Northeast Region Demo Program Overview

Gain exposure for your product through the Northeast Regional Demo Program. Getting people to experience your product is one of the best ways to increase sales and build awareness for your brand. Demos sell product!

About our demo program...

Our program currently serves 20 stores located in New York, New Jersey and Connecticut. We will help you reach almost 300,000 customers per week. Our Region has 5 stores in the top 10! Columbus Circle and Union Square are the #1 and #2 stores in the company.

You benefit from our knowledgeable, well-trained, friendly in-store demo team members. Each store has one full-time Demo Specialist, and most stores have an active Demo Delegate Program, with Team Members from every department helping to support the demo program and in-store tasting events. The demo team builds relationships with the customers who shop in the store. Customers often know the demo team members by name and look for them on the sales floor.

Our Demo Reports provide you with direct, store specific feedback on items including packaging, product awareness, visual appeal, value and most importantly taste. Based on our feedback, vendors have reformulated recipes, changed packaging, and revamped their marketing strategies.

Vendors have the opportunity to participate in our Demo Team Trainings. This will allow you the opportunity to tell your story and impart your passion for your products. Vendors are given 20 minutes to address the Team and share your story. Demo Meetings are held quarterly and take place 2-3 weeks prior to the start of the Demo Period. If you are unable to attend a meeting vendors are encouraged to provide company and product information so that Demo Specialists can learn more about your line and the key selling points.

Our Demo Specialists will partner with our In-Store Educators to pass along product knowledge to all Team Members at the store level, and work closely with our Marketing Team Leaders to execute in-store and off-site events. You are invited to donate product and time for these events. If you are interested in supporting in-store and off-site marketing events send an email to Leigh Denardo at leigh.denardo@wholefoods.com

We also encourage vendors to come into our stores to demo their products. We appreciate your support of Whole Foods Market and want to ensure that the demos run smoothly and are successful.
How to participate...

Demos are scheduled on a monthly basis and may be requested up to six months in advance. All demo requests must be submitted on a Demo Request Form by the deadline indicated on the Instructions page (tab 1), at least 6 weeks prior to the start of the requested demo period. All demos are confirmed at least 4 to 5 weeks prior to the start of the demo period. Vendors may request specific days or dates for demos but they are subject to availability and cannot be guaranteed. Four 6 weeks prior to the start of the demo period your request will be reviewed. A confirmation will be sent out 3 to 4 weeks prior to the start of the period.

We view the demo program as a partnership between stores and vendors. The demo specialists will share the demo calendar with teams in the stores and remind them to order product for the demo. All vendors are asked to work with the product teams in the stores to ensure product is ordered to support the demo. It is best to touch base with the Team Leaders and Buyers a few weeks prior to the start of the demo period and closer to the scheduled demo date. Friendly reminders are always helpful!

Vendors are strongly encouraged to supply each store with a demo kit. Kits may include demo instructions, training materials, signage, promotional product literature, recipes and/or coupons. Do not include any supplies that do not meet our Green Mission standards, including non-biodegradable material (ex. Styrofoam cups, plastic cups, plastic spoons, Styrofoam packing peanuts), paper or vinyl tablecloths, or large banners or easels. If your demo kit only contains product literature you are encouraged to email the kit along with your Demo Request Form. If possible, please send product information as a digital demo kit, which will be posted to our demo SharePoint site. This saves paper and postage!

For questions on how to green your demos refer to the Green Guidelines on where to purchase green demo supplies. Note: Please do not send in demo supplies made of cornstarch. These supplies are most likely made with GMO corn, which does not meet our standards, and do not compost in the allotted timeframe of 30-60 days that are composter requires.

To save paper, we ask that you limit the amount of marketing materials you send to less than 25 copies/coupons per store.

Vendors are billed for any sample product used during the demo at wholesale cost plus the wholesale cost of any support product. Support product is any product necessary in the preparation and/or presentation of the vendor’s product. We collect state sales tax on vendor and support product. You may suggest a limit on the dollar amount you want spent on support product when you complete the Demo Request form.

