



New Product Submissions 2025

GROCERY
SPECIALITY
WELLNESS & BEAUTY



New Product Launches with Whole Foods Market

Whole Foods Market (UK) Merchandising Team has a structured and concise process for suppliers who wish to submit new products to range in our stores.

This process is currently supporting three of our product teams: Grocery, Speciality and Wellness & Beauty.

The 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 follow this process to be considered.

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



Jade Hoai
Executive Leader, Operations (Purchasing)



Category Submission Deadlines and Process 2025

Over the next three pages, you will find the submission timetable for our Grocery, Speciality and Wellness & Beauty product categories.

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.
- Please refer to page 4 for the Grocery timetable, page 5 for the Wellness and Beauty timetable and page 6 for the Speciality timetable.
- While we work to the range review timelines, there are occasional opportunities to introduce new products outside of this schedule (off-cycle). However, these opportunities are strictly limited and typically reserved for NPD, exclusives, or unique opportunities.

For any questions on the submission process, please refer to our FAQ on page 8.



Grocery Submission Deadlines 2025

Master Category	Category	Subcategories	WFM DEADLINE	SUPPLIER DEADLINES		WFM DEADLINE	Supplier Notification	First Fill Delivery To Stores	In-Store Execution
			Brief send out	New Item Submission Window (NISF, Sell Sheet)	Data Submission Deadline Vendors (VIP + Product Image for POG)	Data Submission Deadline			
Round 01 - January 2025 In-Store Execution									
Meals	Soups	Soup, Chilli, Stews	30-Sep	06-Oct	22-Nov	06-Dec	08-Nov	08-Jan	15-Jan
Meals	SS Vegetables								
Meals	Seasonings	Herbs, Spices, Salt, Pepper							
Grocery Chilled	Fresh Convenience	Soups, Meals, Salads, Snacks							
Round 02 - February 2025 In-Store Execution									
Meals	Pasta		06-Oct	20-Oct	22-Dec	05-Jan	08-Dec	05-Feb	12-Feb
Meals	Pasta Sauces								
Grocery Frozen	Pizza								
Grocery Chilled	Pizza								
Round 04 - April 2025 In-Store Execution									
Candy Snacks	Salty Snacks	Potato or Tortilla Chips, Pretzels, Popcorn, Puffed Snacks, Rice Cakes	07-Nov	21-Nov	06-Feb	20-Feb	23-Jan	09-Apr	16-Apr
Candy Snacks	Dips & Salsa								
Candy Snacks	Cookies and Biscuits								
Grocery Frozen	Frozen Bread								
Grocery Chilled	Desserts								
Round 05 - May 2025 In-Store Execution									
Grocery Frozen	Plant Based Protein		05-Dec	19-Dec	05-Mar	19-Mar	20-Feb	07-May	14-May
Beverage	Functional Drinks	Tonic, Probiotics Beverages, Kombucha, Protein & Meal Replacements							
Beverage	Soda								
Round 06 - June 2025 In-Store Execution									
Grocery Dairy	Plant Based Cheese		02-Jan	16-Jan	02-Apr	16-Apr	19-Mar	04-Jun	11-Jun
Grocery Dairy	Milk Products	Cream Cheese, Cottage Cheese, Spreads							
Baking	Nut Butters								
Baking	Fruit Spreads	Jams, Preserves, Marmalades	06-Feb	20-Feb	07-May	21-May	23-Apr	09-Jul	16-Jul
Breakfast	Coffee	Whole Bean, Ground, Pods, Hot Chocolate							
Breakfast	Packaged Teas								
Round 08 - August 2025 In-Store Execution									
Breakfast	Cereal	Adult Cereal, Granola and Muesli, Kids Cereal, Boxed Packets, Single Serve	05-Mar	19-Mar	04-Jun	18-Jun	21-May	06-Aug	13-Aug
Round 09 - September 2025 In-Store Execution									
Candy Snacks	Confectionary	Chocolate, Gum, Licorice, Hard Candies, Mints	02-Apr	16-Apr	02-Jul	16-Jul	18-Jun	03-Sep	10-Sep
* Office will be closed Dec 24 - Jan 1 - no sample drop off available									

