



2023 Vendor Policy Workbook

DEALS & SAMPLES

BRAND: _____

NEW PLACEMENT DEALS

What is a New Placement Deal & why we recommend offering one: New Placement (NP) Deals are given to a customer on their first purchase from your brand. This deal is limited to 1 case per sku, or xx pieces per sku. This is off wholesale cost. GSF processes New Placement Deals as MCB's (chargebacks).

What NP Deal should you offer? GSF requests a minimum 25% NP, while 50% (or greater) is more advantageous. Free Fills are the most effective way to ensure broader shelf placement. You can offer up to two separate NP Deals; **one for** all GSF customers and **one for** Key Accounts. Key accounts are larger accounts and those with multiple locations that may expect a higher NP deal. If you choose not to participate list "N/A" under Other, or leave blank.

NEW PLACEMENT DISCOUNT FOR ALL WHOLESALE CUSTOMERS
-- select one choice --

25% 30% 50% 100% Free Fill

OTHER: _____

NEW PLACEMENT DISCOUNT FOR ALL KEY ACCOUNTS
-- select one choice --

50% 100% Free Fill

OTHER: _____

CASE STACK DEALS

What is a Case Stack Deal & why we recommend offering one: Case Stack Deals are volume based deals available to our customers that order a minimum number of cases. It's a great way to build volume within a store. GSF processes Case Stack Deals as MCB's (chargebacks).

STANDARD CASE STACK DEAL: 5-10 cs = 10% | 15-20 cs = 15% | 25+ cs = 20%

CUSTOM CASE STACK DEAL:

OF CASES: _____

DISCOUNT: _____

OF CASES: _____

DISCOUNT: _____

OF CASES: _____

DISCOUNT: _____

Can customers mix/match SKU's for Case Stacks? Yes No, must be same sku

PLEASE NOTE: GSF does NOT double-dip/stack promotions.

SAMPLE POLICY

Sampling is an important aspect of the sales process. Samples are used in store presentations and/or sent out to stores that express interest and/or would be a great fit for your product. Please indicate below how our sales team can obtain product for sampling purposes.

SELECT SAMPLE POLICY

-- select one choice --

GSF has permission to pull cases from inventory and charge back (*most common selection*).

Vendor will send samples directly to interested store.

Vendor will send samples directly to the GSF sales team.

Vendor requests GSF reach out to them with any sample requests.



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SALES SUPPORT

BRAND: _____

BROKER INFORMATION

Do you work with one or more brokers? If so, please list their information below. If no broker, please leave blank.

Broker Company	
Broker Contact Name	
Broker Email	
Broker Phone	

ONLINE RESTRICTIONS

GSF can set up restrictions within our system to restrict customers from purchasing your product based on your preferences.

Can your items be purchased by retailers selling on Amazon?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Amazon Resellers
Can your items be purchased by other online retailers?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> The Gluten-Free Mall Only

SHIPPER & DISPLAY RACK PROGRAMS

Please indicate below what programs are available so our sales team can utilize this info.

Do you offer shippers?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you have a display rack available?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you offer clip strips, shelf talkers, or other display material?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
List any deals that would apply to shippers or display rack programs:	_____	

OTHER RETAILER PROGRAMS / INFO

Any additional information that would be helpful for our sales team to communicate to our retailers, please list below.



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SELLING POINTS

BRAND: _____

KEY SELLING POINTS

List the top three selling points our sales team should know about your products/brand.

NO. 1	
NO. 2	
NO. 3	

BRAND STAND-OUT & COMPETITORS

What competitors are out there with similar products? What makes your brand different or stand-out from them?

PRODUCT RANKINGS

List your top 10 best selling sku's, in order by sales and popularity.

NO.	ITEM NAME	UPC
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

MERCHANDISING

Where is the best location for your products to be placed? What category do they best fit?



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SEASONAL

BRAND: _____

SEASONAL INFORMATION

We have five presell programs each year. If you have seasonal and/or holiday appropriate items that would be a great fit, please fill out information for the presells that would apply to your products.

When considering items for our presell programs, we don't typically feature everyday items we already carry.

Presell item pricing, images, UPC, ingredients and nutrition information would need to be available by stated date.

VALENTINE'S DAY

Looking for items themed to Valentine's Day only. Must have holiday-specific packaging/flavors or be appropriate for the holiday to be considered. All product details would need to be finalized to our team **by July.**

Please list any items that you'd like considered for the Valentine's Day Presell:

EASTER

Looking for items themed to Easter only. Must have holiday-specific packaging/flavors or be appropriate for the holiday to be considered. All product details would need to be finalized to our team **by August.**

Please list any items that you'd like considered for the Easter Presell:

SUMMER

Looking for items perfect for summer - think picnics, BBQ's, seasonal-specific packaging, Memorial Day and 4th of July. All product details would need to be finalized to our team **by October.**

Please list any items that you'd like considered for the Summer Presell:

HALLOWEEN/FALL

Looking for items themed to Halloween and the Fall season. Must have holiday-specific packaging/flavors or be appropriate for the season to be considered. All product details would need to be finalized to our team **by March.**

