



GET REAL.

VENDOR SET U-CEM

**DRY GROCERY/DAIRY/FROZEN
&
NATURAL LIVING (VITAMINS, BODY CARE, NON-FOODS)**

SIGN-UP PROCESS

New Vendor Set Up



Please refer to the [category review schedule for dry grocery/dairy/frozen items](#) or the [category review schedule for natural living \(vitamins, body care, non-foods\)](#) to see if your items align with any of the categories being reviewed this year

- 🍏 If your product aligns with the categories listed in the schedule, email the appropriate category manager with a sell sheet and they will review
 - 🍏 The best time to submit is the week of “New Item Submissions Begin”
- 🍏 If you are interested in submitting a product that is not up for review or is past the review period, you may still email the appropriate category manager with a sell sheet, and they will review at their convenience
- 🍏 Please be sure to include UPCs, SRPs and case packs with your email
- 🍏 Vendor set up forms and workbooks do not need to be filled out until your item has been accepted or it is requested by the category manager

CATEGORY SCHEDULE

Dry Grocery/Dairy/Frozen



IN STORE LAUNCH DATE	DEPT	PLANOGRAM NAME	SCOPE	CM	Email	NEW ITEM SUBMISSIONS BEGIN	VENDOR MEETINGS BEGIN	NEW ITEM SUBMISSION DEADLINE	IN-STORE RESET STARTS	IN-STORE EXECUTION COMPLETE
1/26/2025	DAIRY	EGGS	MAJOR	TRACY PERNATOZZI	tpernatozzi@freshthyme.com	9/23/2024	9/30/2024	10/25/2024	1/26/2025	2/8/2025
1/26/2025	DAIRY	PLANT BASED	MAJOR	TRACY PERNATOZZI	tpernatozzi@freshthyme.com	9/23/2024	9/30/2024	10/25/2024	1/26/2025	2/8/2025
2/9/2025	GROCERY	OILS	MAJOR	DON MINNICK	dminnick@freshthyme.com	10/14/2024	10/21/2024	11/8/2024	2/9/2025	2/22/2025
2/9/2025	GROCERY	VINEGAR	MAJOR	DON MINNICK	dminnick@freshthyme.com	10/14/2024	10/21/2024	11/8/2024	2/9/2025	2/22/2025
2/23/2025	GROCERY	ENHANCED WATER/ISOTONICS	MAJOR	ELLEN BRUCHER	ebrucher@freshthyme.com	10/28/2024	11/4/2024	11/22/2024	2/23/2025	3/8/2025
3/16/2025	GROCERY	NUT BUTTER/PRESERVES	MAJOR	ROBERT ABDEE	rabdee@freshthyme.com	11/18/2024	11/25/2024	12/13/2024	3/16/2025	3/29/2025
3/16/2025	FROZEN	FRUIT	MINOR	KASEY MRVICKA	kmrkvicka@freshthyme.com	11/18/2024	11/25/2024	12/13/2024	3/16/2025	3/29/2025