Vendors receive one consolidated invoice for the whole region, along with backup Demonstration Report Forms from all participating stores. Demo reports will highlight product sales and customer comments. The invoice and demo reports will be e-mailed within two weeks of the period’s end. Note: We only use our demo reports. We will not use yours. A sample of the demo report is available on request.
The options...

Demo fees include pre-demo coordination, prep time including set up and tear down, demo reports and all paper goods.

**WFM Staffed Demo**

4 hour active demo - Fee $125.00 per store + support product

2 hour active demo – Fee $95 per store + support product (good for beverages and snack items)

Our knowledgeable, well-trained, in-store Demo Specialists will perform the demo, tell the story of your product, encourage sales and report results and feedback to you. This is a 4 hour demo on the floor plus time complete paperwork.*

**NE Region Local Vendor Demo**

4 hour active demo – Fee $95 per store + support product

Whole Foods Market is committed to supporting Local Vendors. This option is for vendors whose product is produced in NY, NJ or CT. We will offer a reduced fee for a 4-hour demo to vendors local to the Northeast region.*

**Co-op Demo**

4 hour active demo - Fee $75 per store + support product.

Your product will be paired with a complementary or non-competitive product. Split demos must be approved by the Northeast Regional Demo Coordinator and are not always available. In order to accommodate as many demo requests as possible we may pair your product with a complementary one when appropriate. One demo report will be written for both products.*

* Demos may be performed by trained Demo Delegates.

**Customer Service Passive Demo**

Fee $600.00 for all stores in the region (19 stores).

This demo will be maintained but not manned. Your product will be sampled from our Customer Service desk 4 times during the Period, on different days of the week. You will need to send individually wrapped samples, or beverages that can be served from a Push Pot container. The samples you send will be divided up throughout the 4 days. We will display the product as well as marketing / POP materials at Customer Service during the sampling period. You will have the chance to provide training material for the Customer Service team to learn about your product. This is a great demo for Whole Body items (supplements, lotion samples, etc).

Note: If you are a vendor in our Whole Body department we encourage you to sign up for our Customer Service Passive Demo Program, support a Vendor Staffed Demo, or send
in individually wrapped samples for Passive Demos to be executed by the Whole Body Team.

**Staffing Your Own Demos**

All outside demonstrators are required to sign our Vendor Policy Form, included in this document. Signed copies must be faxed to the regional office where they will be kept on file. Vendors must also have a current Certificate of Insurance on file, as outlined in the Vendor Policy. You must have this paperwork on file prior to contacting the stores to set up demos. Once your paperwork is on file you can contact the demo specialists to set up demos. You are responsible for supplying all needed materials including a tablecloth, support product, and paper goods. Demo product can be brought to the store by the demonstrator or purchased at the store at the retail price. Demonstrators who come in with sample product should be prepared to show a sample invoice. Products used in the demo must be available for customers to purchase in our stores. Ensure that all demonstrators that need to purchase demo and/or support product are prepared to do so. We recommend sending demonstrators in with a gift card or coupons to purchase product.

*Note:* Under no circumstances can an outside demonstrator take product from the shelf to sample during a demo without paying first. All samples used during a demo must be brought in by the demonstrator or purchased at the store. We cannot accept product credit for product taken from the shelf.

If your demo requires food prepared off-site the samples must be prepared in a commercial kitchen and you must provide a letter/note stating where the samples are prepared. This applies mainly to Prepared Foods vendors, but may apply to vendors in other departments whose products must be pre-cooked for the demo. If you have any questions on whether this applies to your demos you can reach out to the Regional Demo Coordinator.

Beer and wine vendors wishing to do demos in our New York stores should refer to the Beer and Wine Sampling Guide for NY.

If you come unprepared to any demos (i.e. without cups, spoons, gloves, etc) and request to use a store’s supply, or you are not dressed properly as outlined in the Vendor Policy, you will be charged a $25 **Usage Fee** by the store. If you do not show up to do the demo at the prearranged time you will be charged a $25 **Cancellation Fee** by the Northeast Regional Office or the store.

If you would like to send in product for a passive demo you must arrange this with the in-store demo specialist. All passive samples should be individually wrapped. We are not able to put out loose
samples. Examples of ways these samples will be used include, but are not limited to in-store tasting events, goodie bags, and Kids Club treats.

