



New Product Submissions

GROCERY | SPECIALITY | WHOLE BODY
2024

new

TO



New product launches with Whole Foods Market

Whole Foods Market (UK) Merchandising Team is thrilled to announce a brand-new process for suppliers who wish to submit new products to range in our stores.

Starting in August 2023, we will provide you with a structured and concise process to follow if you wish to submit brand new products for us to consider ranging in our stores. This process is currently supporting three of our product teams: Grocery, Wellness and Beauty and Speciality.

The new process creates clear timelines for us both and means we can prioritise the best new products in the market. We believe this will allow us to develop stronger win-win partnerships with new and existing brands to support growth through optimised ranges and marketing campaigns.

If you have an amazing new product you wish for us to consider, you must now follow this process to be considered. We will not be taking any new product submissions outside of these new timelines, so please do read this pack thoroughly so you can coordinate your future submissions in time.

We cannot wait to work with you to launch your new products.



Jade Hoai
Executive Leader, Operations (Purchasing)



Category submission deadlines and process 2024

On the next page, you will find the categories we will be reviewing in 2024 for our Grocery, Wellness and Beauty and Specialty product teams.

Please find our process flow in the diagram below.

- There are between 15 and 35 categories per product team, per year, that we will be accepting submissions for. These categories will change annually.
- If your new product does not fit into any of the 2024 categories, then unfortunately you will not be able to submit it this year.

For any questions on this, please refer to our FAQ on page 6.



2024 review categories

GROCERY		
Master Category	Category	Subcategories
Autumn/Winter Seasonal	Festive	Christmas, Thanksgiving, Halloween
Baking	Baking Mixes, Ingredients & Flour	Flour, Baking Cocoa, Mixes, Stuffing, Bread Crumbs, Chocolate Chips
Baking	Fruit & Nut	
Beverage	RTD Coffee & Teas	
Beverage	Sodas & Sparkling Juice	
Beverage	SS Functional Beverages	Tonic, Probiotics Beverages, Kombucha, Protein & Meal Replacements
Beverage	Water & Plant Based Water	
Breakfast	Coffee	Whole Bean, Ground, Pods, Hot Chocolate
Breakfast	Packaged Teas	
Candy Snacks	Confectionary	Chocolate, Gum, Licorice, Hard Candies, Mints
Candy Snacks	Crackers and Crispbreads	
Candy Snacks	Functional Snacks	
Candy Snacks	Nutrition Bars & Gels	Energy/Endurance Bars, Protein Bars, Meat Bars, Functional Foods Bars
Candy Snacks	Salty Snacks	Potato or Tortilla Chips, Pretzels, Popcorn, Puffed Snacks, Rice Cakes
Essentials	Baby Products	
Essentials	Housewares	
Essentials	Paper & Household	
Essentials	Pet Food & Pet Care	
Grocery Dairy	Plant Based Milk & Juices	Single Serve & Larger Size Juices, Cold Pressed Juice
Grocery Frozen	Breakfast	Waffle, Convenience, Bowls, Cereals
Grocery Frozen	Desserts	Ice Cream, Gelato, Novelties, Cakes, Cookies, Pies
Grocery Frozen	Desserts	Ice Cream, Gelato, Novelties, Cakes, Cookies, Pies
Grocery Frozen	Frozen Bread	
Grocery Frozen	Frozen Convenience	Center Plate, Convenience Bowls & Meals, Appetizers, Pasta
Grocery Frozen	Fruit	
Grocery Frozen	Meat & Seafood	
Grocery Frozen	Pizza	
Grocery Frozen	Plant Based Protein	
Grocery Frozen	Vegetables	
Meals	Canned Meat & Seafood	
Meals	Condiments	Mayonaise, Pickles, Olives & Peppers
Meals	Global Flavour	Asian, Hispanic, Indian, African & Caribbean
Meals	Oils	Olive & Cooking, Salad Dressings
Meals	Vinegars	
Spring/Summer Seasonal	Spring Gifting	Valentine's, Easter, Mother's Day

