

Feast for Merchants — Design Document

Business Purpose

The Feast for Merchants instructor-led training (ILT) equips Whole Foods Market Merchants with the knowledge and hands-on practice to confidently use the Feast platform for category assortment planning. This course ensures learners understand the end-to-end round review process, reinforces foundational concepts from previous training, and offers opportunities to apply new skills using real-life case studies and their own categories. The session also connects learners to long-term resources and support tools to sustain performance beyond training.

Target Audience

- Whole Foods Market Merchants participating in the category round review process
- Learners who have completed the Process & Feast Fundamentals for Merchants VILT
- Team Members responsible for assortment planning and decision-making

Training Time

3.5 hours

Training Recommendation

Format: In-person (or virtual for remote Team Members)

Group Size: 24–30 participants

Delivery Team: Facilitated by Merch L&D and Assortment Capabilities team

Modality: Live instruction, interactive hands-on practice, and group discussion

Deliverables

- Slide deck with presenter notes
- Participant handouts
- Feast Case Study worksheet (Frozen Desserts)
- Access to Feast platform (live or sandbox environment)
- Links to support materials and resource guides
- Sticky notes, whiteboard, polling tool

Learning Objectives

By the end of this session, participants will be able to:

1. Plan a category assortment using the Feast platform and round review process.
2. Locate and use Feast resources, including support tools and knowledge bases.
3. Troubleshoot common issues and create multiple assortment scenarios.
4. Compare and reflect on case study results, identifying learnings and improvements.
5. Describe the value and function of Feast in a short elevator pitch.

Training Outline

Time	Topic	Facilitator	Learning Goal
10 min	Welcome, Introductions, Icebreaker	Merch L&D	N/A
10 min	Housekeeping & Community Agreement	Merch L&D	N/A
15 min	Recap: Process & Feast Fundamentals	Assortment Capabilities	Recall key foundational concepts
5 min	Break	—	—
45 min	Feast Walkthrough	Walter Ballenger	Recognize and locate key functionality in Feast
10 min	Break	—	—
50 min	Case Study: Frozen Desserts	Walter Ballenger	Plan and submit a category assortment using Feast
35 min	Activity: Own Category Scenarios	Walter Ballenger	Create scenarios and troubleshoot with real data
15 min	Summary	Assortment Capabilities + Merch L&D	Recap journey and connect to long-term support
10 min	Closing & Success Skills	Merch L&D	Tie learning to Whole Foods Market success skills

Assessment Plan

Formative Assessment:

- - Live polling recap quiz (via Kahoot or similar tool)
- Completion of Frozen Desserts case study with checklist

- Peer and instructor feedback during scenario debriefs
- Elevator pitch activity to reinforce understanding of Feast's value

Summative Assessment:

N/A (session serves as performance support and hands-on practice; no formal testing)