If you are interested in sponsoring a class in our Culinary Center at the Bowery Location contact Christine Carroll (Christine.carroll@wholefoods.com), the Culinary Center Director for more information.

If you have specific questions about how to harness the power of demos contact Christine Lett at chirstine.lett@wholefoods.com.

Thank you for your interest in the Whole Foods Market North East Regional Demo Program.

Leigh Denardo
Northeast Regional Marketing Team
### Northeast Region Stores

<table>
<thead>
<tr>
<th>New York</th>
<th>New Jersey</th>
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| **Bowery** [HOU]  
95 East Houston St.  
New York, NY 10002  
212-420-1320 | **Edgewater** [EGW]  
905 River Road  
Edgewater, NJ 07020  
201-941-4000 |
| **Chelsea** [CHE]  
250 Seventh Avenue  
New York, NY 10001  
212-924-5969  
212-924-9972 Whole Body | **Madison** [RCM]  
222 Main Street  
Madison, NJ 07940  
973-822-8444 |
| **Columbus Circle** [CIR]  
The Shops at Columbus Circle  
10 Columbus Circle, Suite SC101  
New York, NY 10019  
212-823-9600 | **Millburn** [MBN]  
2245 Springfield Avenue  
Vauxhall, NJ 07088  
908-688-3455 |
| **Jericho** [JER]  
429 North Broadway  
Jericho, NY 11753  
516-932-1733 | **West Orange** [WOP]  
235 Prospect Avenue  
West Orange, NJ 07052  
973-669-3196 |
| **Manhasset** [MHS]  
2101 Northern Boulevard  
Munsey Park, NY 11030  
516-869-8900 | **Middletown** [MID]  
Physical address: State Rte. 35 North  
Chapel Hill Rd, Middletown, NJ  
Mailing address: 471 Rte. 35 North  
Red Bank, NJ 07701  
732-758-1688 |
| **Tribeca** [TRB]  
270 Greenwich Street  
New York, NY 10007  
212-349-6555 | **Montclair** [MNC]  
701 Bloomfield Avenue  
Montclair, NJ 07042  
973-746-5110 |
| **Union Square** [USQ]  
4 Union Square South  
New York, NY 10003  
212-673-5388 | **Ridgewood** [RDW]  
44 Godwin Avenue  
Ridgewood, NJ 07450  
201-670-0383 |
| **Upper West Side** [UWS]  
808 Columbus Avenue  
New York, NY 10025  
212-222-6160 | **Paramus** [PAR]  
300 Bergen Mall  
Paramus, NJ 07652  
201-226-1244 |
| **White Plains** [WHP]  
110 Bloomingdale Road  
White Plains, NY 10605  
914-288-1300 | **Coming Soon**  
**Lake Grove** [LGV] – March 17th 2010  
Lake Grove Commons  
120 New Moriches Road  
Lake Grove, NY 11755 |
| **Connecticut** | **Darien** [DAR] – Spring 2010  
150 Ledge Road  
Darien, CT 06820 |
| **Greenwich** [GRW]  
90 E. Putnam Avenue  
Greenwich, CT 06830  
203-661-0631 |  |
| **Milford** [MIL]  
1650 Boston Post Road  
Milford, CT 06460  
203-874-0833 |  |
| **Westport** [WPT]  
399 Post Road West  
Westport, Connecticut, 06880  
203-227-6858 |  |
Whole Foods Market Northeast Region Vendor Demo Policy

We are excited to invite you into our stores to demo, and partner with you to educate, inspire and communicate the outstanding quality and benefit of the products we sell. Demonstrations are a great way to increase awareness of your product. By allowing you on the sales floor, we are giving you access to our most valuable asset, our customers. We expect you to abide by the same guidelines as our team members and create a positive, safe and informative shopping experience for our customers. We have set up the following guidelines to make this process work smoothly for all of us.

Shifts

Demo shifts are for 4 hours. Shifts will be defined by each store. To set up a specific date and time contact the Demo Specialist in each store. You may contact the Northeast Regional Marketing Assistant at any time for an updated Demo Specialist Contact List.

Product

Once your demo is scheduled Demo Specialists will share the date and time of the demo with the appropriate product team. You are responsible for contacting the product buyer or Team Leader to ensure sufficient product is in stock.

