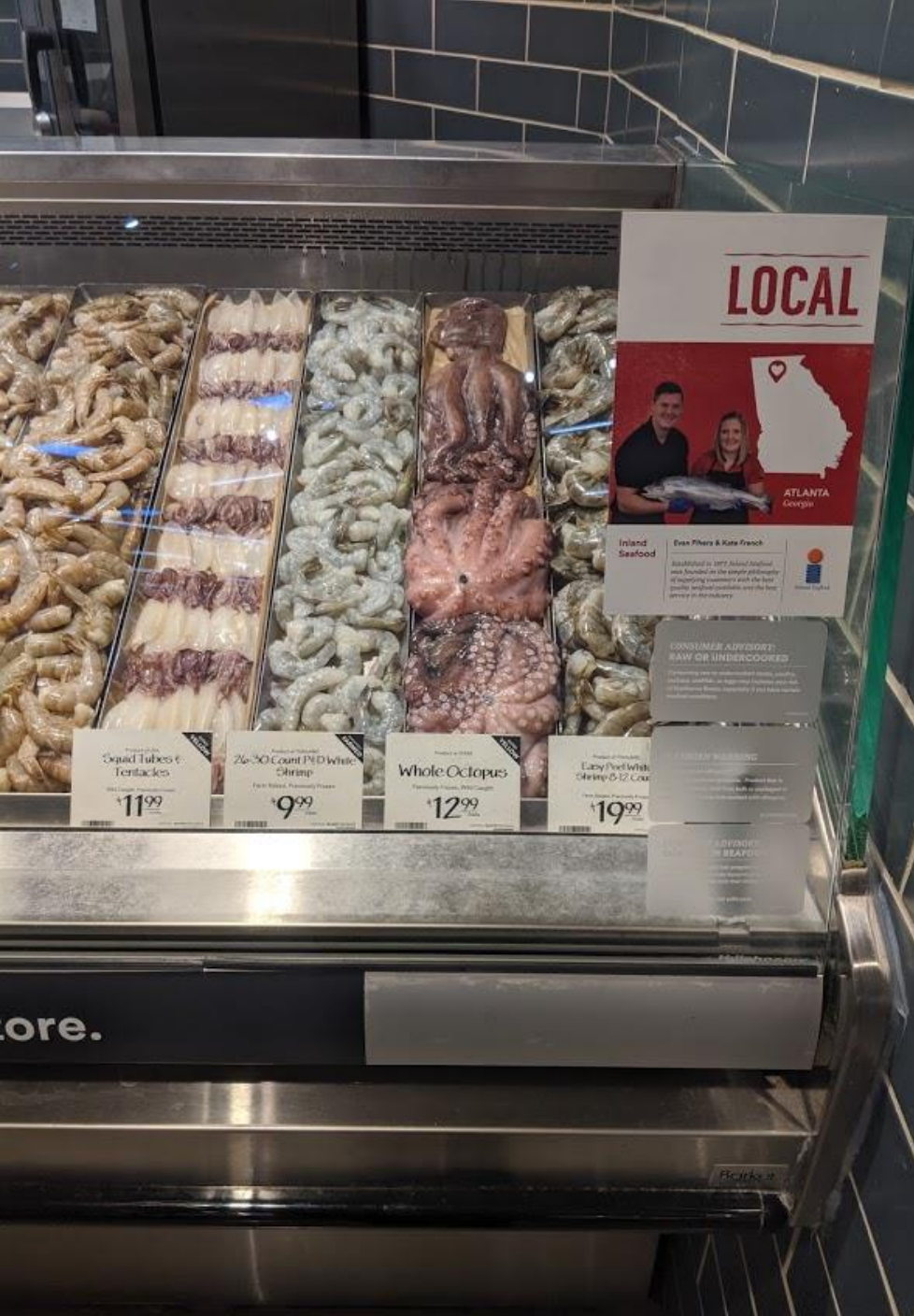
Beyond labels such as free range, pasture raised, local or heritage, our industry-leading meat and animal welfare standards apply to all meats in our meat department.

- No antibiotics, ever
- No added hormones\*
- No animal by-products in feed
- No synthetic nitrates or nitrites
- No artificial preservatives, colors or flavors
- Required inspections for animal welfare, including slaughter
- 100+ animal welfare standards for beef, pork, chicken and turkey
- Committed to transparency and traceable to farm or ranch
- Local, organic, non-GMO-fed\*\* and 100% grass-fed choices
- We custom cut, season or marinate to order

\* Federal regulations prohibit the use of hormones in raising pigs, poultry, goats, veal and bison.