Wellness & Beauty Submission Deadlines 2025

Master Category	Category	Subcategories	WFM DEADLINE	SUPPLIER DEADLINES		WFM DEADLINE			
			Brief send out	New Item Submission Window (NISF, Sell Sheet)	Data Submission Deadline Vendors (VIP + Product Image for POG)	Data Submission Deadline	Supplier Notification	First Fill Delivery To Stores	In-Store Execution
Round 01 - January 2025 In-Store Execution									
Supplements	Functional Supplements	Antioxidants, Cardiovascular, Eye and Vision Health, Glandular, Blood Sugar, Brain and Memory, Sleep, Stress and Mood	30-Sep	06-Oct	22-Nov	06-Dec	08-Nov	08-Jan	15-Jan
Supplements	Specialty Supplements	Bone and Joint, Cleanse and Detox, Digest, EFAs, Perishable Supplement Shots, Probiotics							
Round 02 - February 2025 In-Store Execution									
Body Care	Beauty	Facial Care, Hair Care, Perfume, Beauty Accessories	06-Oct	20-Oct	22-Dec	05-Jan	08-Dec	05-Feb	12-Feb
Body Care	Bath & Body	Soap (Bar Soap, Hand Soap, Multiuse Soap, Hand Sanitizer), Body Wash, Bath, Lotion							
Body Care	Personal Care	Deodorant and Shave, Intimate Care, First Aid, Oral Care, Sun and Bug Care							
Round 04 - April 2025 In-Store Execution									
Supplements	Active Nutrition	Protein Powders, Sports Nutrition, Weight Management	07-Nov	21-Nov	06-Feb	20-Feb	23-Jan	16-Apr	09-Jul
Supplements	Functional Foods	Bee, Bulk Functional Foods, Greens, Seeds, Superfoods							
Round 05 - May 2025 In-Store Execution									
Body Care	Children's Body Care	Skin Care, Oral Care, First Aid, Hair Care, Sun and Bug	05-Dec	19-Dec	05-Mar	19-Mar	20-Feb	14-May	06-Aug
Supplements	Children's Supplements	Childrens: Functional Foods, Functional Supplements, Medicinal Herbs, Specialty Supplements, Protein Powders, Vitamins & Minerals, Wellness & Seasonal							
Round 06 - June 2025 In-Store Execution									
Lifestyle	Pet Food & Pet Care	Pet Food & Pet Care	02-Jan	16-Jan	02-Apr	16-Apr	19-Mar	11-Jun	03-Sep
Lifestyle	Baby Products	Baby Products							
Lifestyle	Housewares	Housewares							
Round 07 - July 2025 In-Store Execution									
Supplements	Vitamins and Minerals	Men's and Women's Health, Minerals, Multivitamins, Single Vitamins, Non-Sport Amino Acids	06-Feb	20-Feb	07-May	21-May	23-Apr	16-Jul	08-Oct
Round 08 - August 2025 In-Store Execution									
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	05-Mar	19-Mar	04-Jun	18-Jun	21-May	13-Aug	05-Nov
Supplements	Herbs and Homeopathy	Flower Essences, Multi Dose Tube (MDT), Medicinal Bulk Herbs, Medicinal Herb Combinations, Medicinal Herb Singles, Mushroom Supplements							
Supplements	Wellness and Seasonal	Cold and Flu, Immune Support, Pain Support, Sinus and Allergy							
Round 09 - September 2025 In-Store Execution									
Autumn/Winter Seasonal	Festive	Christmas, Thanksgiving, Halloween	02-Apr	16-Apr	02-Jul	16-Jul	18-Jun	10-Sep	03-Dec
Body Care	Beauty	Facial Care, Hair Care, Perfume, Beauty Accessories							
Lifestyle	Toys	Games, Plush, Media							
Lifestyle	Home & Kitchen	Decor, Housewares, Home Fragrance, Hydration, Candles							
* Office will be closed Dec 24 - Jan 1 - no sample drop off available									