Fees

The Northeast Region will charge the following fees if Vendor Demonstrators do not come fully prepared to do a demo, or cancel a demo without notice.

- **$25 Usage Fee** will be billed to all vendors who do not come prepared with proper supplies and request to use a store’s supply, or are not dressed properly (as outlined below). This fee will be charged at store level and must be paid prior to the start of your demo (use PLU 21077).
- **$25 Cancellation Fee** will be billed to all vendors who do not show up for a prearranged demo. This fee will be billed by the regional office (use PLU 21076).

Vendor Staffed Demo

While in the store, a vendor, vendor rep, or independent demo contractor must adhere to the following:

1. You must have a current Certificate of Liability Insurance on file with the Regional Office showing comprehensive coverage as well as Workers Compensation for any incident occurring on Whole Foods Market property. The insurance must be for a minimum of $1,000,000. The Certificate Holder should include the address for the Northeast Regional
office, and include ‘and its subsidiaries’ in the name. The Description of Operations should include a note that states Whole Foods Market is additionally insured. For an example of a completed insurance form contact Claudia Facciolongo at Claudia.facciolongo@wholefoodsc.com.

a. If you are an independent demonstrator you must have a copy of the vendor whose product you represent COI on file showing Commercial General Liability Coverage.

b. If you are an independent demonstrator you must show Workers Compensation Coverage. If you do not have Workers Compensation you are required to sign a Service Provider Indemnification Agreement. You can request a copy of this form from Claudia Facciolongo at Claudia.facciolongo@wholefoods.com.

2. All of your product that you will use for the demo must be supplied by the manufacturer, or purchased at the store prior to the demo. If you are supplying product, you must bring product with you along with a Sample Invoice showing no charge to the store. Product should not be sent in advance to the store unless approved by the in-store Demo Specialist. If you purchase product from the store (vendor and support product) you will be asked to provide a receipt as proof of purchase. You cannot pull products from the shelf and issue a credit to the store. If you prepare food off sight to serve during the demo it must be prepared in a certified commercial kitchen and you must provide proof.

3. Please do not have extra product or demo kits shipped to our stores unless you work out an arrangement prior to the demo with the in-store Demo Coordinator. We cannot assume responsibility for these items. If you do ship demo product it must be marked with a “Demo Materials” sticker that can be provided by the Regional office or the in-store Demo Specialist.

4. Any support products (crackers, olive oil, water, etc.) must be products that we sell.

5. All support products used must be paid for prior to checking in. You will be asked to provide a receipt before we will give you a table and let you on the sales floor.

6. You must supply all of your own paper goods and disposable wares. Please do not use Styrofoam, plastic cups or plates. See our Green Guide for green demo supply tips.

7. You must supply your own cooking equipment. If you require power, you must communicate this when booking the demo.

8. You are required to bring your own clean, pressed table cloth to the demo. Please do not use plastic tablecloths. Some stores will require you to bring your own table and some stores will supply a table for you. Check with the store to define how it will work at each location. If you bring your own table it should not be larger than 3’.

9. Make sure you have a covered garbage can next to your demo table. You may be asked to bring your own.

10. You must show up on-time for your scheduled demo. The hours are defined by each store and will vary. They are non-negotiable. If you are late or a no-show two times, you will not be invited back to demo in the region and a Cancellation Fee will be charged.

11. The demo location will be defined by the store. This is non-negotiable. The demo locations are defined by traffic flow and where your product is located. If the store gets busy, you may
be moved to a different location. If you are set up in a location do not change locations without confirming with the Demo Specialist.

12. When you arrive, please check in with customer service. Ask for the store Demo Specialist or the Marketing Team Leader. You should have the contact information before arriving at the store. All demonstrators must wear a Vendor Visitor Badge or name tag while in the store. Follow the store’s Vendor Check-in and Check-out procedures.

13. If a customer asks a question that you cannot answer, please find a Team Member for assistance. Do not tell the customer, “I don’t know” or “I don’t work here.” Assist the customer in finding a Team Member that can help.