\*\*Raised and fed a diet in compliance with Non-GMO Project Verified or NSF Non-GMO Certified standards for the avoidance of genetically engineered ingredients.





# SEAFOOD TEAM

- We sell only sustainable wild-caught or Responsibly Farmed seafood
- All of our seafood is traceable to farm or fishery
- No antibiotics, added hormones or mammalian or avian by-products in feed (for farmed)
- Rigorous water-quality monitoring on farms (for farmed)
- Third-party verified or rated for sustainability (for wild caught)
- No artificial preservatives, colors or flavors
- No synthetic nitrates or nitrites
- We fillet, cut, debone, peel, shell, season or marinate to order



# GROCERY TEAM

- More than 100 banned food ingredients
- No artificial preservatives, colors, flavors or sweeteners
- No hydrogenated fats or high fructose corn syrup
- No synthetic nitrates or nitrites
- No added MSG
- No bleached or bromated flour
- Organics in every aisle plus biodynamic choices
- Unmatched selection of gluten-free, vegan and other special-diet foods
- All eggs in our dairy case are cage-free or better
- Thousands of 365 Everyday Value products
- Only eco-friendly cleaning products with all ingredients on label
- Loads of local, global and fair trade choices
- Great variety of recycled paper goods
- Case discounts on all packaged products



# WHOLE BODY TEAM

- Vitamins, supplements, body care and cosmetics
- Better body care ingredients for you and your family
- 100+ banned body care ingredients and no animal testing
- Contemporary cosmetics that meet our ingredient standards
- No parabens, phthalates, microbeads, triclosan and more
- Salon-quality hair care with industry-leading standards
- No artificial flavors, sweeteners and colors in our supplements
- Strict standards for organic labeling



# SPECIALTY TEAM

Holy cow, goat, sheep and buffalo! We'll admit it. We're obsessed with cheese.

And beer, wine, spirits, fresh pasta, accoutrements, olives, and specialty gourmet foods

- Hand selected from local and global sources
- Curated selection of cheeses from family farms and producer partners.
- Master Sommelier and local wine picks.
- Local and seasonal craft beer and cider selections
- Locally-roasted whole bean coffee



# BAKERY + PREPARED FOODS TEAMS

- Made without artificial sweeteners, preservatives, colors or flavors
- No hydrogenated fats or high fructose corn syrup
- We prefer eggs from cage-free, non-GMO fed\* hens
- We only use unbleached and unbromated flours

\* Raised and fed a diet in compliance with Non-GMO Project Verified or NSF Non-GMO Certified standards for the avoidance of genetically engineered ingredients.







# ONBOARDING OVERVIEW



# THINGS TO CONSIDER

FDA + USDA  
Compliance

Promos +  
Demos

Distribution

Facility, Food  
Safety,  
Packaging, &  
Labeling

Regional,  
Global  
Opportunities

Direct vs. UNFI,  
Associated

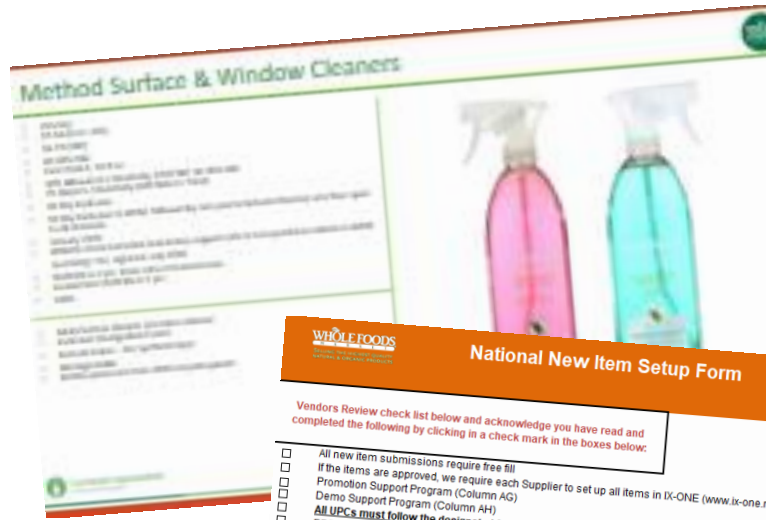
# FIRST STOP: WFM SUPPLIER PORTAL

Visit & Subscribe to learn more and stay informed on:

- WFM Quality Standards
- Local Producer Loan Program
- Product Purchasing Teams' Operating Procedures and New Item Submission Guidelines
- Vendor Support + Reporting Tool



# NEW ITEM PROCESS FOR GROCERY PRODUCTS (EXAMPLE)



**WHOLE FOODS<sup>®</sup> MARKET**


# SUPPLIER PORTAL

[supplier.wholefoodsmarket.com](http://supplier.wholefoodsmarket.com)

**National New Item Setup Form**

Vendors Review check list below and acknowledge you have read and completed the following by clicking in a check mark in the boxes below:

- All new item submissions require free fill
- If the items are approved, we require each Supplier to set up all items in IX-ONE ([www.ix-one.net](http://www.ix-one.net))
- Promotion Support Program (Column AG)
- Demo Support Program (Column AH)
- All UPCs must follow the designated format (Columns E - F, Columns G - H fill in automatically)
- PDF of the scannable barcode is required for each UPC (if not on presentation power point slide)
- Any incorrectly submitted UPCs may be subject to a fine of one case/sku/store additional free fill or up to \$10,000 a SKU



Check digit ←

Exclusivity	Manuf. Launch Month	Family	Category	New Item UPC Check			Regional Identifier UPC	Brand	Description	Case Pack	Unit Size	UOM
				Manufacture UPC	UPC Check Digit	EVALUATE UPC						
None	JUL-20	Grocery	Cereals Hot	12345612345	2	TRUE	1234567891	Bar Company	Delicious Protein	4	1	OZ

New Item Setup Form
Discontinue Item Form
Transition Items
GFSS Procedures

Submit New Item Forms + Slides to [sogrocerypurchasing@wholefoods.com](mailto:sogrocerypurchasing@wholefoods.com) and [solocalsupport@wholefoods.com](mailto:solocalsupport@wholefoods.com)



# FOR PRODUCE: THE BARN



<https://wholefoods.foodlogiq.com/>

Portal that houses company and product information, insurance and recall system documentation, and much more



# FOR DIRECT SUPPLIERS: SOMA

SOMA = Supplier Onboarding  
Maintenance Application

Houses:

Supplier Contact & Financial  
Info

Insurance Documentation

W-9; Sample Invoice





# RECEIVING OPERATIONS



# MISSION STATEMENT

Our Whole Foods Market Receiving Team mission is to strengthen the relationships with our wide array of supplier and community partners, support the excellence of our fellow Team Members, and satisfy our stakeholders.

We achieve this by providing timely and professional service to each and every person that comes through our receiving areas.

We ensure the quality and integrity of product being received, provide Team Members with the information they need to make empowered decisions, and document accurate product receipts and invoice information.







# SUPPLIER SAFETY GUIDELINES

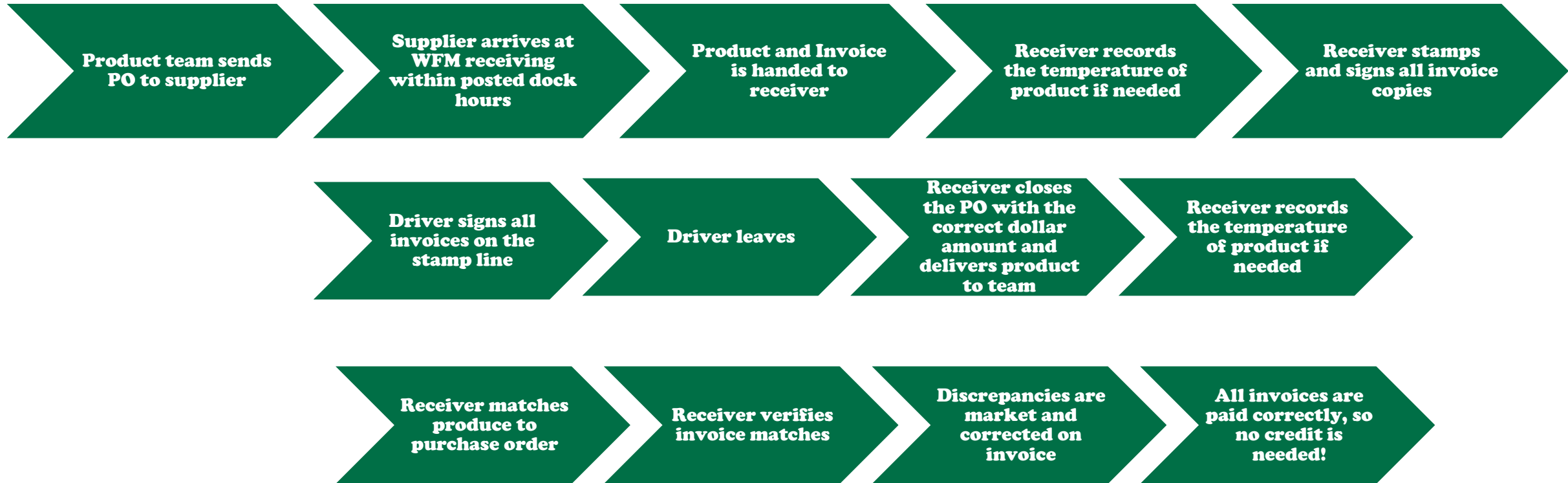
At Whole Foods Market we want to keep everyone who visits our stores safe, whether they come through the front door or the back

