



STORE OF THE COMMUNITY

Local Vendor Playbook

LOCAL VENDOR PLAYBOOK

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Why Fresh Thyme Market?

Thank you for considering Fresh Thyme Market as a strategic retail partner.

We are seeking winning partnerships with local product growers and makers that benefit Fresh Thyme Market, our vendor partners, our customers, and the communities we serve!

Follow this playbook to guide you through the journey from submission to ongoing growth.



REAL LOCAL

Growing closer to our communities.

At Fresh Thyme Market, we bring people closer to the food that's grown close to them. Whenever possible, we source our produce, meat, grocery and wellness products from local partners, brands and farmers. We're proud to offer a variety of healthy, sustainable products that are as good for you as they are for our communities.

Request to Join our Winning Line-up

We're glad you found us!

There are two easy options to select from to submit your locally grown and made items to our Fresh Thyme Market team of scouts.

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Submit for Consideration: Scout Form

We want to score a home run by scouting out local products that will surprise & delight our customers.

Stop by your local Fresh Thyme Market store and ask any of our friendly team members for a Scout a Local Vendor form. Complete and return to the store for consideration.

 		<h3>Scout A Local Vendor</h3> <p>We're here scouting for local products that can join our winning line-up! Fresh Thyme wants to help local product makers just like you make an even bigger impact in our community by connecting your local product to our customers.</p> <p>Share Your Stats Below & We'll be in touch to see if we can score a homerun together!</p>				
Contact Info			Product Info			
Company Name			Type(s)			
Contact Name			Number of items			
Email			What Locations currently carry your product?			
Website			Costs & Recommended Retails (attach wholesale list when available)			
Phone						
Other						
Order/Delivery & Credit Details			UPCs on label?		Code Dating on label?	
Service Level	Mid Service - Vendor rep visits periodically to discuss product line and provide credits; store owns orders & merchandising		Ingredients on label?		Nutritional Facts on label?	
	Basic - Store owns ordering, merchandising; no rep visits or rare		If chosen to be on our winning team of local vendors, we will reach out to request you complete all new local vendor requirements which include but are not limited to:			
Order/Delivery Frequency						

LOCAL VENDOR PLAYBOOK

Submit for Consideration: RangeMe

Proudly partnering
with RangeMe to
source new local
products for our
customers.


[https://www.rangeme.com/
freshthymelocal](https://www.rangeme.com/freshthymelocal)

Visit the link above to
submit your local product
for consideration.

RANGE.me


Already have a RangeMe account? [LOG IN](#)

HOW RANGEME WORKS




Showcase your products

Create a free profile to highlight your brand's products and company information



Be discovered


Your products are showcased to relevant buyers in your category



Connect & do business

Interested buyers can engage with you directly to discuss your products.


[Watch the video](#)



Get your products discovered

Fresh Thyme Local buyers use RangeMe to source new products.
Create your free profile here.

Show

 +1

Fresh Thyme buyers are seeking local brands that produce products in the following states: Illinois, Iowa, Michigan, Minnesota, Missouri, Ohio, Pennsylvania, and Wisconsin.

Join our Winning Line-up

Yay!

Your local store contacted you to inform you you've made our winning team!
Now we work together to onboard your vendor account and items into our system!

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Onboarding Process Overview

Our Fresh Thyme Market team works to bring your local product to customers!

Our store team will communicate with you as you move through the set-up process, and coordinate your in-store merchandising, demos and promo pricing plans to ensure your launch is successful.