14. Please adhere to our dress code. Clothes should be neat and in good condition. No torn or frayed materials. No open-toed shoes. No high heels. No bare midriff. No sleeveless shirts, dresses or tank tops. No shorts. No logos unless they are from your company. Please see dress code document, included in this document, for the full list.

15. We have a revised safety initiative on anti-slip footwear and cut gloves for knife usage. We would appreciate your support when in the stores by adhering to this policy. We recommend Shoes for Crews (https://www.shoesforcrews.com) for anti-slip shoes. You can purchase cut gloves from any of the following websites: www.magidgloves.com, www.frontlinesales.com, www.cintas.com or www.hubert.com.

16. If a customer or Team Member is behaving inappropriately or sampling excessively, please consult a Shift Leader.

17. No Chairs - Demos are to be done standing. We want demonstrators to be eye-level with customers.

18. Cell phones are absolutely not allowed on the sales floor or at any time during your demo.

19. Eating and gum chewing are not allowed on the sales floor.

20. At the end of your demo, please clean your area completely (move demo tables off the floor, put trash cans away, breakdown boxes, etc) and have your check-in contact paged for check-out. Ask for assistance if needed.

21. As you leave the store, all bags (shopping bags, backpacks, purses, etc.) are subject to search. This is standard procedure for all.

Dress Code

This dress code incorporates the minimum standards set by Whole Foods Market.

Our goal is to create a professional and clean environment that will make all customers comfortable shopping in our store.

Safety and sanitation are also considered in this dress code. The dress code is subject to revisions as needed by store leadership. Store leadership also is responsible for making decisions on all dress code issues. If you are not dressed properly you will be asked to leave and come back in proper dress code.
1. **Name Badge**: All vendors must wear a name badge while on duty. The name needs to be your actual first name. Stickers and decorations are not permitted. Ask a Demo Specialist for a Vendor Pin.

2. **Shoes**: Footwear must be flat, preferably rubber-soled shoes, and predominately one color. Open-toed shoes, clogs, high heels, sandals, and untied shoes are not permitted. Socks must be worn, and people wearing dresses or skirts must wear nylons, socks or leggings.

3. **Pants (including all trousers, slacks and jeans), skirts, dress**: Pants must be in good repair, with no holes, patches, or frayed edges. All pants must be hemmed. Pants must be worn at waist level (with no underwear showing), and may not be overly loose or tight. All pants must be mid-calf or longer in length. The following pants are not permitted: athletic pants, nylon pants, sweatpants, camouflage pants, and patterned-fabric pants. Skirts and dresses must be at least mid-thigh in length; any slits in skirts may not start higher than mid-thigh. Shorts are not permitted. Logo clothing is not permitted unless it is your company’s logo.

4. **Shirts**: Only plain shirts or ones with your logos may be worn. They need to be neat and in good repair. Tank tops, sleeveless shirts or dresses, or any exposed underarms are not permitted. Bare midriffs are not permitted. Clothing cannot be overly revealing. Shirts that are meant to be tucked in must be tucked in. Sweatshirts are permitted, but may have no message or logo other than your company’s logo.

5. **Hats**: Hats need to be worn in all food-service areas and when serving food or beverages. All hats need to be worn with the bill forward. Hats are worn to restrain hair from food areas, and must be worn as such.

6. **Hair**: Hairstyles that are considered shocking or offensive by store leadership are not permitted. All long hair (longer than shoulder length) must be pulled back and tied. Dreadlocks are permitted, but must be clean, neat and restrained, and in food service, must be contained in a store-approved Whole Foods Market hat.

7. **General Grooming**: Everyone is expected to be well groomed, bathed, in overall clean and sanitary appearance (including hair, teeth, ears, fingernails, etc.). Beards must be neatly trimmed, and worn with appropriated restraint.

8. **Make-up and fragrances**: Moderation is expected in make-up and fragrances. Be aware that many of our customers are sensitive to overly strong fragrances.

9. **Jewelry and Piercing**: Moderation in jewelry is required.

10. **Tattoos**: Tattoos deemed to be controversial or inappropriate by store leadership must be covered by clothing.

11. **Other items**: Gum chewing is not allowed. If you smoke, do not have cigarette packs in view, and wash your hands and freshen your breath after smoking. Never smoke in view of the store. No toothpick chewing or other objects in mouth. No sunglasses are to be worn in the store, either on your face or on top of your head.

