

M**RKET OF CHOICE**[®]
Food for the Way You Live[®]

NEW VENDOR INFORMATION PACKET

WELCOME TO THE MARKET OF CHOICE NEW VENDOR PROFILE AND NEW PRODUCT SET UP PROCESS. WE'RE EXCITED TO LEARN MORE ABOUT YOUR PRODUCT(S) AND YOU AS WELL!

This guide will help you in filling out the forms that are required to establish you as an authorized vendor for Market of Choice. By completing this information and profile it will help us to review your product(s) and get back to you with our decision as quickly as possible.

FILLING OUT THE NEW VENDOR PROFILE FORM

The New Vendor Profile Form provides us with the information we need to:

- ✔ Properly pay you for the products you provide
- ✔ Establish you with a Market of Choice vendor number, which allows the stores to receive products and put them on the shelf once they are authorized.
- ✔ Complete the required information on liability insurance, food safety and production permits as mandated by various federal, state and county regulatory agencies.
- ✔ Provide our marketing department with information to help us to market your products and ensure our mutual success.

The New Vendor Profile Form must be submitted along with the New Product Request Form and samples of your products the first time you are presenting new products.

Once you are an authorized vendor you will no longer fill out the New Vendor Profile Form, but you will still fill out the New Product Request Form for any additional SKU's you want us to consider.

GETTING STARTED

If you are going to distribute your product through any other direct-store delivery (sometimes referred to as a distributor or re-distributor) you should first check to see if they are already an authorized vendor at Market of Choice. If they are, you do not need to fill out the New Vendor Profile Form. If we accept your items, we will pay your re-distributor directly.

If you are going to be delivering your product to our stores yourself or via delivery service (UPS, Fed Ex, ect.) you must still fill out the New Vendor Profile Form.

Start by populating the information about your business in Section 1.

Note:

We need your business name, not your personal name (unless they are the same). Your accounting information may be different than the business name and contact. Please make sure to let us know so we can properly pay you.

Remember to please identify for us what type of company your business is:

C-Corp : A C-Corp is any entity that is taxed separately than its owners

S-Corp: An S-Corp is a federal income tax structure where your profits or losses of the business are passed through to the ownership of the company. The individual owners then report these gains or losses as income on their federal tax returns.

LLC: If you have legally defined your business as an LLC.

Individual: If your business is simply you as an individual.

PAYMENT REMITTANCE

Refer to the Accounting Information Portion in Section 1 of the New Vendor Profile Form.

Please indicate where we should remit payments for your products. Please complete these lines even if they are the same as the accounting or business address.

Payment terms will be established by our merchandiser once the products are selected. Note that payment terms vary across our departments and categories and in some cases are mandated by federal and/or state laws.

If you are using a broker to aid you in managing your products, we need their contact information to coordinate communication with our merchandisers. Brokers do not receive payments from Market of Choice.

PRODUCT LIABILITY INSURANCE

Refer to Section 2 of the New Vendor Profile Form.

We require our vendors to carry a minimum of one million dollars in liability insurance for their products. In the fields provided we will need your carrier, policy number and coverage amount.

You are required to attach a copy of your liability insurance policy to your submission.

PRODUCT RECALL INFORMATION

Refer to Section 2 of the New Vendor Profile Form.

Product issues are rare but do happen. We need to know who to contact in the event that we have a consumer inquiry or product recall situation due to quality, packaging, foreign material, a consumer issue, or other events that may require immediate attention.

REGULATORY REQUIREMENTS

Refer to Section 2 of the New Vendor Profile Form.

The various types of governing agencies and permit types will depend on the type of product you are selling. The list below is provided as a guide and not meant to be inclusive of all permit requirements. It is the responsibility of the vendor to obtain the necessary permits to manufacture and sell their products to Market of Choice.

- 🌿 Consumable products manufactured and sold in the same state require permits from the state's Department of Agriculture and/or Health Department for their production facility and resale.
- 🌿 Consumable products manufactured and sold across multiple states that contain beef, poultry, or pork in the ingredients statement (or as fresh foods) require a USDA permit.
- 🌿 Consumable products manufactured and sold across multiple states that contain seafood are required to have a Fish and Game permit.

SUPPLIER VERIFICATION FOR FOOD SAFETY AND REGULATORY COMPLIANCE

We are committed to bringing the safest and best products available into our markets. In order to ensure that our customers and community are purchasing products that meet our standards, please provide us with the following information in Section 2 of the New Vendor Profile Form:

- 🌿 All required regulatory permit information, including local, state and federal.

RECEIVING TEMPERATURES

All potentially hazardous products we receive must come through our Receiving Department, be temperature tested, and logged by a receiver or store manager.

If you have temperature-sensitive products, you must provide your products in a temperature-controlled and safe environment. You must also maintain temperature controls throughout transit from the production facility to our stores.

Here are the temperatures required:

Refrigerated: <41° F

Frozen: <0° F (without visible signs of thawing)

Eggs, milk and live shellfish: <45° F

FILLING OUT THE NEW PRODUCT REQUEST FORM

Once you have completed the New Vendor Profile Form, you are ready to move on to presenting our merchandisers with your product(s). Remember that if your product is accepted, and we have set you up as an authorized vendor, you do not need to fill out the New Vendor Profile Form for future product submissions.

