



Local Program Vendor Playbook

2026 Edition

Fresh Thyme Brand Pillars

Calling All Local Makers!

At Fresh Thyme Market, we bring people closer to the food that's made close to them to deliver quality, experience, and community to every store, customer, and team member.

◆◆ **QUALITY**

Provide value with fresh, quality ingredients from trusted sources

≡ **experience** ≡

Committed to enriching our #freshtymeculture

A unique atmosphere that surprises and delights

community♥♥

Investing where we serve

QUALITY experience *community*



Community of Local Scouts

We're scouting for
winning local
partnerships

Follow this playbook to guide you
through our Local Program.
From new product submission to
ongoing growth, we've got you
covered!



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Our Scouts are Seeking

Packaging

Retail Ready

- UPC barcode
- Expiration Date
- Weights & Measures (size of product)
- Ingredients including allergen statements
- Nutrition facts

Positioning

Fills a Need

- Brand story, care causes, local resonance
- Clear merchandising placement
- Unique qualities that sets your products apart from other items in same category

Promotions

Off Shelf Strategy

- Promo Pricing
- Demos – support often
- Social media
- Educate local team members

Scale

Production & Distribution

- Established distributor relationship or self distribution capabilities
- Volume capabilities meet projections

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Defining Local

Hyper Local

- One to four stores in the same metro area as the brand is based.
- Most brands start here.
- Direct Service brands must start here

State Local

- Four to 16 stores in the same state the brand is based.
- Brands with an established distributor can be considered to start here

Midwest Local

- All 69 Fresh Thyme stores. Brand based within Fresh Thyme's footprint
- Active local brands can submit during scheduled category reviews

Application Process

Ready to join our
winning line-up of over
1,000 local brands?



- ✓ Locally based & made
- ✓ Retail Ready
- ✓ Fills a need
- ✓ Strong Off shelf strategy
- ✓ Production & distribution

Application Details:

- Takes approximately 15 minutes
- Requires ability to download, save and attach one excel document

What happens next:

- Response times vary based on current needs & schedule
- In aisle schematic space approvals are held strictly to our:
 - Category Review schedule [LINK](#)
- 4-way merchandiser approvals take place 3 times annually
- Follow-up will come via email to request product samples

Merchandising

Merchandising Strategy

- 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



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In Store Product Demos

Conduct Product Demos

We know you and your team are rockstar brand ambassadors! Share your locally made products with our customers and team members.

Join us for **Open House & Meet the Makers** events and schedule extra demos anytime!

To book:

- Contact the store team directly if you'll run the demo
- Or partner with our preferred demo company, PUSH



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Open House & Meet the Makers

Date	Theme
January 10 th , 2026	Hello 2026: Rooted in Wellbeing
May 16 th , 2026	Summer Kick-off
July – August 2026 (dates store specific)	Meet the Makers
November 7 th , 2026	Holiday Kick-off
January 9 th , 2027	New Year Kick-off

Meet the Makers - New!

- We are excited to introduce a new in store event designed to showcase local brands and connect with our communities.
- Marketing support will include signage + local social.
- In store experience will also include entertainment and welcome station
- Event schedule will be staggered across July & August to allow opportunity for local brands to get into more store locations.
- **Local brands encouraged to work with each store you service to schedule demos**

Open Houses – Continue Successful Sales Events!

- We are thrilled to continue the success of our established Open House events
- Marketing support includes hot promo offers, print ad, social media, in-store signage
- In store experience will also include entertainment and welcome station
- Event schedule the same for all store locations – listed above
- **Local brands encouraged to work with each store you service to schedule demos**

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Preferred Third-Party Demo Support



thePUSHagency

The **PUSH Agency** specializes in bringing your brand to life, driving trial and sales through elevated staffing and turnkey demo programs. With a 98% demo execution rate nationwide, their seasoned product specialists create authentic, memorable interactions that convert Fresh Thyme shoppers into loyal customers. From staffing to reporting, they handle the details - so your brand can focus on growth with confidence.

[Submit Request](#)

Event Duration: 3 Hours



Core Program

- ✓ **Experienced Product Specialist**
Trained to represent your brand with professionalism and accuracy.
- ✓ **Real-Time Recaps & Reporting**
Transparent event metrics delivered immediately after the demo.
- ✓ **Dedicated Booking Agent**
Around-the-clock support to ensure smooth scheduling and execution.
- ✓ **Cost:**
\$225 per event

www.thepushagency.com

Program Enhancements (Optional Add-Ons)

- ✓ **Advanced Reporting**
Actionable insights and deeper analytics across locations.
- ✓ **Video Training & Testing Tools**
Consistency in product knowledge and brand messaging.
- ✓ **Digital Extensions (QR Capture)**
Gather consumer data, insights, and opt-ins to fuel retargeting.
- ✓ **Custom Branded Signage, Collateral & Giveaways**
Eye-catching displays that reinforce your identity.
- ✓ **Custom Brand Ambassador Attire**
On-brand uniforms to strengthen presence.
- ✓ **Fulfillment & Event Kit Logistics**
Receiving, inventory mgmt, packing, and shipping handled end-to-end.

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Connected to Community

As part of Fresh Thyme Market's commitment to invest in the communities we serve, we sponsor and participate in several local community events.

We are always **seeking products, coupons, and giveaways** from our brand partners.

Reach out to your stores to offer support.



Local Brand Spotlight

Spotlight Your Local Brand

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



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Promotional Pricing - 2026

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 – Encouraged

- Email localvendorsupport@freshthyme.com
- All promos must be Scan Back promos
- Due at least 45 days in advance
- Scan backs can run any day; promo retails must run Monday through Monday or Wednesday through Tuesday
- All promos will be reviewed for viability prior to activating

*promo timeline extensions may occur



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Category Promotions Schedule

Promo Period Dates

Grocery Department Category Sales

Natural Living Department Category Sales

Promo Period	Date Range the 1-week promo will fall within
WINTER 1	12/29/2025 - 1/28/2026
WINTER 2	1/26/2026 - 3/04/2026
SPRING 1	3/02/2026 - 4/08/2026
SPRING 2	4/06/2026 - 5/13/2026
SUMMER 1	5/11/2026 - 6/17/2026
SUMMER 2	6/15/2026 - 7/15/2026
BACK TO SCHOOL	7/13/2026 - 8/26/2026
FALL 1	8/24/2026 - 9/30/2026
FALL 2	9/28/2026 - 11/04/2026
THANKSGIVING	11/02/2026 - 12/02/2026
HOLIDAY	11/30/2026 - 12/30/2026

Post Holiday Clearance

- Seasonal items are marked clearance immediately following each major holiday*
- Brands billed back 50% for each unit sold the 14 days after each major holiday*

* Valentine's Day, St. Patrick's Day, Easter, Mother's Day, 4th of July, Labor Day, Halloween, Thanksgiving, Christmas

CATEGORY	DATE WINDOW OF PROMO *	% OF SCAN BACK
NUTRITIONAL & GRANOLA BAR SINGLES (includes Refrigerated)	WINTER 1 and BTS	25%
FROZEN SNACKS & APPS	WINTER 2	25%
HOT BREAKFAST	WINTER 2	25%
TEA	WINTER 2 + FALL 2	25%
FROZEN FRENZY (ALL Frozen)	SPRING 1 + FALL 1	20%
FROZEN FRUIT	SPRING 2 + BTS	25%
CONDIMENTS	SUMMER 1	25%
KOMBUCHA + FUNCTIONAL SODAS	SUMMER 1	25%
JERKY (BOGO 50%)	SUMMER 2 (in June)	25%
FROZEN NOVELTIES	SUMMER 2	25%
BBQ SAUCE	SUMMER 2	25%
COFFEE	FALL 1	25%
PIZZA	FALL 2 (Halloween week)	25%
SOUP	FALL 2	25%
OLIVES	HOLIDAY	25%
PASTA + PASTA SAUCE	FALL 2	25%
BAKING MIXES + TOPPINGS	HOLIDAY	25%

*dates & categories subject to change

Month *	Featured Category	% OF SCAN BACK
January	Vitamins, Body Care, Candles Sale (1/7 - 1/13)	
February	Omegas & Joint	
March	Greens & Superfoods	
April	Vitamins, Body Care, Candles Sale (4/8 - 4/14)	
May	Beauty Inside & Out, Suncare & Women Owned	ALL 20% OFF
June	Protein & Hemp History	
July	Vitamins, Body Care, Candles Sale; Suncare (7/22 - 7/28)	
August	Children's Health & Children's Body Care	
September	Hair Care, Suncare	
October	Vitamins, Body Care, Candles Sale (10/14 - 10/20)	
November	Digest Health & Probiotics & Candles	

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Required Documents for Approved Vendors

New Account & New Items Forms

W-9

COI (CERTIFICATE OF INSURANCE)

FTM MASTER TERM & CONDITIONS

FTM PURCHASE AGREEMENT

LEGAL VENDOR MAINTENANCE FORM

ACCOUNT TYPE

ACH SET-UP (REQUIRED FOR SBT)

NEW ITEM FORM (NIF)

PRODUCT PICTURES

Existing Vendor Maintenance Forms

COST & PRICE CHANGE FORM

PROMO FORM

CLEARANCE FORM

- All forms are located within the Local Vendor Set-up & Maintenance Workbook excel doc (provided once new brand/items are approved).
- The vendor account delivering & invoicing the product completes all paperwork.
 - If you are a brand using a distributor model, your distributor must complete paperwork

Vendor Account Types

	Scan Based Trade	Standard DSD (Includes Distributors)
Payment Terms	<p>Net 14</p> <p>Paid via ACH based on what sells through the POS (point of sale)</p>	<p>Net 30</p> <p>Paid via mailed check based on products delivered & invoiced*</p> <p>*pay cost on file unless invoiced cost is less</p>
Invoicing Requirements	<p>No invoice</p> <p>Can provide packing slip</p> <p>Sales report provided to the brand weekly via email</p>	<p>Invoices & Credit Memos must contain these 6 data points:</p> <ol style="list-style-type: none"> 1. Fresh Thyme Location & 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	<p>Prefer hand deliver with vendor stocking to shelf</p> <p>Check in with MOD at front of store</p>	<p>Direct store delivery via vendor dedicated truck or carrier (FedEx, UPS, etc.)</p> <p>Deliver to back door receiving within receiving hours Monday – Friday 6am – noon</p>

Item Maintenance

Form	Directions for Use	Email to
Scout Form	<ul style="list-style-type: none"> Collects key information about brand, items and vendor/distribution Submissions are included in the next review (3 times a year: Spring, Summer & Fall) Set-up paperwork will be requested if the new item is approved 	<p>Follow directions on Scout Form: https://forms.gle/PoV6q65NGLgQwqTQ9</p>
Promo Form	<ul style="list-style-type: none"> Promo form due 45 days in advance Limited time deals. Drives “sale” tags Scan Backs <ul style="list-style-type: none"> Vendor is billed back the % of each unit sold during the timeframe Cost Discount % offered must be at least 10% for a promo retail applied Scan Back dates can run any day range; however, promo retail prices run Monday through Monday or Wednesday through Tuesday 	<p>localvendorsupport@freshthyme.com</p>
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 	<p>localvendorsupport@freshthyme.com</p>
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. 	<p>localvendorsupport@freshhthyme.com</p>
Misc. Change Form	<ul style="list-style-type: none"> Item description update with no UPC change Brand name change with no UPC change Item unit size update with no UPC change Vendor item number change with no UPC change 	<p>localvendorsupport@freshhthyme.com</p>

Vendor Maintenance

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	localvendorsupport@freshthyme.com
ACH Form	<ul style="list-style-type: none">• To change to direct deposit payment method instead of paper check	vendormaintenance@freshthyme.com
Billing & Payment inquiries	<ul style="list-style-type: none">• To inquiry regarding payments	ap@freshthyme.com 331-251-7260 (8am – 5pm Central time)

Store Contact List

Email

Store Director
(demos & general)
SDxxx@freshthyme.com

Scanning Coordinator
(signs/tags)
SCxxx@freshthyme.com

Receiver
(delivery & invoicing)
rxxx@freshthyme.com

Replace xxx with store
number.

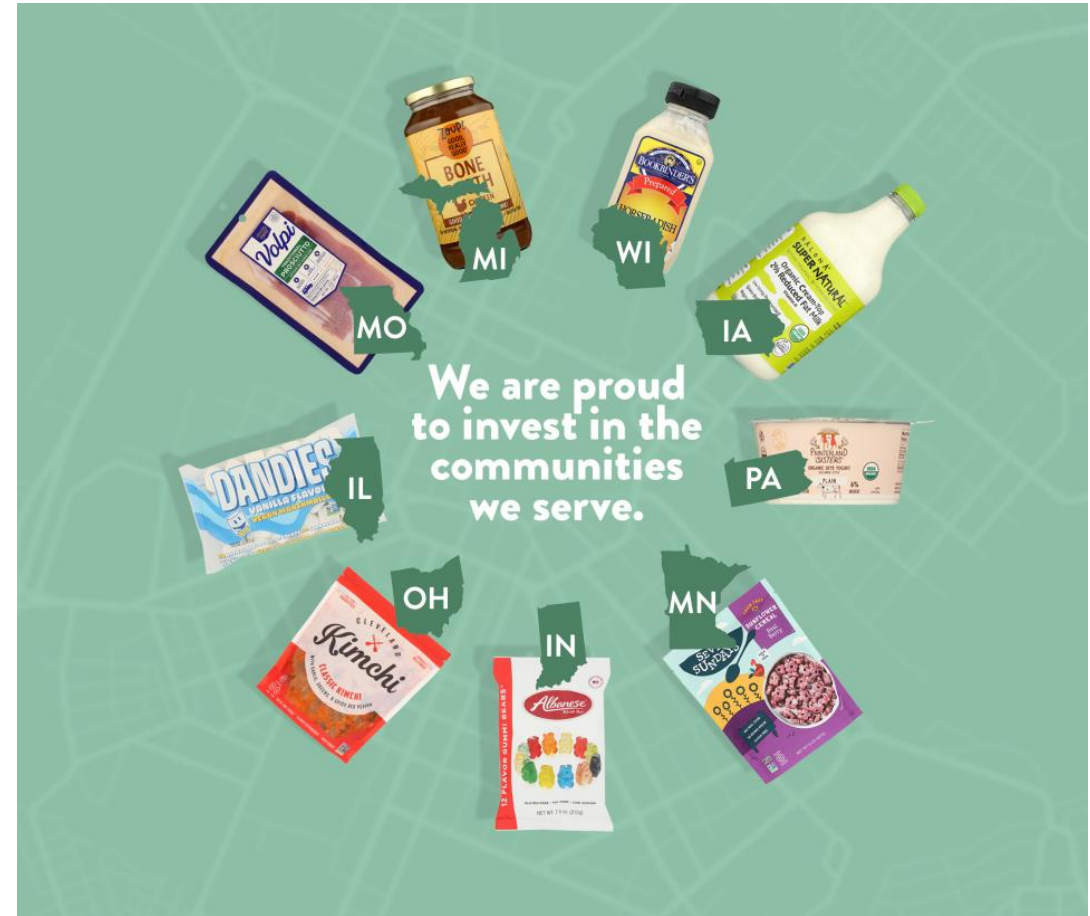
Example:
Store Director at 104DNG
Downers Grove, IL would be
SD104@freshthyme.com