3/23/2025	DAIRY	CHILLED BAKING	MINOR	TRACY PERNATOZZI	tpernatozzi@freshthyme.com	11/18/2024	11/25/2024	12/20/2024	3/23/2025	4/5/2025
3/30/2025	FROZEN	DESSERT	MAJOR	KASEY MRVICKA	kmrkvicka@freshthyme.com	12/2/2024	12/9/2024	12/27/2024	3/30/2025	4/12/2025
4/20/2025	GROCERY	COFFEE	MAJOR	ROBERT ABDEE	rabdee@freshthyme.com	12/23/2024	12/30/2024	1/17/2025	4/20/2025	5/3/2025
4/20/2025	GROCERY	WATER STILL	MAJOR	ELLEN BRUCHER	ebrucher@freshthyme.com	12/23/2024	12/30/2024	1/17/2025	4/20/2025	5/3/2025
5/4/2025	GROCERY	TEA	MAJOR	ROBERT ABDEE	rabdee@freshthyme.com	1/6/2025	1/13/2025	1/31/2025	5/4/2025	5/17/2025
5/25/2025	GROCERY	ENERGY BARS	MAJOR	ROBERT ABDEE	rabdee@freshthyme.com	1/27/2025	2/3/2025	2/21/2025	5/25/2025	6/7/2025
5/25/2025	FROZEN	SNACKS & APPS	MAJOR	KASEY MRVICKA	kmrkvicka@freshthyme.com	1/27/2025	2/3/2025	2/21/2025	5/25/2025	6/7/2025
6/1/2025	DAIRY	YOGURT	MAJOR	TRACY PERNATOZZI	tpernatozzi@freshthyme.com	1/27/2025	2/3/2025	2/28/2025	6/1/2025	6/14/2025
6/1/2025	DAIRY	KEFIR/FUNC BEV	MAJOR	TRACY PERNATOZZI	tpernatozzi@freshthyme.com	1/27/2025	2/3/2025	2/28/2025	6/1/2025	6/14/2025
7/13/2025	GROCERY	DRIED FRUIT	MAJOR	ROBERT ABDEE	rabdee@freshthyme.com	3/17/2025	3/24/2025	4/11/2025	7/13/2025	7/26/2025
7/13/2025	GROCERY	RTD COFFEE/ENERGY	MAJOR	ELLEN BRUCHER	ebrucher@freshthyme.com	3/17/2025	3/24/2025	4/11/2025	7/13/2025	7/26/2025
7/13/2025	GROCERY	RTD TEA	MAJOR	ELLEN BRUCHER	ebrucher@freshthyme.com	3/17/2025	3/24/2025	4/11/2025	7/13/2025	7/26/2025
8/3/2025	GROCERY	ASIAN	MAJOR	DON MINNICK	dminnick@freshthyme.com	4/7/2025	4/14/2025	5/2/2025	8/3/2025	8/16/2025
8/3/2025	GROCERY	HISPANIC	MAJOR	DON MINNICK	dminnick@freshthyme.com	4/7/2025	4/14/2025	5/2/2025	8/3/2025	8/16/2025
8/3/2025	GROCERY	THAI/INDIAN	MAJOR	DON MINNICK	dminnick@freshthyme.com	4/7/2025	4/14/2025	5/2/2025	8/3/2025	8/16/2025
8/10/2025	GROCERY	CHECKLANE	INTERMEDIATE	KRISTEN/ELLEN/ROBERT		4/14/2025	4/21/2025	5/9/2025	8/10/2025	8/23/2025
9/7/2025	DAIRY	BUTTER & CULTURES	MINOR	TRACY PERNATOZZI	tpernatozzi@freshthyme.com	5/5/2025	5/12/2025	6/6/2025	9/7/2025	9/20/2025
9/21/2025	GROCERY	CONVENTIONAL SODA	MAJOR	ELLEN BRUCHER	ebrucher@freshthyme.com	5/26/2025	6/2/2025	6/20/2025	9/21/2025	10/4/2025

CATEGORY SCHEDULE



Natural Living (Vitamins, Body Care, Non-Foods)