GETTING STARTED

THE PRODUCT BASICS

List each of your items on separate lines. Each SKU is evaluated for its own potential based on our merchandising strategies.

Note: We may not accept every item you submit. List the entire 10 digit UPC code in the field without the check digit (the first digit, separated by a space).

We require products to have a UPC bar code.

Enter the brand name and product description.

Example: “Morning Star” is the brand name and “Frozen Chik Patties” is a product description. For the product description, we ask that you focus on two or three key attributes of the product and include the flavor or type. For example, “Mint Ice Cream” or “Organic Wheat Crackers.”

ACCEPTABLE:

Cashew Carmel Cookies

Organic Flax Cookies

NOT ACCEPTABLE:

Carmel Cookies

Organic Cookies

TELL US THE SIZE OF THE SKU'S

For each of your products we need to know the size so that we can add it to our product description.

Please use the following designations:

For OUNCES, use "OZ"

For POUNDS, use "LBS"

For COUNT, use "CT"

For MULTI-PACKS, use "PACK"

YOUR SELLING COST TO US

In these columns, you will tell us the cost for each of the products that you are going to sell us.

Case-cost is the total cost of the case, while the case-pack is the total number of units inside the delivered case. For example, if you sell a 10 pack case at \$1.00 per unit, then your case cost is \$10.

If you are selling/invoicing us per unit, then enter the case-pack as "1" and the case-cost as the unit-cost.

If you are going to give our buyers an introductory allowance (discount to your regular selling price), enter that amount as a dollar or percentage in the column indicated.

YOUR TOTAL SELLING-COST TO MARKET OF CHOICE

We will determine our retail price from the total selling-cost/case-cost.

Note: We set our regular retail price from these fields, but our promotional retail prices are negotiated separately.

To manually calculate the total CASE COST, you will use this formula:

Your CASE COST plus FREIGHT COST (if any) = CASE COST

To manually calculate the total UNIT COST, you will use this formula:

Total CASE COST divided by CASE PACK

ADDITIONAL PRODUCT DETAILS

Guaranteed Product: If you are going to guarantee your product then indicate “YES” in the field provided. To guarantee a product means that if an item you have sold to us expires before it sells, or is damaged in our store due to normal retail handling or by a customer, you will credit us the full amount of the cost of the product(s).

Note: All products are expected to be 100% satisfaction guaranteed to Market of Choice customers. We will refund our customers if they are not satisfied with any product(s) and will expect full credit on any such items.

FILLING OUT THE ITEM ATTRIBUTE PORTION OF THE NEW ITEM FORMS

The “product attributes” allow us to identify the selling points of your item(s).

PRODUCT ATTRIBUTE INFORMATION

(Must be populated for all items you are submitting.)

There are four key attributes that we are focused on that will be reflected in our shelf, display signage and our ads. We may change these in the future based on changing trends.

Organic: If your product is USDA Certified Organic, indicate “Y.” We will ask you for certification forms.

Gluten-Free: If your product is certified gluten-free, indicate “Y.” Due to the serious nature of gluten diet restrictions, you will be asked to show the certification if we intend to reflect this attribute in our stores.

Non-GMO: If your product is certified Non-GMO, indicate “Y.” Please note, if you have a single ingredient that is GMO, you cannot claim Non-GMO certification. We will ask you for certification forms.

Vegan: If your product is vegan, indicate “Y.” (Contains no animal-sourced products whatsoever)

LOCATIONS YOU WOULD LIKE YOUR PRODUCTS STOCKED

Each of our markets is very unique. We specifically cater to the clientele in each location. Therefore, not all stores may carry all products. We will determine the best locations for your products based on customer demographics.

Our Store Key:

#1 - WILLAKENZIE

2580 Willakenzie
Eugene, Oregon 97401

#2 - CEDAR MILL

250 NW Lost Springs Terrace
Portland, Oregon 97229

#5 - WEST LINN

5639 Hood St.
West Linn, Oregon 97068

#6 - DELTA OAKS

1060 Green Acres Road
Eugene, Oregon 97408

#7 - CORVALLIS

922 NW Circle Blvd. Ste 110
Corvallis, Oregon 97330

#9 - WILLAMETTE

67 West 29th Ave
Eugene, Oregon 97405

#10 - FRANKLIN

1960 Franklin Blvd
Eugene, Oregon 97403

#11 - ASHLAND

1475 Siskiyou Blvd.
Ashland, Oregon 97520

#12 - SW PORTLAND

8502 SW Terwilliger Blvd.
Portland, Oregon 97219

WHAT HAPPENS NEXT

Thank you for completing the paperwork completely. This will facilitate a smooth and speedy process in evaluating your request.

Please double check that you have completed ALL fields on each form:

- 🍃 ***New Vendor Profile Form***
- 🍃 ***New Product Request Form***

Any blank or incomplete sections may result in delays in evaluating your product submissions.

Again, the New Vendor Profile Form must be submitted along with the New Product Request Form and samples of your products the first time you are presenting new products.

WHERE TO SEND YOUR FORMS & PRODUCT SAMPLES

Please email your completed forms to newvendor@marketofchoice.com.

Please send samples of your products to:

Market of Choice, Inc.
ATTN: New Grocery Product Samples
2862 Willamette Street
Suite B
Eugene OR 97405

Please allow 4-6 weeks to review your submission.

Thank you for your submission!