Please list any items that you'd like considered for the Halloween/Fall Presell:

WINTER

Looking for items themed to Christmas, Hanukkah, and the winter season. Must have holiday-specific packaging/flavors or be appropriate for the season to be considered. All product details would need to be finalized to our team **by April.**

Please list any items that you'd like considered for the Winter Presell:



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PICKUP POLICY & LUMPING SERVICE

BRAND: _____

GSF TRUCK PICKUP POLICIES

GSF Pickup Delays & Rescheduling Pickups	GSF Truck Pickups - Driver Delays
	For Purchase Orders which GSF handles the order pickup, when GSF drivers are delayed beyond 30 minutes of confirmed appointment times, GSF will assess a \$50 Driver Detention Fee which will be charged back to our vendors.
	GSF Truck Pickups - Appointment Rescheduling
	For Purchase Orders which GSF handles the order pickup, when GSF drivers arrive and orders are not ready and loaded within the 30 minute requirement which GSF then has to reschedule, a \$50 Reschedule Fee which will be charged back to our vendors.

GSF SORT & SEGREGATE POLICY

SORT & SEGREGATION	Garden Spot Foods requires all Purchase Orders based on <u>Delivered pricing</u> , and when mixed pallets are shipped, to be sorted and segregated by item. When multiple items are shipped on a single pallet, each item must be placed onto it's own separate pallet. If the Purchase Order is not sorted and segregated by the vendor, it is up to the delivery driver to sort and segregate the order, or hire a Lumper to perform this service. Please see attached Lumping Services and Fees Schedule (see below).
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PRICE LIST FOR GSF LUMPING SERVICES

SORT & SEGREGATE (all items placed on their own pallet at proper block and tier)	\$0.09 per case (maximum of \$300 per PO)
UNLOAD PALLETS (straight loaded, no breakdown)	\$4.00 per pallet
UNLOAD PALLETS (pin-wheeled pallets, no breakdown)	\$6.00 per pallet
UNLOAD PALLETS - Slip Sheet (no breakdown)	\$8.00 per pallet
RESTACKING FEE (unacceptable pallet quality*, or unstable stacking of product)	\$8.00 per pallet
MISCELLANEOUS LABOR	\$30 per hour

***Unacceptable pallets are defined as:**

- A. Any pallet that is not standard 48x40 GMA style grocery pallet
- B. Any pallet with missing boards
- C. Any soft wood pallet
- D. Any out of square pallet
- E. Any pallet with detached or broken top bottom boards
- F. Any pallet with cracked stringer(s) or double stringers
- G. Any pallet with protruding nails
- H. Any contaminated pallet (product spilled on pallet)

Payment:

Accepted methods of payment: Cash, Certified COMCHECK, Relay (Credit Card), or ESF Check
A written receipt will be issued for all lumping services provided

**** All rates are subject to change at any time without notice ****



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TERMS & INVOICE PAYMENTS

BRAND: _____

TERMS

"Manufacturer Charge Back"	
MCB	MCBs can be issued for Promotions, Sample Product, New Placement Deals, and Volume Deals and will be taken as a percentage from Wholesale Price or Cost (rare occasions and exceptions made). MCB amounts will be deducted from open PO invoices. MCB promotions can be either a dollar amount or a percentage. In the event there is not an open PO to apply MCB deductions to, vendor will be billed separately.
"Off-Invoice"	
OI	Off-Invoice refers to discounts or promotions applied on your invoices for GSF Purchase Orders. All discount percentages are taken from our Cost (your sell price to GSF). Unless other arrangements are made, all OI discounts are passed along to the customer. GSF may choose to buy heavier during OI promotion periods given sales are generally higher as a result of promotions.

COLLABORATION EXPECTATIONS

As an organization we benefit from the close, trusting relationships that are formed between Garden Spot, our customers, and our vendors. These collaborative partnerships generate higher levels of productivity and revenue for all parties involved. These relationships also lead to a positive work-with approach to educate our customers on the brands carried by Garden Spot. We offer numerous opportunities including monthly promotions, advertising programs in both catalog and digital formats, product presentations to our customers and active demo initiatives. Partnering in these areas will mutually benefit everyone.

CONTACT INFORMATION - CONFIDENTIALITY EXPECTATIONS

GSF is happy to provide you with a Top 100 Wholesale Customers list. A new list is available each quarter. To keep it fair among our customers the list is in alphabetical order, not sales total order. The mailing address and phone number are provided for each top customers, however, we do not provide the email address or the buyer's names. While we encourage you to use the list to reach out to our customers, we ask that all contact information is kept confidential and used only for purposes that are mutually beneficial.

VENDOR INVOICE PAYMENT

To ensure timely payment of your invoices, when GSF Purchase Orders ship, your invoice should be promptly submitted to GSF Accounting: **Accounting@gardenspotfoods.com**
 Failure to submit invoices to GSF Accounting will result in delays of you receiving payment for goods ordered and received by GSF