LOCAL VENDOR PLAYBOOK

Required Documentation

REQUIRED FOR ALL NEW LOCAL VENDORS	EXISTING LOCAL VENDOR FORMS
W-9	COST & PRICE CHANGE FORM
COI (CERTIFICATE OF INSURANCE)	PROMO FORM
FTM MASTER TERM & CONDITIONS	CLEARANCE FORM
FTFM PURCHASE AGREEMENT	<ul style="list-style-type: none">• All forms are located within the Local Vendor Set-up & Maintenance Workbook excel doc.• The vendor account delivering & invoicing the product completes all paperwork.<ul style="list-style-type: none">• If you are a brand using a distributor model, send this playbook to your distributor, and skip ahead to the fun stuff – Let's Grow Together section!
LEGAL VENDOR MAINTENANCE FORM	
ACCOUNT TYPE	
ACH SET-UP (REQUIRED FOR SBT)	
NEW ITEM FORM (NIF)	
PRODUCT PICTURES	

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Required Vendor Account Documentation

W-9

Provide standard W-9 or enter info. on blank W-9 provided in Workbook.

COI (CERTIFICATE OF INSURANCE)

Fresh Thyme Market **MUST** be listed as Additional Insured
Minimum \$2 million aggregate coverage

FTFM PURCHASE AGREEMENT

Required by legal for all new vendors

LEGAL VENDOR MAINTENANCE FORM

Ensure Category Code is selected at top.
Ensure FSVP question is complete

ACH SET-UP FORM

Required for Scan Based Trade Accounts
Sets up weekly electronic payments

FTM MASTER TERM & CONDITIONS

Pairs with Purchase Agreement and outlines our terms for the vendor

Required Item Documentation

Product Pictures

Every New Item and any Change Form for UPC/package changes must have pictures that meet the following requirements:

- Clear, legible images
- Captures UPC
- Captures name of product
- Captures Ingredients
- Captures Size
- 1 full image that is e-commerce ready

Local NIF (New Item Form)

- Vendor completes orange columns
- Fresh Thyme completes green columns
- Fresh Thyme Pricing completes grey columns

Maintenance Forms for Active Vendors

See
Contact Us
Section

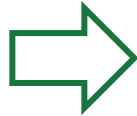
Account Type I: Scan Based Trade

WHAT IS SBT?



- Scan Based Trade is a specific type of vendor account
 - Vendors are paid for the cost on file for every item that goes through Point Of Sale (POS)
 - Sales reports are pulled weekly and paid out biweekly for the most recent 14 days of sales

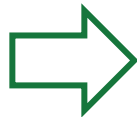
BENEFITS FOR VENDOR



Efficiency

- Do not need to create invoices
- Can deliver anytime store is open without processing through BDR

BENEFITS FOR FRESH THYME MARKET



Efficiency at store level –

- Do not process invoices at Back Door Receiving
- Do not need to count in inventory

Account Type II: Standard Account

Standard

Standard Account Overview

1. Standard Net 30 Payment Terms
 1. Payments are processed 30 days after invoice is processed at store through BDR (Back Door Receiving)
2. All products must be invoiced and processed through BDR
3. Deliver within Receiving Hours
 1. Monday – Friday 6am-Noon
4. Follow credit terms agreed upon

Invoices & Credit Memos must contain these 6 data points:

1. Location
2. Vendor
3. Effective Date
4. Delivery Date
5. UPCs or Item Numbers
6. Invoice Number
7. Vendor Invoice Total

Let's Grow Together

Congratulations!

You've launched your locally grown and made products into Fresh Thyme Market.

Now, let's work together to grow your product awareness and sales!

Celebrating Your Brand

Spotlight Signs

Local products will be accompanied by in-store spotlight signage, sharing the key attributes of the product and a brief story about the local product makers.

DE&I Engagement

Various customer engagement tactics will be utilized to celebrate Diversity Equity & Inclusion including product features, in-store events, and social media posts.

REAL LOCAL

LOMONACO SICILIAN COOKIES

GRAND RAPIDS, MICHIGAN

Josie Lomonaco's passion for traditional Sicilian cookies comes from a childhood of baking with her mother. Her biscotto treats are baked with almond flavored dough premium ingredients.

