Scout Program Local Playbook

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Directory

- **Prospective Vendors: I**f you're looking to become a New Local Vendor, please continue on slide 5!
- **New Vendor:** If you've just been accepted as a new vendor, review slides 3 and 4.
- **Existing Vendors:** If you're a current local vendor and need to make updates, please use the Local Vendor Self- Service Tool



Documentation Needed

All forms are located within the Local Vendor Set-up and Maintenance Workbook (excel).
The vendor who is delivering and invoicing the product completes all paperwork. If you using a distributor, the **distributor** must complete the paperwork.

NEW VENDOR	CURRENT VENDOR
1. W-9	1. COST AND PRICE CHANGE
2. CERTIFICATE OF INSURANCE (COI)	2. PROMO FORM
3. FTM MASTER TERM & CONDITIONS	3. CLEARANCE FORM
4. FTM PURCHASE AGREEMENT	
5. LEGAL VENDOR MAINTENANCE FORM	
6. ACCOUNT TYPE	
7. NEW ITEM FORM (NIF)	
8. PRODUCT PICTURES	
9. ACH SET-UP (FOR SCAN BASED TRADE)	

New Vendor: Account Types

	Scan Based Trade	Standard DSD (Includes Distributors)
Payment Terms	**Net 14** Paid via ACH based on what sells through the POS (point of sale)	**Net 30** Paid via mailed check based on products delivered and invoiced* (*pay cost on file unless invoiced cost is less)
Invoicing Requirements	No invoice Can provide packing slip Sales report provided to the brand weekly via email	Invoices and Credit Memos must contain these 6 data points: 1. Fresh Thyme Location and Address 2. Vendor Name 3. Effective Date 4. Delivery Date 5. UPCs and/or Item Numbers 6. Invoice Number 7. Vendor Invoice Total
Delivery Method	Vendor hand deliver and stock shelf Check in with MOD at front of store	Direct store delivery via vendor truck or carrier (e.g., UPS) Deliver to store back door within receiving hours (Monday – Friday 6am – noon)

Calling Prospective Vendors!

Fresh Thyme is **always scouting** for winning local vendors and products!

Please follow this playbook to guide you through our Scout (Local Vendor) Program. From pitching new products, to expanding your store footprint, we've got you covered!

Read on to learn more about how we work with local vendors like you!



Fresh Thyme Scouts Consider

Packaging	Retail Ready	• UPC barcode • Product Expiration Date • Weights & Measures (size of product) • Ingredients + allergen statements • Nutrition Facts
Positioning	Product Fills a Need	• Unique qualities that set your products apart • Brand story, care causes, local resonance • Clear merchandising placement
Promotions	Off Shelf Strategy	• Commitment to demos, promo pricing, educating our team members • Active social media presence to help drive traffic to FT.
Scale	Production & Distribution	• Established distributor relationship or self-distribution capability. • Capacity to meet demand projections

How we define ‘Local’

Hyper Local

- **Most brands start here.**
- Direct Service brands must start here.
- **1-4 stores in the metro area where brand is based.**

State Local

- Brands w/ distributor sometimes start here.
- **4-16 stores in the state where brand is based.**

Midwest Local

- Brand based in the Midwest.
- Active local brands can request expanded footprint during semi-annual category reviews.
- **All 69 stores.**

In-Store Merchandising

- We merchandise **local products throughout the store**, including a 4-way local display for shelf stable products, so that customers can discover local products all around the store.
- In aisle space is allocated in 20+ categories.
- All local products are clearly signed to showcase the local attribute.



In Store Demos

We know that your team has rockstar brand ambassadors, and we want you in our stores to share your locally made products and brand story with our customers and team members.

Fresh Thyme hosts **in store events, every few weeks**, to help drive foot traffic and boost basket size.

Events range from craft workshops for kids to mocktail happy hours for young professionals.

We recommend timing your sampling events to coincide with an in-store event, and PUSH Agency can help.

In Store Sampling can be scheduled directly with each store director or through our preferred sampling partner. PUSH Agency.

PUSH will help your brand schedule demos at an optimal time for your brand.

Contact: Katelin Kelman at PUSH Agency for more information.





Promotional Pricing

Category Promotions – Required

- **All local items are included in periodic weekly department/category promos. Vendors are automatically scanned back for that one week.**
- Brand billed the % off for items that sell during promo period. Amount deducted from future remittance.

Additional Promotions – Optional

- You may also submit your own promos through our Supplier Portal LINK.
- 90 days advance notice is required.
- Subject to Category Manager approval.
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Local Brand Spotlights

If we already carry your brand, help us spotlight your story!

We utilize storytelling to spotlight local brands in-store and on social media.

