

To: Grocery and Whole Body Suppliers, Brokers, Distributors

FROM: GRO and WB Promo Aliases

Subject: Whole Food Market Center Store 2024 Fee Program Overview and Updates

July 17, 2023

Dear Valued Supplier,

We have reviewed and refined our Whole Foods Market Center Store Fee program, specific to Marketing, Promotion and Seasonal fees for US based stores, and are sharing the below comprehensive updates to support 2024 budgeting.

The biggest change to the program is the new store brackets for fee grouping. This update is in response to the recent adjustment in Whole Foods Market's Regional structure. The update allows us to move away from relying on region count for determining fee brackets and instead focus on percentage of participating stores. Additionally, the update will allow for increased flexibility with Promotional and Seasonal programming, including new fixture offerings.

[NEW] Store Brackets for Fee Program

Prior State – Fee Groupings	Current State – Fee Groupings
8 – 11 regions / 100% of stores	Store Bracket 1 No less than 75% of stores
5 – 7 regions / 75% of stores	Store Bracket 2 No less than 50% of stores
4 regions / 50% of stores	Store Bracket 3 No less than 25% of stores
1 – 3 Regions	Store Bracket 4 Less than 25% of stores

Store count reflects US based WFM Stores

Please note that the updated forms used to submit promotions will reflect the updated fees, store groupings and additional fixtures. The 2024 fees are as follows:

See visuals below for 2024 Fee Program high level overviews.

Promotions

Temporary Price Reduction (TPR)

2024	Grocery - Dry	Grocery – Chill	Whole Body
TPR (Bracket 1)	\$11,000**	\$11,000**	\$5,000
TPR (Bracket 2)	\$8,300**	\$8,300**	\$3,700
TPR (Bracket 3)	\$5,500**	\$5,500**	\$2,300
TPR (Bracket 4)	\$2,700**	\$2,700**	\$1,200

**Programming/fees for 2-week promo A or B, other fixture programming/fees for 4-week promo month A and B

Special Note:

- Lifestyle categories are no longer exempt from TPR and WB Seasonal Fees
- Essentials categories will continue to use Grocery Fees and programmed in Grocery spaces
- TPR fees, if changing, will go into effect January 2024

Off-Shelf Fixtures

2024	Grocery - Dry	Grocery – Chill	Whole Body
Off Shelf Endcap/Wing (Bracket 1)	\$40,000**	N/a	\$17,000
Off Shelf Endcap (Bracket 2)	N/a	\$25,000**	\$12,000
Off Shelf Endcap (Bracket 3)	N/a	N/a	\$8,300
Value Bins (Bracket 1)	N/a	N/a	\$11,000
Value Bin (Bracket 2)	N/a	N/a	\$8,300
Value Bin (Bracket 3)	N/a	N/a	\$5,500
WB Perimeter (Bracket 1)	N/a	N/a	\$22,000
POP Endcap (Bracket 1)	\$22,000	N/a	N/a
POP Over the Belt (Bracket 1) ^^	N/a	N/a	\$11,000/month
3-Tier Cart^^	N/a	N/a	\$11,000/month
POP Register Trays ^^	N/a	N/a	\$8,300/Month
Salad Bar Topper (Bracket 1)	\$11,000	N/a	N/a
Shipper^^	\$11,000/month	N/a	\$11,000/month
Pallet	\$22,000	N/a	\$22,000
Impulse Fixture (Bracket 1) ^^	\$7,333/month	N/a	\$7,333/month
Impulse Fixture (Bracket 2) ^^	\$4,000/month	N/a	\$4,000/month
Impulse Fixture (Bracket 3) ^^	\$2,500/month	N/a	\$2,500/month
Discovery Endcap (Bracket 2)	N/a	N/a	Demos

**Programming/fees for 2-week promo A or B, other fixture programming/fees for 4-week promo month A and B

^^Fixture programmed quarterly, monthly fees reflected

Special Note:

- Fee updates and incremental fixture programming will implement with February programming.
- TPR fees are waived when a TPR and a Fixture placement duration have the same start and end promo periods *[language updated 9/1/2023 to improve clarity]*

Seasonal Fees

Seasonal: Grocery Dry & Chill	2024 Fees by Store Bracket			
	4	3	2	1
A Program – Item count 1	\$6,000	\$8,000	\$11,000	\$15,000
A Program – Item count 2	\$12,000	\$16,000	\$22,000	\$30,000
A Program – Item count 3+	\$18,000	\$24,000	\$33,000	\$45,000
A Program - Pallet	N/a	N/a	N/a	\$45,000
B Program – Item count 1	\$4,000	\$5,500	\$7,500	\$10,000
B Program – Item count 2	\$8,000	\$11,000	\$15,000	\$20,000
B Program – Item count 3+	\$12,000	\$16,000	\$22,000	\$30,000
B Program - