



Local Vendor Playbook

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Calling All Local Makers

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

Please follow this playbook to guide you through our Local Program. From pitching new products to adding new items, we've got you covered!

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



What we are looking for

Packaging

Retail Ready

- UPC barcode
- Product Expiration Date
- Weights & Measures (size of product)
- Ingredients + allergen statements
- Nutrition Facts

Positioning

Fills a Need

- Brand story, care causes, local resonance
- Clear merchandising placement
- Unique qualities that set your products apart

Promotions

Off Shelf Strategy

- Promo Pricing
- Commitment to frequent demos
- Social media presence
- Commitment to educating FT team members

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, allowing customers to discover new local products throughout their shopping experience.

- All local products are clearly signed & tagged to showcase the local attribute
- In aisle space is allocated in over twenty key categories
- A 4-way display is dedicated to shelf stable local products



QUALITY experience *community*



Local Brand Spotlights

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

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

1. [CLICK HERE](#) to provide your brand story and lifestyle image
2. Our creative team will format into an in-store sign to be placed by your products in stores to spotlight your brand to customers
3. Our social team will also on occasion 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



QUALITY experience *community*



In Store Events

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, almost every 2 weeks**, to help drive foot traffic and boost basket size. Events range from craft workshops for kids to mocktail happy hours. We recommend timing your sampling events to coincide with an in-store events!

Here are a few examples of popular events:

- **Local Makers Market:** We are excited to introduce a new in store event designed to showcase local brands and connect with our communities. Event schedule will be staggered across different dates to make it easier for local brands to get into more stores.
- **Open Houses:** We are thrilled to continue the success of our established Open House events. All Fresh Thyme Market stores host Open Houses on the same dates.

In Store Sampling can be scheduled directly with each store or through our preferred sampling partner. PUSH Agency has the Fresh Thyme Calendar of Events so you can plan your sampling at times that makes sense for your brand.

Contact: Katelin Kelman at PUSH Agency for more information.



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Community Giving

- As part of Fresh Thyme Market's commitment to invest in the communities we serve, we participate in many local community events throughout the year.
- We are always **seeking products, coupons, and giveaways** from our brand partners.
- Please reach out to the individual stores you service to see how you can partner in community events.



QUALITY experience *community*



Promotional Pricing

Category Promotions – Required

- Featured categories will be on a set % off promo retail
- Promoted in the weekly ad for one week.
- Runs one week* – Wednesday through Tuesday
- **All items in that department/category will be automatically scanned back for that one week; no vendor form needed.**
- Brand billed the % off for items that sell during promo period. Amount deducted from future remittance.

Additional Promotions – Optional

- Submit within Fresh Thyme Supplier Portal [LINK](#)
- Login or technical issues – [email](#)
- Due at least 90 days in advance
- Subject to Category Manager approval



Thank You