<u>IN STORE LAUNCH DATE</u>	<u>DEPT</u>	<u>PLANOGRAM NAME</u>	<u>SCOPE</u>	<u>CM</u>	<u>E-Mail</u>	<u>NEW ITEM SUBMISSIONS BEGIN</u>	<u>VENDOR MEETINGS BEGIN</u>	<u>NEW ITEM SUBMISSION DEADLINE</u>	<u>IN STORE RESET STARTS</u>	<u>IN STORE EXECUTION COMPLETE</u>
2/16/2025	VITAMINS	SPORTS NUTRITION & DIET	INTERMEDIATE	Kayla Pinto	kpinto@freshthyme.com	9/8/2024	9/8/2024	9/15/2024	2/16/2025	2/23/2025
3/2/2025	CONSUMABLES	Cleaners	MAJOR	SAVIA GORDON	sgordon@freshthyme.com	9/22/2024	9/22/2024	9/29/2024	3/2/2025	3/9/2025
3/9/2025	VITAMINS	WOMEN'S HEALTH	MINOR	Ellie Moline	emoline@freshthyme.com	9/29/2024	9/29/2024	10/6/2024	3/9/2025	3/16/2025
3/9/2025	BODY CARE	SUN CARE - INVITE ONLY	MINOR	Isabel Quinn	icollins@freshthyme.com	9/29/2024	9/29/2024	10/6/2024	3/9/2025	3/16/2025
3/23/2025	GENERAL MERCHANDISE	Home Fragrance Candles every day	MINOR	SAVIA GORDON	sgordon@freshthyme.com	10/13/2024	10/13/2024	10/20/2024	3/23/2025	3/30/2025
3/23/2025	VITAMINS	PROBIOTICS & ENZYMES	MINOR	Kayla Pinto	kpinto@freshthyme.com	10/13/2024	10/13/2024	10/20/2024	3/23/2025	3/30/2025
3/30/2025	VITAMINS	EMOTIONAL WELLNESS	MINOR	Ellie Moline	emoline@freshthyme.com	10/20/2024	10/20/2024	10/27/2024	3/30/2025	4/6/2025
4/27/2025	CONSUMABLES	Baby Food	MAJOR	SAVIA GORDON	sgordon@freshthyme.com	11/17/2024	11/17/2024	11/24/2024	4/27/2025	5/4/2025
4/27/2025	BODY CARE	HAIR CARE	MAJOR	Isabel Quinn	icollins@freshthyme.com	11/17/2024	11/17/2024	11/24/2024	4/27/2025	5/4/2025
5/11/2025	VITAMINS	INTERNAL CLEANSING	MINOR	Kayla Pinto	kpinto@freshthyme.com	12/1/2024	12/1/2024	12/8/2024	5/11/2025	5/18/2025
5/25/2025	GENERAL MERCHANDISE	Mugs Cups Bakeware	MINOR	SAVIA GORDON	sgordon@freshthyme.com	12/15/2024	12/15/2024	12/22/2024	5/25/2025	6/1/2025
6/1/2025	BODY CARE	LIP CARE	MINOR	Isabel Quinn	icollins@freshthyme.com	12/22/2024	12/22/2024	12/29/2024	6/1/2025	6/8/2025
6/8/2025	VITAMINS	MULTIVITAMINS	MINOR	Ellie Moline	emoline@freshthyme.com	12/29/2024	12/29/2024	1/5/2025	6/8/2025	6/15/2025
6/15/2025	VITAMINS	CHILDRENS HEALTH	MAJOR	Ellie Moline	emoline@freshthyme.com	1/5/2025	1/5/2025	1/12/2025	6/15/2025	6/22/2025
6/22/2025	CONSUMABLES	PET	MAJOR	SAVIA GORDON	sgordon@freshthyme.com	1/12/2025	1/12/2025	1/19/2025	6/22/2025	6/29/2025
6/22/2025	VITAMINS	NUTRITIONAL OILS: CBD, PLANT & FISH OIL	MINOR	Kayla Pinto	kpinto@freshthyme.com	1/12/2025	1/12/2025	1/19/2025	6/22/2025	6/29/2025
7/6/2025	BODY CARE	BATH PREP	INTERMEDIATE	Isabel Quinn	icollins@freshthyme.com	1/26/2025	1/26/2025	2/2/2025	7/6/2025	7/13/2025