12. **Cell Phones**: No cell phones or beepers can be worn or active/in use while on the floor. Personal audio or headphones are also not allowed.
Green Demo Guidelines

At Whole Foods Market, we take great pride in our Core Values, one of which is “Caring about our Communities and our Environment”. To bring this Core Value to life, we try our best to have as little negative environmental impact as possible. Our efforts include everything from sustainable agriculture to energy conservation.

We encourage you to use Green Demo Supplies. We use a company called BeGreen Packaging LLC (http://www.begreenpackaging.com/) for our compostable cups and encourage you to reach out to them to supply your demo kit too. We also recommend you use wooden forks and spoons, instead of plastic, and toothpicks without the plastic frills. Wooden forks can be purchased from Callico (http://www.calicoindustries.com/web/default.asp) or Perfect Stix (http://store.perfectstix.com/).

We define compostable as “will degrade entirely in 30-60 days”. Cornstarch materials are undesirable - they are generally made with GMO corn and do not degrade entirely in 30-60 days.

Gloves are the only exception and may still be the non-compostable variety. However, do try out the new ConServe gloves by FoodHandler. They’re 100% compostable!

If you have questions about whether certain materials are compostable, please ask!

Effective September 1, 2009

Note: if any of these guidelines are not followed, it is at the store’s discretion that the vendor or representative may be asked to leave. If there are any issues at the store for the vendor or vendor representative, please alert the Regional Demo Coordinator.

I have read and understand the demo guidelines as put forth by Whole Foods Market- Northeast Region. Failure to follow these procedures can result in not being allowed to demo in the Northeast Region.

Demonstrator Signature

Company

Print Name

Date

Contact Number

Contact Email

Fax back to Claudia Facciolongo at 512.370.8036
Our Core Values

The following list of core values reflects what is truly important to us as an organization. These are not values that change from time to time, situation-to-situation or person-to-person, but rather they are the underpinning of our company culture. Many people feel Whole Foods is an exciting company of which to be a part and a very special place to work. These core values are the primary reasons for this feeling, and they transcend our size and our growth rate. By maintaining these core values, regardless of how large a company Whole Foods becomes, we can preserve what has always been special about our company. These core values are the soul of our company.

Selling the Highest Quality Natural and Organic Products Available

We are proud to have your products on our shelves.

Passion For Food
We appreciate and celebrate the difference natural and organic products can make in the quality of one’s life.

Quality Standards
We have high standards and our goal is to sell the highest quality products we possibly can. We define quality by evaluating the ingredients, freshness, safety, taste, nutritive value and appearance of all of the products we carry. We are buying agents for our customers and not the selling agents for the manufacturers.

Satisfying and Delighting Our Customers

Make a sale...and make someone’s day!

Our Customers
They are our most important stakeholders in our business and the lifeblood of our business. Only by satisfying our customers first do we have the opportunity to satisfy the needs of our other stakeholders.

Extraordinary Customer Service
We go to extraordinary lengths to satisfy and delight our customers. We want to meet or exceed their expectations on every shopping trip. We know that by doing so we turn customers into advocates for our business. Advocates do more than shop with us, they talk about Whole Foods to
their friends and others. We want to serve our customers competently, efficiently, knowledgeably and with flair.

**Education**
We can generate greater appreciation and loyalty from all of our stakeholders by educating them about natural and organic foods, health, nutrition and the environment.

**Meaningful Value**
We offer value to our customers by providing them with high quality products, extraordinary service and a competitive price. We are constantly challenged to improve the value proposition to our customers.

**Retail Innovation**
We value retail experiments. Friendly competition within the company helps us to continually improve our stores. We constantly innovate and raise our retail standards and are not afraid to try new ideas and concepts.

**Inviting Store Environments**
We create store environments that are inviting and fun, and reflect the communities they serve. We want our stores to become community-meeting places where our customers meet their friends and make new ones.

**Team Member Happiness and Excellence**

*Your biggest fans, and advocates!*

**Empowering Work Environments**
Our success is dependent upon the collective energy and intelligence of all of our Team Members. We strive to create a work environment where motivated Team Members can flourish and succeed to their highest potential. We appreciate effort and reward results.