@lomonacosiciliancookies



Submit Survey

[https://www.freshthyme.com
/local-vendors](https://www.freshthyme.com/local-vendors)



FreshThymeMarket added 2 new photos.
Feb 18

In celebration of Black History Month, we wanted to share an awesome locally owned business, Big Bear Skin Care! Founded by Detroit native, Jordan "The Bear" Johnson when he was looking for a safer alternative to skincare than mainstream brands offered. 🐻

Right now, **bigbearsoapery** is available in our Portage Michigan store, but be sure to check out your local Fresh Thyme for more local finds.

[Show Less](#)



Product Demos

Local Product Demos

Drive awareness and sales of your locally produced product by conducting in-store demos. We ask you conduct at least one demo per month.

Contact your Fresh Thyme Market store to receive a link to sign up for weekly demo times, including themed event dates. Adhere to store provided food safety standards.



Media Partnerships

For any media opportunities that feature your brand in conjunction with Fresh Thyme, and where there is going to be any verbal mention of Fresh Thyme from our vendor partners to the media and/or any leveraging of visual branding of Fresh Thyme logos, the store, etc., before any media interviews take place email and detail how you are planning to integrate Fresh Thyme Market.

Email: mediarelations@freshthyme.com



Matt Beck • 1st

Chief Executive Officer at Hoppy Planet Foods

1d • 🌐

Local just hits different. A HUGE thank you to [Fresh Thyme Market](#) for bringing Hoppy Planet into stores and helping introduce more people to sustainable Acheta Protein. They are our first partner to carry the FULL LINE of Hoppy Planet snacks across our Cookies and Mini Bites. We moved 170 units in just 10 hours of sampling, so we're off the races!

Delicious ✅ More Nutritious ✅ Sustainable ✅.....when two companies' core values align, it works, and shoppers win.

Special shout out to [Jonathan Lawrence](#) for early advice and [Pod Foods](#) for being a great partner.



Contact Us

It's important to us your data is always accurate!
Reference the following two slides for ongoing account & item
maintenance needs.

Product Recall Protocol

Vendor Email Product Recall Notifications to: acarlson@freshtyme.com

Must be sent immediately following a recalled product you service to Fresh Thyme Market.



Include the following information:

- Brand Name
- Item Description
- UPC
- Lot Number(s)
- Sell by date(s)
- Manufacture date(s)
- Reason for Recall
- Disposal direction
 - (destroyed, donated, or pulled and held)

Post Recall – Credit Policy:

- FTM will send quantity pulled within one week of recall
- Vendor send credit memo to FTM within 30 days of receipt of totals

Contact List – Item Data

Form	Directions for Use	Email to
NIF (New Item Form)	<ul style="list-style-type: none"> New sku's entering our system , including UPC changes to existing items <ul style="list-style-type: none"> UPCs should exclude highlighted check digit (x-xxxxx-xxxxx-x) EAN's should include all 13 digits (xx-xxxxx-xxxxx-x) Images for product verification required <ul style="list-style-type: none"> Front of product to verify description, brand and size Back of product to verify UPC/EAN Due 45 days in advance 	Store Director is vendor's point of contact for additional item approval and collection of NIF and product pictures
Promo Form	<ul style="list-style-type: none"> Limited time deals. Drives "sale" tags OI's (Off Invoice). <ul style="list-style-type: none"> Discount needs to be reflected at the item level on the invoice at time of delivery Due 60 days in advance 	localvendorsupport@freshthyme.com
Cost & Price Change Form	<ul style="list-style-type: none"> Cost/Price updates to existing items. Case Pack updates. A new cost must be included with these changes Item number updates Item Description Updates Unit Size Updates. Images should be provided for verification purposes Due 45 days in advance 	localvendorsupport@freshthyme.com
Clearance Form	<ul style="list-style-type: none"> Discontinued Product for any reason SKU's no longer in circulation (old UPC for an item that had a UPC change). Due 45 – 30 days in advance. 	localvendorsupport@freshhthyme.com