Check In  
Visitor Log & Badge  
Remain in Designated Areas  
Store Visits & Personal Shopping

Chock Vehicle at the Dock  
Inform Receiver of Any Protocols  
Reports and Safety Issues You Encounter  
Do Not Use WFM Owned/Operated Equipment



# GETTING PRODUCT TO THE STORES





# MARKETING SUPPORT





## Signage

### **CUSTOM AND/OR EVERGREEN SIGNAGE TO SUPPORT SETS**

Producer Profiles  
Window/Door Clings  
Local Fixtures/Displays



## Demos

### **IN-STORE TASTINGS**

Daymon Interactions  
Local Nights  
Local Supplier Demos



## Events

### **OPPORTUNITIES FOR ADDITIONAL EXPOSURE**

Sponsorships  
Swag Bags  
New Store Openings

# SIGNAGE: LOCAL SUPPLIER PROFILES



As our marketing materials evolve, the look/size/placement of local in-store materials may be modified. These designs are examples and are subject to change.



« GUEST SUPPLIER DEMO PROGRAM FEATURES INCLUDE »»



Digital portal for ease in scheduling



Access to a designated demo spot in store



Access to guest supplier demo cart



Category exclusivity during selected demo time

PRICING

**NATIONAL**

— Four regions or more —

**\$30**

PER VENDOR

**REGIONAL/LOCAL**

— Three regions or fewer —

**\$10**

PER VENDOR

GET STARTED TODAY!

Visit [wholefoods.demosystem.net](http://wholefoods.demosystem.net) to register and begin scheduling demos today.

« INTERACTIONS RUN DEMO PROGRAM FEATURES INCLUDE »»



Four hour inclusive event



Provision and shipment of serving supplies to each event



Brand and product specific training



Detailed ROI reporting including sales data, consumer feedback and photos



Sales-driven brand ambassadors with food safety certification and extensive sales training



WFM branded demonstration carts featuring chalkboards for ease of customization

PRICING

**NATIONAL**

— Four regions or more —

**\$165**

National Supplier

**\$120 / PER VENDOR**

Multi-Brand

**REGIONAL/LOCAL**

— Three regions or fewer —

**\$110**

Single Supplier

**\$80 / PER VENDOR**

Multi-Brand

FOR QUESTIONS OR TO SCHEDULE AN INTERACTIONS EXECUTED DEMO, CONTACT:

Kacie Loessberg | *Business Manager*  
[KLoessberg@InteractionsMarketing.com](mailto:KLoessberg@InteractionsMarketing.com)  
 (210) 827-8555



# WHOLE FOODS MARKET DEMO PROGRAM

This exciting program runs in partnership with Interactions, and is a complete solution for active supplier demos available across all stores in the United States and Canada.

The program utilizes a hybrid approach allowing suppliers to schedule Guest Supplier Demo staffed by a brand's own team, or Hosted Demo staffed and executed by the Interactions team.



# SPECIAL EVENTS



As our marketing materials evolve, the look/size/placement of local in-store materials may be modified. These designs are examples and are subject to change.



# Thank You!

Q & A