Share your brand story and lifestyle image

Our creative team will format into an in-store sign to be placed by your products in stores to spotlight your brand to customers

Our social team will sometimes utilize your content for social media messaging, typically during weeks of a category promotion

REAL LOCAL

BEEFREE

NOBLESVILLE, INDIANA

BeeFree began in 2010, inspired by a mom's mission to create delicious, gluten-free snacks for her son with autism. BeeFree is focused on providing tasty, gluten free snacks along with creating training experiences for adults with autism.

beefreegf.com



REAL LOCAL

HONEYMOON CHOCOLATES

ST. LOUIS, MISSOURI

Honeymoon Chocolates, founded by Cam and Haley Loyet, creates clean-label, organic chocolate sweetened with raw honey. They are committed to paying a premium for all cacao purchased, supporting farmers through fair trade practices and fostering sustainability.

hmchocolates.com



Submit Your Product

Prospective and Current Vendors:

If you're interested in getting your product onto Fresh Thyme shelves, please:

1. Complete the Scout form
2. Send samples to your Local State Champion (names listed at top of Scout Form)
3. Follow-Up with your State Champion

Scout Form

Reviews:

- Given limited shelf space, we cannot accept all products. However, you will hear from us whether your product has been accepted or not. The process takes several months.
- For the current round of reviews, submissions and samples must **both** be received by **9/1/2026.** Decisions will be communicated to vendors week of 11/18/2026. If more information is needed, you'll be advised what's missing and can resubmit for the next round of reviews in 2027.

Please Note: We do not currently place local products onto our ecommerce sites.

FAQs

Demos

- Sampling is an effective way to drive awareness and sales of your brand! If you're interested in conducting your own sampling contact the individual store director, OR schedule paid demos with PUSH Agency, our third-party partner.
- **PUSH Agency demos are typically scheduled: Mon-Sun 9am-12pm, 2-5pm, or 5-8pm.**
- Demo times will vary when a store is hosting a Special Event.
- Once sampling is scheduled, remember to contact the store two weeks prior to your demo to ensure they have enough product to support your demo sales.
- On the day of the demo, come prepared with all needed supplies (table with covering, plates/napkins/souffle cups, serving utensils, disposable gloves, trash can, signage including allergens, etc.) and either bring your own product to demo or purchase off the shelf prior beforehand. Upon arrival, please ask for the MOD and they will direct you to the best place to set up.
- On occasion, Fresh Thyme will also contact you directly to see if you'd like to participate in an upcoming in-store event (activation).

FAQs

Item Performance Review

- Our Category Analysts and Category Managers regularly review item performance to identify brands with expansion potential and those that are below targeted unit velocity for their category. They will reach out to you during these periodic review periods if any action is required on your part.

Sales Data Request

- Vendors have access to their product sales data through our vendor, Radian. Once you're set up as a new vendor, you'll receive an invite from Radian to access your sales data.

Active Item Maintenance

- Changes to Servicing Vendor, Cost, Case Pack Sizes, Item Number, Item Description, Unit Size, must be entered on the cost and pricing change tab - **orange headed columns** - in the Local Vendor Setup & Maintenance Workbook. Please email the completed form to your Fresh Thyme category analyst (e.g., deli, dairy, grocery, etc.) **60 days in advance** of the change.
- Pricing will assign updated retail prices, as needed, to keep us within our margin guidelines.
- If UPCs are changing, please submit product images to Pricing and ensure the pictures are of actual products, not stock images. Capture the product name, size, ingredients and UPC in your image. Submit **one picture** with the product front facing and the product backwards facing beside it please.

FAQs

Promotions

- Promo pricing is a great way to drive sales on your brand! Category-wide promotions are **mandatory**. Other promos are optional and subject to Category Manager approval. Submit promo requests at least 90 days in advance via Fresh Thyme Supplier Portal Access. (If you have technical or login issues – email supplierportal@radiangroup.com)

Discontinue Items

- To discontinue items under your active vendor account, please complete Clearance tab - orange headed columns in the Local Vendor Set-up & Maintenance Workbook (link above) email the completed form to the corresponding category analyst (e.g. deli, dairy, grocery, etc.).

Update Contacts

- If your contact information has changed, please email an updated Local Vendor Set-up & Maintenance Workbook to vendormaintenance@freshthyme.com. Any change to legal vendor name must also provide an updated W9 and COI.

Contact List

- Store Director(general) SDxxx@freshthyme.com
- Scanning Coordinator(signs/tags) SCxxx@freshthyme.com
- Receiver (delivery & invoicing) rxxx@freshthyme.com
- For all the above - replace xxx with store number. Example: Store Director at 104DNG Downers Grove, IL would be SD104@freshthyme.com