Store	Phone	Address	Store	Phone	Address
103FVH	(618) 230-7000	6569 N Illinois St, Fairview Heights, IL 62208	402TWN	(314) 858-7000	13957 Manchester Blvd, Town & Country, MO 63011
104DNG	(630) 968-3145	325 Ogden Ave, Downers Grove, IL 60515	403OFL	(636) 385-7033	2235 Hwy K , O' Fallon, MO 63366
105NAP	(331) 229-4124	790 Royal St George Dr, Unit #139E Naperville, IL 60563	405SCO	(314) 270-0580	9920 Lin Ferry Dr St Louis MO 63123
106JOL	(815) 733-4001	2700 Plainfield Road Ste C, Joliet, IL 60435	406STP	(636) 851-6971	3600 S St. Peters Parkway St Charles, MO 63304
107CHI	(872) 210-3010	2500 N Elston Ave, Chicago, IL 60647	408FDR	(314) 597-4400	3701 Foundry Way Suite 201 St Louis MO 63108
108RIV	(708) 689-5036	7501 W North Ave, River Forest, IL 60305	451BDG	(412) 319-4101	1155 Washington Pike Bridgeville, PA 15017
109CRL	(779) 800-7100	5340 Northwest Hwy Suite B, Crystal Lake, IL 60014	452PLH	(412) 714-0003	665 Clairton Blvd Pleasant Hills, PA 15236
110BLN	(309) 445-6018	403 N. Veterans Parkway Unit 2, Bloomington, IL 61704	453CRA	(724) 553-7051	1717 Route 228 Suite E Cranberry Township, PA 16066
113GVA	(630) 492-5558	2000 S Randall Rd Geneva, IL 60134	501BLM	(763) 321-3555	2100 W 80 1/2 St, Bloomington , MN 55431
201GWD	(317) 881-6621	8750 US Highway 31, Indianapolis, IN 46227	502APV	(612) 851-0600	14880 Florence Trail, Apple Valley, MN 55124
202LAF	(765) 446-1351	220 S Creasy Lane, Lafayette, IN 47905	505STL	(952) 229-2102	4840 Excelsior Blvd St. Louis Park, MN 55416
203FTW	(260) 373-1677	4320 Coldwater Rd, FT Wayne, IN 46805	506SGE	(952) 229-5300	14100 Highway 13 S, Savage, MN 55378
204IND	(317) 845-4452	4225 East 82nd St, Indianapolis, IN 46250	507VNH	(651) 414-8110	955 County Rd. E, Vadnais Heights, MN 55110
205IND	(317) 225-4683	2342 West 86th St, Indianapolis, IN 46260	508PLY	(651) 846-8821	15760 32nd Avenue North, Plymouth, MN 55447
206FSH	(317) 572-6106	11481 E 116th St, Fishers, IN 46037	510PPK	(651) 846-0908	24 30th Avenue SE Minneapolis, MN 55414
207CAR	(317) 975-7203	14727 Fresh Thyme Market Drive, Carmel, In 46033	511WTE	(320) 200-6086	50 2nd St. S., Waite Park, MN 56387
208BRR	(317) 554-1646	6301 N. College Ave. #101, Indianapolis, IN 46220	512RCH	(507) 513-6709	40 17th Ave SW Rochester, MN 55902
209BLM	(812) 558-7208	3600 W 3rd St Bloomington, IN 47404	601LAN	(517) 203-4366	940 Trowbridge Rd, East Lansing, MI 48823
211AVN	(317) 287-0483	9040 Rockville Road, Indianapolis, IN 46234	602NOR	(734) 456-7003	15480 Sheldon Road Northville MI 48168
212TRH	(812) 233-6325	4428 S US HWY 41 Terre Haute IN 47802	603TRO	(248) 509-1006	901 E Big Beaver Rd, Troy, MI 48083
213EVE	(812) 909-7063	1121 Hirschland Road Evansville, IN 47715	604ROC	(248) 537-7042	2025 S Rochester Rd, Rochester Hills, MI 48307
214MUN	(765) 702-2153	505 W McGalliard Road Muncie, IN 47303	605FRM	(248) 699-5343	23300 Farmington Rd., Farmington, MI 48336
215BIN	(812) 558-7600	2812 E 3rd St Bloomington, IN 47401	606GRR	(616) 228-6530	2470 Burton St SE Grand Rapids MI 49546
216WLF	(608) 949-5165	2410 N Salisbury St Suite 110 West Lafayette, IN 47906	607PTG	(269) 206-5300	6212 S Westnedge Portage, MI 49002
301DUB	(614) 210-0349	6670 Sawmill Rd, Columbus, OH 43235	608YPS	(734) 896-4076	2985 Washtenaw Rd., Ypsilanti, MI 48197
302FBN	(937) 429-4516	2850 E Centre Dr, Beavercreek, OH 45324	609CAN	(734) 781-4301	43480 Ford Road Canton MI, 48187
304CIN	(513) 247-0018	11349 Montgomery Rd, Cincinnati, OH 45249	701MKE	(414) 290-3999	470 East Pleasant, Milwaukee, WI 53202
306WOR	(614) 681-7050	933 High St, Worthington, OH 43085	702BRK	(262) 317-4749	17300 W. Bluemound Rd., Suite 100 Brookfield, WI 53045
307MFH	(440) 544-2077	1545 Golden Gate Plaza, Mayfield Heights, OH 44124	704KEN	(262) 612-8495	7100 Green Bay Road, Kenosha, WI 53142
309WTV	(614) 987-0500	849 Polaris Pkwy Westerville OH 43240	705GFD	(414) 246-6022	8680 West Sura Lane, Greenfield, WI 53228
310GAH	(614) 934-1943	1125 N. Hamilton Road, Gahanna, OH 43230	707ABN	(920) 301-4035	2767 S. Oneida St. Green Bay, WI 54304
311WKE	(440) 872-6910	30016 Detroit Rd Westlake, OH 44145	801NWP	(859) 486-2106	82A Carothers Road Newport KY 41071
312TOL	(567) 455-9076	5105 Monroe Street, Toledo, OH 43623	951DSM	(515) 635-6016	2900 University Avenue, West Des Moines IA 50266
313NCN	(330) 826-0020	5509 Dressler Rd NW North Canton, OH 44720	952DAV	(563) 232-0024	2130 E. Kimberly Road, Davenport, IA 52807
401KWD	(314) 626-6102	1018 North Kirkwood Rd., Kirkwood, MO 63122			

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Thank You for Your Interest in Fresh Thyme's Local Program!



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