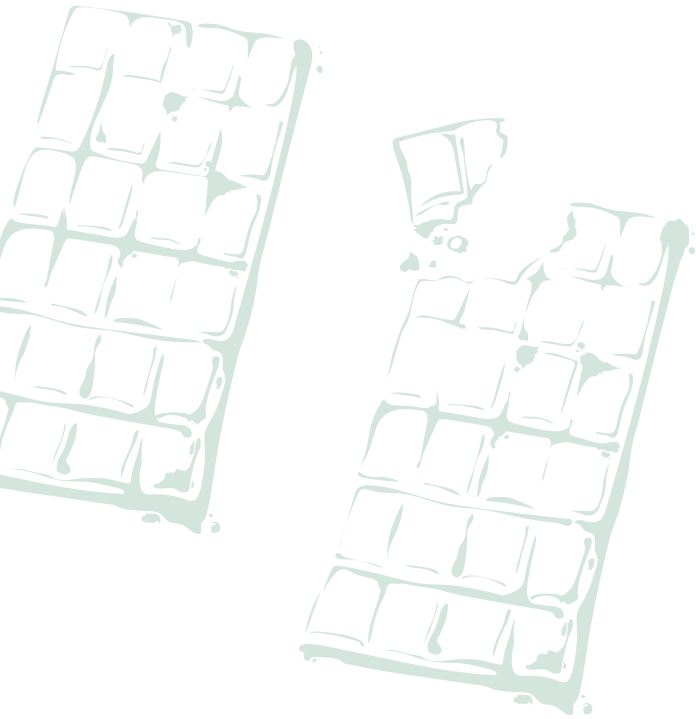
WELLNESS & BEAUTY		
Master Category	Category	Subcategories
Body Care	Aromatherapy	Aromatherapy Accessories, Aromatherapy Kits, Carrier Oil Blends, Diffusers, Essential Oil Blends, Essential Oil Roll Ons, Essential Oil Singles, Aromatherapy Mists and Hydrosols
Body Care	Bath & Body	Soap (Bar Soap, Hand Soap, Multiuse Soap, Hand Sanitizer), Body Wash, Bath, Lotion
Body Care	Beauty	Facial Care, Hair Care, Perfume, Beauty Accessories
Body Care	Beauty	Facial Care, Hair Care, Perfume, Beauty Accessories
Body Care	Beauty: Impulse Fixture	Beauty: Impulse Fixture
Body Care	Beauty: Impulse Fixture	Beauty: Impulse Fixture
Body Care	Children's Body Care	Skin Care, Oral Care, First Aid, Hair Care, Sun and Bug
Body Care	Personal Care	Deodorant and Shave, Intimate Care, First Aid, Oral Care, Sun and Bug Care
Body Care	Travel & Trial Size	All Travel & Trial
Essentials	Baby Products	Baby Products
Essentials	Housewares	Housewares
Essentials	Pet Food & Pet Care	Pet Food & Pet Care
Lifestyle	Home & Kitchen	Decor, Housewares, Home Fragrance, Hydration, Candles
Lifestyle	Toys	Games, Plush, Media
Supplements	Active Nutrition	Protein Powders, Sports Nutrition, Weight Management
Supplements	Children's Supplements	Childrens: Functional Foods, Functional Supplements, Medicinal Herbs, Specialty Supplements, Protein Powders, Vitamins & Minerals, Wellness & Seasonal
Supplements	Functional Foods	Bee, Bulk Functional Foods, Greens, Seeds, Superfoods
Supplements	Functional Supplements	Antioxidants, Cardiovascular, Eye and Vision Health, Glandular, Blood Sugar, Brain and Memory, Sleep, Stress and Mood
Supplements	Herbs and Homeopathy	Flower Essences, Multi Dose Tube (MDT), Medicinal Bulk Herbs, Medicinal Herb Combinations, Medicinal Herb Singles, Mushroom Supplements
Supplements	Specialty Supplements	Bone and Joint, Cleanse and Detox, Digest, EFAs, Perishable Supplement Shots, Probiotics
Supplements	Vitamins and Minerals	Mens and Womens Health, Minerals, Multivitamins, Single Vitamins, Non-Sport Amino Acids
Supplements	Wellness and Seasonal	Cold and Flu, Immune Support, Pain Support, Sinus and Allergy

SPECIALITY		
Master Category	Category	Subcategories
Autumn/Winter Seasonal	Festive	Christmas, Thanksgiving, Halloween
Beer	Beer	Beer, Cider, Low/No Alcohol
Cheese	Antipasti & Nuts	Antipasti, Olives, Nuts
Cheese	Charcuterie	Prepack, Loose Counter, Pate, Cooked and Cured Meats, Biltong
Cheese	Cheese Round 1	Butter, Blue, Feta/Greek Cheeses, Fresh, Chevre, Goat, Mozzarella, Soft, Soft Ripened, Washed Rind
Cheese	Cheese Round 2	British Territorial, Cheddar, Gouda, Hard, Prepack Bars, Prepack Slices, Semi-Firm, Sheep, Shred/Grate/Crumble, Smoked & Flavoured, Swiss/Swiss Style/Alpine
Cheese	Crackers & Condiments	Crackers, Dips & Spreads
Cheese	Housewares & Accessories	Napkins, Glassware, Cheese Accessories
Spirits	Bitters & Mixers	Bitters & Mixers
Spirits	RTD	Ready To Drink, Large Format Pre-mixed, Low/No Alcohol
Spirits	Sake	All
Spirits	Spirits & Liqueurs	Vodka, Gin, Rum, Whiskey, Tequila, Mezcal, Brandy, Liqueurs & Aperitifs
Wine	Dessert & Fortified	All
Wine	Misc	Low/No Alcohol, BIB & Canned Wine
Wine	Red Wine - EU and UK	UK & EU
Wine	Red Wine - ROW	Argentina, Australia, Chile, New Zealand, South Africa, USA, ROW
Wine	Rosé	All, Skin Contact
Wine	Sparkling	All
Wine	White Wine - EU and UK	UK & EU
Wine	White Wine - ROW	Argentina, Australia, Chile, New Zealand, South Africa, USA, ROW

How to submit new products to us

There are clear steps to complete when you submit your proposed new product to us.