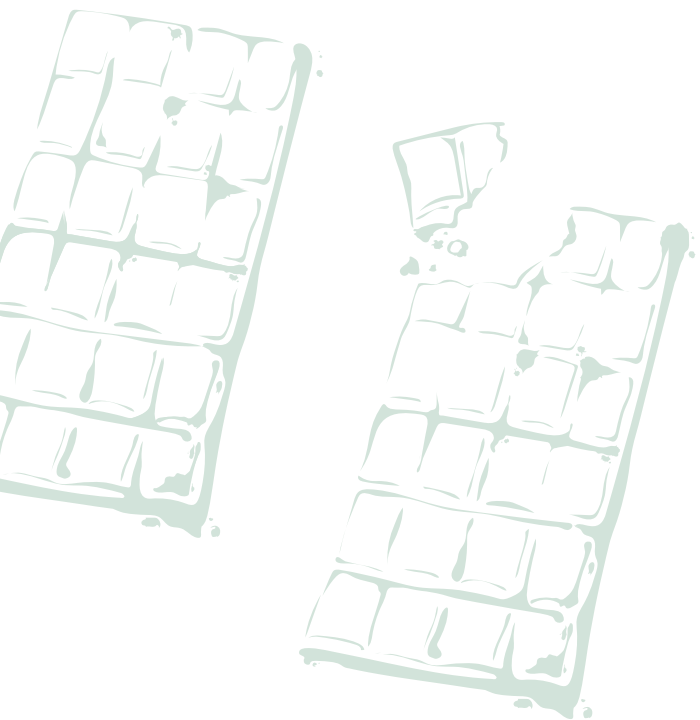
Speciality Submission Deadlines 2025

Master Category	Category	Subcategories	WFM DEADLINE	SUPPLIER DEADLINES		WFM DEADLINE	Supplier Notification	First Fill Delivery To Stores	In-Store Execution
			Brief send out	New Item Submission Window (NISF, Sell Sheet)	Data Submission Deadline Vendors (VIP + Product Image for POG)	Data Submission Deadline			
Round 05 - May 2025 In-Store Execution									
Spirits	Spirits & Liqueurs	Vodka, Gin, Rum, Whisky, Tequila, Mezcal, Brandy, Liqueurs & Aperitifs	21-Oct	11-Apr	20-Jan	7-Feb	6-Jan	31st March - 4th Apr	April
Spirits	Bitters & Mixers	Bitters & Mixers							
Round 06 - June 2025 In-Store Execution									
Cheese	Charcuterie	Pre-packed, Counter Service, Pate, Cooked and Cured Meats, Biltong	23-Dec	1-June	24-Mar	11-Apr	10-Mar	2nd June - 6th May	June
Round 07 - July 2025 In-Store Execution									
Cheese	Antipasti	Antipasti, Mezze, Olives, Condiments	20-Jan	2-March	21-Apr	9-May	7-Apr	30th June - 4th July	July
Cheese	Nuts	All	20-Jan	2-March	21-Apr	9-May	7-Apr	30th June - 4th July	July
Round 08 - August 2025 In-Store Execution									
Beer & RTDs	Beer & RTDs	Priority Categories To Be Communicated	24-Feb	3-Oct	26-May	13-Jun	12-May	4th August - 8th Aug	August
Wine	Wine	Priority Categories To Be Communicated							
Round 09 - September 2025 In-Store Execution									
Cheese	Priority Areas Only	All Pre-Packed & Counter Service	24-Mar	4-July	23-Jun	11-Jul	9-Jun	1st Sept -1st Sept	September
* Office will be closed Dec 24 - Jan 1 - no sample drop off available									

How to Submit New Products

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 are a new supplier to Whole Foods Market please register as a potential supplier on the Supplier Portal and submit a new item submission via **Supplier > Potential Suppliers > New Item Submission UK**

If you have a new product you wish to submit to us, make sure it fits within one of the categories on the timetables on pages 4 to 6.

STEP 2

Once you have found the relevant category for your new product, take note of the submission window. We will not extend this deadline, so you must submit within the window submission.

STEP 3

Complete the relevant product team Excel document called “New Item Submission Form” that you have been provided you within our original email about this new process.

If you have lost this document, please request via one of the following email addresses:

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

This form 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

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 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 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 2025 deadline?

Yes, that is correct. The 2026 submission calendar will be issued by the end of Q2 2025, 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 contact uksupplier.communications@wholefoods.com and a Team Member will email it to you.

How do I submit off-cycle NPD submissions?

While we work to the range review timelines, there are occasional opportunities to introduce new products outside of this schedule (off-cycle). However, these opportunities are strictly limited and typically reserved for NPD, exclusives or unique opportunities. Submissions must be made via email (subject of email 'Off-Cycle: Category Name')

This 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.

Whole Foods Market Glossary

Ambient

A reference to the temperature your product(s) needs to be stored at. In this case, room temperature.

BOP/Back of pack

Product information you'd usually find on packaging, like product description and nutritional information. Some suppliers like to include extra information, such as other products in the range, or awards they've won.