7/13/2025	VITAMINS	MINERALS/ CALCIUM & BONE HEALTH	MINOR	Ellie Moline	emoline@freshthyme.com	2/2/2025	2/2/2025	2/9/2025	7/13/2025	7/20/2025
7/20/2025	CONSUMABLES	Paper - Toliel/Bath/Facial	MAJOR	SAVIA GORDON	sgordon@freshthyme.com	2/9/2025	2/9/2025	2/16/2025	7/20/2025	7/27/2025
8/3/2025	VITAMINS	IMMUNE	MINOR	Kayla Pinto	kpinto@freshthyme.com	2/23/2025	2/23/2025	3/2/2025	8/3/2025	8/10/2025
8/10/2025	BODY CARE	DEO/SHAVE	INTERMEDIATE	Isabel Quinn	icollins@freshthyme.com	3/2/2025	3/2/2025	3/9/2025	8/10/2025	8/17/2025
8/10/2025	VITAMINS & BODY CARE	CHECKLANE	INTERMEDIATE	Isabel/Kayla	icollins@freshthyme.com	3/2/2025	3/2/2025	3/9/2025	8/10/2025	8/17/2025
8/17/2025	VITAMINS	LETTER VITAMINS: B & C, ADEK	MAJOR	Ellie Moline	emoline@freshthyme.com	3/9/2025	3/9/2025	3/16/2025	8/17/2025	8/24/2025
9/14/2025	BODY CARE	PERFUME/ BODY FRAGRANCE	MINOR	Isabel Quinn	icollins@freshthyme.com	4/6/2025	4/6/2025	4/13/2025	9/14/2025	9/21/2025
9/14/2025	VITAMINS	COLLAGEN	MINOR	Kayla Pinto	kpinto@freshthyme.com	4/6/2025	4/6/2025	4/13/2025	9/14/2025	9/21/2025
9/21/2025	VITAMINS	HEALTHY AGING - BRAIN/ COGNITIVE SUPPORT	MINOR	Ellie Moline	emoline@freshthyme.com	4/13/2025	4/13/2025	4/20/2025	9/21/2025	9/28/2025
9/28/2025	BODY CARE	ORAL CARE	INTERMEDIATE	Isabel Quinn	icollins@freshthyme.com	4/20/2025	4/20/2025	4/27/2025	9/28/2025	10/5/2025
10/5/2025	CONSUMABLES	Laundry	MAJOR	SAVIA GORDON	sgordon@freshthyme.com	4/27/2025	4/27/2025	5/4/2025	10/5/2025	10/12/2025
10/26/2025	VITAMINS	HOMEOPATHY	MINOR	Ellie Moline	emoline@freshthyme.com	5/18/2025	5/18/2025	5/25/2025	10/26/2025	11/2/2025
10/26/2025	VITAMINS	PROTEIN	MINOR	Kayla Pinto	kpinto@freshthyme.com	5/18/2025	5/18/2025	5/25/2025	10/26/2025	11/2/2025
11/9/2025	CONSUMABLES	Food Storage/M Meal Prep	MAJOR	SAVIA GORDON	sgordon@freshthyme.com	6/1/2025	6/1/2025	6/8/2025	11/9/2025	11/16/2025
11/30/2025	VITAMINS & BODY CARE	OTC & FIRST AID	MAJOR	Ellie/Isabel	icollins@freshthyme.com	6/22/2025	6/22/2025	6/29/2025	11/30/2025	12/7/2025
12/7/2025	GENERAL MERCHANDISE	Home Fragrance Candles Seasonal	MINOR	SAVIA GORDON	sgordon@freshthyme.com	6/29/2025	6/29/2025	7/6/2025	12/7/2025	12/14/2025
12/7/2025	VITAMINS	SUPERFOODS/ GREENS	MINOR	Kayla Pinto	kpinto@freshthyme.com	6/29/2025	6/29/2025	7/6/2025	12/7/2025	12/14/2025

IMPORTANT FORMS

New Vendor Set Up

[Vendor Forms Workbook](#)

[Warehouse Vendor Forms Workbook](#)

[Vendor Maintenance Form](#)

[W-9](#)





GET REAL.