Please follow these steps so you can ensure your product is considered.



STEP 1

If you have a new product that fits within one of the 2024 categories on page 4 then the next step is to register on our supplier portal to review the specific timetable and deadlines for each category.

Please register at:

<https://supplier.wholefoodsmarket.com/>

STEP 2

Once you have registered and found the relevant category timetable, take note of the submission date. We will not extend this deadline, so you must submit with the window submission period.

STEP 3

From the UK supplier portal, now download the Excel document called 'New Item Submission Form' and the 'Category Review Presentation' PowerPoint template from the relevant category folder. There is one folder for each team: Grocery, Wellness & Beauty and Speciality.

The Excel will request very specific information needed from you about your product including exclusivity, barcode, product description, product dimensions, pricing, nutritional information, ingredients and contact details.

We also require you to have referred to our Quality Standards and banned ingredients list before submitting new items.

These can be found on our website:

www.wholefoodsmarket.co.uk/food-ingredient-quality-standards

STEP 4

Complete the Excel document fully. We will not take any incomplete forms.

STEP 5

Complete the Category Review Presentation detailing the product information for each product in your submission. This requires product images and images of barcodes.

STEP 6

Submit the two documents by the relevant deadline to one of these email addresses (relevant to your product category):

- Groceryrangesubmissions@wholefoods.com
- Wholebodyrangesubmissions@wholefoods.com
- Specialityrangesubmissions@wholefoods.com

Please write the Submission Round, Product Category and your brand name in the email subject, e.g.

Submission Round 2, Coffee, Old Spike Roastery.

We cannot receive this form via our Buyers or Category Merchants and the form will not be processed if it is sent this way.

STEP 7

Whole Foods Market teams will then move into selection reviews. See timetables for when you will be notified by. We will not notify you before this date so please do contact us to ask about the status of the submission.

Frequently Asked Questions

We have compiled some frequently asked questions below for you to refer to.

Why are you making these changes?

We believe these changes will create clear timelines for us both and means we can prioritise the best new products in the market. We believe this will allow us to develop stronger win-win partnerships with new and existing brands to support growth through optimised ranges and marketing campaigns.

How does this benefit me as a supplier?

We will be able to give you a clear timeline to follow and clear steps where you will be communicated with through the process of range reviews and, if successful, improved onboarding and launch activity in our stores.

Can I still speak to the Buyers and Category Merchants about new products?

Of course! We always encourage conversations with our Team Members, but the submission process and associated requirements must go through the new process, otherwise, we cannot accept them.

What happens if I do not have all the information required to complete the documents you require?

Unfortunately, if the submission is incomplete, we will not be able to consider it. What we are asking for as part of the submission is information generally expected from suppliers with new products who wish to launch into retail environment.

What happens if I miss the deadline by one or two days?

Unfortunately, if you miss the deadline, we cannot consider your new item as part of our range for that period. We will not be taking any new product submissions outside of the new timelines, so please do read the information pack thoroughly so you can coordinate your future submissions in time.

Do I have to wait a whole year to submit a new product if I miss the 2024 deadline?

Yes, that is correct. The 2025 submission calendar will be issued by the end of Q2 2024, so please check your next submission window when this is issued.

Can I email my submission earlier than the deadline?

Yes, and we would recommend you do. Please just make sure your submission is not rushed, all parts of the submission process are followed, and all documentation is completed correctly.

When will you make your decision if our product(s) get ranged?

The week after the cut-off date, we will review all submissions and you will receive one of three types of responses which will be:

- 1. Progressing to next stage (review meeting)**
- 2. Not progressing due to missing information or missed deadline**
- 3. Product submission not successful at this time**

If our product has been progressed to next stage, when can we meet to discuss?

If successful, we will meet with you (call or face to face) two weeks after you have submitted your item(s). Please bring your product samples to this meeting.

If my product can be exclusive to Whole Foods Market, does that increase my chance to get ranged?

We always like to offer our customers something new, unique and exclusive, so we would always encourage suppliers to offer us three months exclusivity. If you can offer us exclusivity, then we also can discuss a more bespoke and tailored marketing support package.

What about Marketing support? Is there a process for supporting the launch with Whole Foods Market?

As part of our meeting process, we would like for you to come with a proposal of what types of marketing activity you would like to launch your product with.

We appreciate that this will differ by supplier depending on your budget, but we have a fantastic range of opportunities for you to choose from.

If you need our marketing sales pack, please find on the supplier portal.

This new process does not work for me. How can I provide feedback?

We are sorry to hear that. We have devised this process to benefit the supplier as much as work for us. We expect to see improved communication and speed for suppliers from this process, and most importantly, improved new products in stores for our customers which is always our ultimate goal. Please speak to one of our Category Merchants if you wish to discuss this further.

