

Global Whole Body Free Fill Policy

Introduction:

This document serves to outline our expectations for free fill on all types of new item placement initiatives in the Whole Body™ Department of Whole Foods Market.

Global Free Fill Expectations:

- **Body Care Free Fill Expectations:** 6 free fill for items under \$10.00 WFM Landed Cost / 3 free fill for items \$10.00 WFM Landed Cost and above. Items ordered by display cases such as lip balms - 1 display box free fill
- **Supplements Free Fill Expectations:** 6 free fill for items under \$10.00 WFM Landed Cost / 3 free fill for items \$10.00 WFM Landed Cost and above. Items ordered by display case or caddy such as Energy/Single Shots or protein powder packet boxes – 1 display case / caddy free
- **Lifestyle (Examples: Apparel, housewares, gifts, candles, books, cards, media etc.) Free Fill Expectations:** 25% off Opening orders for new stores. 25% off for opening orders for new Globally Launched Suppliers / Brands.

Global Free Fill Policy Situations: Please note that the product mix will be ordered by each Regional Team based on store size and individual needs.

- **New Stores** - New Items will be ordered from WFM planned sets or by the new store opening team in regions where we do not use planned sets. *Note: Free fill applies to all planned set items, both direct and distributed. All planned set items are scheduled for reorder at the store level. We appreciate your partnership in growing both our stores and your sales within Whole Foods Market.*
- **Remodels / Relocated Stores** - New Items will be ordered off of updated planned sets for the store or by team conducting the remodel.
- **Nationally Approved New Items** - These are new items that have been approved by the National New Item Team to be auto-shipped to all Whole Foods Market locations. Global Purchasing authorizes the item, and UNFI or Direct Vendors will arrange for the item(s) to be shipped to all stores during the land window specified. (For questions please refer to the National New Item process document.)

- **Category Refreshes or Resets** – This is when there is a set within a store that we are reviewing to determine what authorized items are not carried that should be added. The category coordinator/buyer will send UNFI or the respective Direct Vendor a list of the new items to be added to that store and, if applicable, the planned set for the section that is being reset or refreshed.
- **Regionally Approved New Items** - Can be processed on turnovers through broker and mfg. reps, or may be split out to all stores on a spreadsheet sent to UNFI. Check with each specific Region for a detailed explanation of the process here.

Other Important Messages Concerning our Global Free Fill Policy:

- **Why We Request Free Fill:** Free fill placement programs are in lieu of slotting fees customarily charged by other grocers and are a minimal supplier investment for the success of your brand and our new stores.
- **Free Fill Process for UNFI items:** Free fill must be delivered as 100% discount according to UNFI sell pack. These should arrive at our stores as straight free fill, not 6+6 or 3+3. If a Regional or Store Buyer requests an additional order above the denoted free fill quantities, that product must be billed on a separate invoice with any ongoing discounts applied. These items must always be shipped through UNFI, NEVER DIRECT. UNFI will pass on the free fill discount to Whole Foods Market and charge you the correct amount.
- **Free Fill Process for Direct Supplier items:** These should arrive at our stores as straight free fill, not 6+6 or 3+3. If our teams would like to order more products to fill their shelves, they will do so on a separate purchase order and should receive any typical ongoing discounts for these orders.
- **Free Fill Invoicing Reminders:** All invoices are to read line item Whole Foods Market every day cost. Invoice should reflect 100% total invoice discount. Whole Foods Market requires this invoice protocol to ensure we capture line item cost as well as adherence to this free fill policy.