Contact List – Account Data

Form	Directions for Use	Email to
Vendor Maintenance Form	<ul style="list-style-type: none">• Change to vendor contact info.• Change to legal vendor name – must provide updated W9 and COI	vendormaintenance@freshtyme.com
ACH Form	<ul style="list-style-type: none">• To change to direct deposit payment method instead of paper check	vendormaintenance@freshtyme.com
Billing & Payment inquiries	<ul style="list-style-type: none">• For late payments – first contact store Receiver to verify the invoice was processed at store level	ap@freshtyme.com 331-251-7260 (8am – 5pm Central time)

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Contact List – Stores

Email

Store Director
(general)

SDxxx@freshthyme.com

Scanning Coordinator
(signs/tags)

SCxxx@freshthyme.com

Receiver
(delivery & invoicing)

rxxx@freshthyme.com

Replace xxx with store
number.

Example:

Store Director at 104DNG
Downers Grove, IL would be
SD104@freshthyme.com

Store	Phone	Address
101MTP	(847) 818-9460	211 W Rand Rd, Mt Prospect, IL 60056
103FVH	(618) 230-7000	6569 N Illinois St, Fairview Heights, IL 62208
104DNG	(630) 968-3145	325 Ogden Ave, Downers Grove, IL 60515
105NAP	(331) 229-4124	790 Royal St George Dr, Unit #139E Naperville, IL 60563
106JOL	(815) 733-4001	2700 Plainfield Road Ste C, Joliet, IL 60435
107CHI	(872) 210-3010	2500 N Elston Ave, Chicago, IL 60647
108RIV	(708) 689-5036	7501 W North Ave, River Forest, IL 60305
109CRL	(779) 800-7100	5340 Northwest Hwy Suite B, Crystal Lake, IL 60014
110BLN	(309) 445-6018	403 N. Veterans Parkway Unit 2, Bloomington, IL 61704
113GVA	(630) 492-5558	2000 S Randall Rd Geneva, IL 60134
201GWD	(317) 881-6621	8750 US Highway 31, Indianapolis, IN 46227
202LAF	(765) 446-1351	220 S Creasy Lane, Lafayette, IN 47905
203FTW	(260) 373-1677	4320 Coldwater Rd, FT Wayne, IN 46805
204IND	(317) 845-4452	4225 East 82nd St, Indianapolis, IN 46250
205IND	(317) 225-4683	2342 West 86th St, Indianapolis, IN 46260
206FSH	(317) 572-6106	11481 E 116th St, Fishers, IN 46037
207CAR	(317) 975-7203	14727 Fresh Thyme Market Drive, Carmel, In 46033
208BRR	(317) 554-1646	6301 N. College Ave. #101, Indianapolis, IN 46220
209BLM	(812) 558-7208	3600 W 3rd St Bloomington, IN 47404
210MSH	(574) 406-6350	5518 Grape Road Mishawaka IN 46545
211AVN	(317) 287-0483	9040 Rockville Road, Indianapolis, IN 46234
212TRH	(812) 233-6325	4428 S US HWY 41 Terre Haute IN 47802
213EVE	(812) 909-7063	1121 Hirschland Road Evansville, IN 47715
214MUN	(765) 702-2153	505 W McGalliard Road Muncie, IN 47303
215BIN	(812) 558-7600	2812 E 3rd St Bloomington, IN 47401
216WLF	(608) 949-5165	2410 N Salisbury St Suite 110 West Lafayette, IN 47906
301DUB	(614) 210-0349	6670 Sawmill Rd, Columbus, OH 43235
302FBN	(937) 429-4516	2850 E Centre Dr, Beavercreek, OH 45324
304CIN	(513) 247-0018	11349 Montgomery Rd, Cincinnati, OH 45249
306WOR	(614) 681-7050	933 High St, Worthington, OH 43085
307MFH	(440) 544-2077	1545 Golden Gate Plaza, Mayfield Heights, OH 44124
309WTV	(614) 987-0500	849 Polaris Pkwy Westerville OH 43240
310GAH	(614) 934-1943	1125 N. Hamilton Road, Gahanna, OH 43230
311WKE	(440) 872-6910	30016 Detroit Rd Westlake, OH 44145

Store	Phone	Address
312TOL	(567) 455-9076	5105 Monroe Street, Toledo, OH 43623
313NCN	(330) 826-0020	5509 Dressler Rd NW North Canton, OH 44720
401KWD	(314) 626-6102	1018 North Kirkwood Rd., Kirkwood, MO 63122
402TWN	(314) 858-7000	13957 Manchester Blvd, Town & Country, MO 63011
403OFL	(636) 385-7033	2235 Hwy K , O' Fallon, MO 63366
405SCO	(314) 270-0580	9920 Lin Ferry Dr St Louis MO 63123
406STP	(636) 851-6971	3600 S St. Peters Parkway St Charles, MO 63304
448FDR	(314) 597-4400	3701 Foundry Way Suite 201 St Louis MO 63108
451BDG	(412) 319-4101	1155 Washington Pike Bridgeville, PA 15017
452PLH	(412) 714-0003	665 Clairton Blvd Pleasant Hills, PA 15236
453CRA	(724) 553-7051	1717 Route 228 Suite E Cranberry Township, PA 16066
501BLM	(763) 321-3555	2100 W 80 1/2 St, Bloomington , MN 55431
502APV	(612) 851-0600	14880 Florence Trail, Apple Valley, MN 55124
505STL	(952) 229-2102	4840 Excelsior Blvd St. Louis Park, MN 55416
506SGE	(952) 229-5300	14100 Highway 13 S, Savage, MN 55378
507VNH	(651) 414-8110	955 County Rd. E, Vadnais Heights, MN 55110
508PLY	(651) 846-8821	15760 32nd Avenue North, Plymouth, MN 55447
510PPK	(651) 846-0908	24 30th Avenue SE Minneapolis, MN 55414
511WTE	(320) 200-6086	50 2nd St. S., Waite Park, MN 56387
512RCH	(507) 513-6709	40 17th Ave SW Rochester, MN 55902
601LAN	(517) 203-4366	940 Trowbridge Rd, East Lansing, MI 48823
602NOR	(734) 456-7003	15480 Sheldon Road Northville MI 48168
603TRO	(248) 509-1006	901 E Big Beaver Rd, Troy, MI 48083
604ROC	(248) 537-7042	2025 S Rochester Rd, Rochester Hills, MI 48307
605FRM	(248) 699-5343	23300 Farmington Rd., Farmington, MI 48336
606GRR	(616) 228-6530	2470 Burton St SE Grand Rapids MI 49546
607PTG	(269) 206-5300	6212 S Westnedge Portage, MI 49002
608YPS	(734) 896-4076	2985 Washtenaw Rd., Ypsilanti, MI 48197
609CAN	(734) 781-4301	43480 Ford Road Canton MI, 48187
701MKE	(414) 290-3999	470 East Pleasant, Milwaukee, WI 53202
702BRK	(262) 317-4749	17300 W. Bluemound Rd., Suite 100 Brookfield, WI 53045
704KEN	(262) 612-8495	7100 Green Bay Road, Kenosha, WI 53142
705GFD	(414) 246-6022	8680 West Sura Lane, Greenfield, WI 53228
707ABN	(920) 301-4035	2767 S. Oneida St. Green Bay, WI 54304
801NWP	(859) 486-2106	82A Carothers Road Newport KY 41071
951DSM	(515) 635-6016	2900 University Avenue, West Des Moines IA 50266
952DAV	(563) 232-0024	2130 E. Kimberly Road, Davenport, IA 52807