**Self-Responsibility**
We take responsibility for our own success and failures. We celebrate success and see failures as opportunities for growth. We recognize that we are responsible for our own happiness and success.
Self-Directed Teams
The fundamental work unit of the company is the self-directed Team. Teams meet regularly to discuss issues, solve problems and appreciate each others' contributions. Every Team Member belongs to a Team.

Open & Timely Information
We believe knowledge is power and we support our Team Members' right to access information that impacts their jobs. Our books are open to our Team Members, including our annual individual compensation report. We also recognize everyone's right to be listened to and heard regardless of their point of view.

Incremental Progress
Our company continually improves through unleashing the collective creativity and intelligence of all of our Team Members. We recognize that everyone has a contribution to make. We keep getting better at what we do.

Shared Fate
We recognize there is a community of interest among all of our stakeholders. There are no entitlements; we share together in our collective fate. To that end we have a salary cap that limits the compensation (wages plus profit incentive bonuses) of any Team Member to fourteen times the average total compensation of all full-time Team Members in the company.

Creating Wealth Through Profits & Growth
Let’s succeed together by adding to the customer experience.

Stewardship
We are stewards of our shareholders' investments and we take that responsibility very seriously. We are committed to increasing long term shareholder value.

Profits
We earn our profits everyday through voluntary exchange with our customers. We recognize that profits are essential to creating capital for growth, prosperity, opportunity, job satisfaction and job security.
**Caring About Our Communities & Our Environment**

*Greening your demos – making good choices and it shows.*

**Sustainable Agriculture**
We support organic farmers, growers and the environment through our commitment to sustainable agriculture and by expanding the market for organic products.

**Wise Environmental Practices**
We respect our environment and recycle, reuse, and reduce our waste wherever and whenever we can.

**Community Citizenship**
We recognize our responsibility to be active participants in our local communities. We give a minimum of 5% of our profits every year to a wide variety of community and non-profit organizations. In addition, we pay our Team Members to give of their time to community and service organizations.

**Integrity In All Business Dealings**
Our trade partners are our allies in serving our stakeholders. We treat them with respect, fairness and integrity at all times and expect the same in return.

**Creating Ongoing Win-Win Partnerships With Our Suppliers**

*Demos result in growth. We want the best for you!*

**Integrity in All Business Dealings**
Our supplier partners are our allies in serving the interests of our other stakeholders in bringing to market the safest highest quality products available. We treat them with respect, fairness and integrity at all times and expect the same in return. We seek supplier partnerships that share our concern for social responsibility and the environment.

**Honesty and Communication**
We are committed to honesty, timeliness and clarity in communicating with our suppliers and we expect the same in return.
Transparency
We seek to create transparency from "farm to fork" with respect to production, planning, sourcing, ingredients, product safety and efficacy in order to bring to market the safest highest quality products available. We work with our supplier partners in eliminating all unnecessary production and distribution costs to help ensure the best possible price.

Education
We partner with our suppliers to educate, inspire and communicate the outstanding quality and benefits of our products to promote a lifestyle of health, balance and well-being.

Innovation/Differentiation
We foster supplier partnerships that enable us to remain at the forefront of the retail food industry, by creating new, unique and innovative products.

*Promoting the health of our stakeholders through healthy eating education.*

*Share the goodness and change lives!*

Eat well
Eat a variety of whole foods—real, fresh, natural, organic, local, seasonal, and unprocessed as much as possible. Emphasize plant-based foods, no matter what type of diet you generally follow. Minimize the consumption of refined, highly processed foods and non-nutritive substances, such as hydrogenated fats and artificial flavorings, colors, preservatives and sweeteners.

Have fun
Food should be delicious, pleasurable, and fun. Joyful eating inspires and nourishes body, mind, and spirit. Celebrating where and how our food is grown and its bond with nature complements and enriches our relationship with our food and community.

Take charge
We acknowledge all dietary paths on the road to health and approach all our stakeholders with kindness, courtesy, and respect. We provide support with tools, education, and guidance to expand awareness about health-supportive food choices. We empower our stakeholders to make the best personal decisions for their own health and well-being.