Category Reviews

Whole Foods Market handles the majority of new item introduction through our category review process. We divide the categories in store into specific months (rounds) of the year and evaluate each category based on the reset month (i.e. Round 3 = March reset) when new items will be incorporated into our product mix.

Category reviews are a 10-month process with product mix decisions at the half-way point. We publish each year's category review schedule at the beginning of the calendar year.

We have a limited ability to introduce products off-cycle. Decisions for off-cycle introduction are based on innovation and the sales uplift the new item(s) are projected to bring to the category.

Chilled

This is a reference to the temperature your product(s) needs to be stored at. In this case, refrigerated but not frozen.

Demos

Product demonstration is a dynamic and interactive opportunity for shoppers to experience your brand. Tasting and education give customers a unique chance to connect with your products and experience the story and quality of your brand. Brands can schedule in-store demos slots via the UK demo platform here: <https://wholefoodsmarket.simplybook.cc/v2/>

Frozen

This is a reference to the temperature your product(s) needs to be stored at. In this case, in the freezer.

HACCP

Hazard Analysis and Critical Control Point, a Food Standards Agency approved system which helps food businesses ensure the food they make or serve is safe to eat.

Local Brand

Whole Foods Market defines "Local" using two mutually inclusive criteria. The Local area is defined as England in the UK Region. Partners and their products must meet both criteria to be considered Local and marketed as such on our shelves:

- **Production** refers to the product and means the product is grown, raised, manufactured, processed, or otherwise made within England or as legally defined.
- **Geography** refers to the supplier partner and means the product is sourced from a supplier partner headquartered and owned within England or as legally defined.

POG/Planogram

Whole Foods Market uses planograms to maintain our shelf placement. Planograms are a visual representation of our category merchandising space that include product images, UPC's, descriptions, and dimensions.

Promos/Promotions

Promotions are a critical way to increase the velocity of your products and drive trial. Promotions occur by reducing the item's cost to Whole Foods Market either when the item gets delivered (Off-Invoice) or as a rebate based on how many are sold through the register (Scanback). We pass that cost savings onto the customer through a sale retail.

Here's a list of common mechanics:

- **Multibuy** e.g. Buy 1, Get 1 Free
- **Reduction promo** e.g. Half Price, Save 20%
- A **basic promotional strategy** is running a quarterly discount at a minimum of 20% off retail.

Promotions are due at least three months in advance, so it's never too early to start planning your promotional strategy!

We recommend setting up an annual promotional strategy each year to ensure that you hit all deadlines. This strategy should be created in partnership with your Category Merchant or Category Merchant Analyst.

Whole Foods Market Glossary cont.

Retail-ready

Retail-ready products have barcodes and date code information – ‘use-by’ and ‘sell-by’ dates, which are compliant with EU/UK legislation.

Quality Standards

From our high-quality meat to our ever-growing list of food ingredients we ban, we take pride in what we do sell and even more in what we don’t. Most important of all, we’re pushing to make those standards higher and higher every day. Our standards prohibit over 230 preservatives, flavours, colours, sweeteners and other ingredients from all food we sell, and in our beauty and body care products we’ve banned 180+ ingredients and counting.

Whole Foods Market has industry leading Quality Standards that are unique in the marketplace. The standards include a list of 100+ ingredients that aren’t allowed in our products. We have specific quality standards for:

- Meat
- Seafood
- Eggs
- Supplements
- Bodycare
- Household Cleaners

SALSA

Minimum SALSA or Global Food Safety Initiative accreditation is a strict food safety requirement for a listing at Whole Foods Market, however we can onboard you as a supplier whilst you are in the process of obtaining the certification (if you are not already certified) but we cannot list products on the shelf.

Supplier Co-op

This pack provides you with a great overview of how best to target the right customers, at the right time, in the right place.

UPCs (Universal Product Codes)

Whole Foods Market requires a 13-digit barcode for all packaged products.

Vendor or Distributor

At Whole Foods Market we prefer purchasing through vendors or distributors. This allows us to have maximum efficiency in ordering, receiving, and stocking. We work with a select number of distributors. We do not need you to have a distributor when you are submitting new items to Whole Foods Market, but we expect you to build a distributor margin into your business planning.

VIP (Vendor Internet Portal)

VIP contains cost information of all the products you currently sell or potentially could sell to WFM. For brands selling through a distributor the distributor will maintain a VIP Cost file that includes your products.