Store Contacts

Store	Phone	Address
103	(618) 230-7000	6569 N Illinois St, Fairview Heights, IL 62208
104	(630) 968-3145	325 Ogden Ave, Downers Grove, IL 60515
105	(331) 229-4124	790 Royal St George Dr, Unit #139E Naperville, IL 60563
106	(815) 733-4001	2700 Plainfield Road Ste C, Joliet, IL 60435
107	(872) 210-3010	2500 N Elston Ave, Chicago, IL 60647
108	(708) 689-5036	7501 W North Ave, River Forest, IL 60305
109	(779) 800-7100	5340 Northwest Hwy Suite B, Crystal Lake, IL 60014
110	(309) 445-6018	403 N. Veterans Parkway Unit 2, Bloomington, IL 61704
113	(630) 492-5558	2000 S Randall Rd Geneva, IL 60134
201	(317) 881-6621	8750 US Highway 31, Indianapolis, IN 46227
202	(765) 446-1351	220 S Creasy Lane, Lafayette, IN 47905
203	(260) 373-1677	4320 Coldwater Rd, FT Wayne, IN 46805
204	(317) 845-4452	4225 East 82nd St, Indianapolis, IN 46250
205	(317) 225-4683	2342 West 86th St, Indianapolis, IN 46260
206	(317) 572-6106	11481 E 116th St, Fishers, IN 46037
207	(317) 975-7203	14727 Fresh Thyme Market Drive, Carmel, In 46033
208	(317) 554-1646	6301 N. College Ave. #101, Indianapolis, IN 46220
209	(812) 558-7208	3600 W 3rd St Bloomington, IN 47404
211	(317) 287-0483	9040 Rockville Road, Indianapolis, IN 46234
212	(812) 233-6325	4428 S US HWY 41 Terre Haute IN 47802
213	(812) 909-7063	1121 Hirschland Road Evansville, IN 47715
214	(765) 702-2153	505 W McGalliard Road Muncie, IN 47303
215	(812) 558-7600	2812 E 3rd St Bloomington, IN 47401
216	(608) 949-5165	2410 N Salisbury St Suite 110 West Lafayette, IN 47906
301	(614) 210-0349	6670 Sawmill Rd, Columbus, OH 43235
302	(937) 429-4516	2850 E Centre Dr, Beavercreek, OH 45324
304	(513) 247-0018	11349 Montgomery Rd, Cincinnati, OH 45249
306	(614) 681-7050	933 High St, Worthington, OH 43085
307	(440) 544-2077	1545 Golden Gate Plaza, Mayfield Heights, OH 44124
309	(614) 987-0500	849 Polaris Pkwy Westerville OH 43240
310	(614) 934-1943	1125 N. Hamilton Road, Gahanna, OH 43230
311	(440) 872-6910	30016 Detroit Rd Westlake, OH 44145
312	(567) 455-9076	5105 Monroe Street, Toledo, OH 43623
313	(330) 826-0020	5509 Dressler Rd NW North Canton, OH 44720
401	(314) 626-6102	1018 North Kirkwood Rd., Kirkwood, MO 63122
402	(314) 858-7000	13957 Manchester Blvd, Town & Country, MO 63011
403	(636) 385-7033	2235 Hwy K , O' Fallon, MO 63366
405	(314) 270-0580	9920 Lin Ferry Dr St Louis MO 63123
406	(636) 851-6971	3600 S St. Peters Parkway St Charles, MO 63304
408	(314) 597-4400	3701 Foundry Way Suite 201 St Louis MO 63108
451	(412) 319-4101	1155 Washington Pike Bridgeville, PA 15017
452	(412) 714-0003	665 Clairton Blvd Pleasant Hills, PA 15236

Store Contacts

453	(724) 553-7051	1717 Route 228 Suite E Cranberry Township, PA 16066
501	(763) 321-3555	2100 W 80 1/2 St, Bloomington , MN 55431
502	(612) 851-0600	14880 Florence Trail, Apple Valley, MN 55124
505	(952) 229-2102	4840 Excelsior Blvd St. Louis Park, MN 55416
506	(952) 229-5300	14100 Highway 13 S, Savage, MN 55378
507	(651) 414-8110	955 County Rd. E, Vadnais Heights, MN 55110
508	(651) 846-8821	15760 32nd Avenue North, Plymouth, MN 55447
510	(651) 846-0908	24 30th Avenue SE Minneapolis, MN 55414
511	(320) 200-6086	50 2nd St. S., Waite Park, MN 56387
512	(507) 513-6709	40 17th Ave SW Rochester, MN 55902
601	(517) 203-4366	940 Trowbridge Rd, East Lansing, MI 48823
602	(734) 456-7003	15480 Sheldon Road Northville MI 48168
603	(248) 509-1006	901 E Big Beaver Rd, Troy, MI 48083
604	(248) 537-7042	2025 S Rochester Rd, Rochester Hills, MI 48307
605	(248) 699-5343	23300 Farmington Rd., Farmington, MI 48336
606	(616) 228-6530	2470 Burton St SE Grand Rapids MI 49546
607	(269) 206-5300	6212 S Westnedge Portage, MI 49002
608	(734) 896-4076	2985 Washtenaw Rd., Ypsilanti, MI 48197
609	(734) 781-4301	43480 Ford Road Canton MI, 48187
701	(414) 290-3999	470 East Pleasant, Milwaukee, WI 53202
702	(262) 317-4749	17300 W. Bluemound Rd., Suite 100 Brookfield, WI 53045
704	(262) 612-8495	7100 Green Bay Road, Kenosha, WI 53142
705	(414) 246-6022	8680 West Sura Lane, Greenfield, WI 53228
707	(920) 301-4035	2767 S. Oneida St. Green Bay, WI 54304
801	(859) 486-2106	82A Carothers Road Newport KY 41071
951	(515) 635-6016	2900 University Avenue, West Des Moines IA 50266
952	(563) 232-0024	2130 E. Kimberly Road, Davenport, IA 52807

Thank You

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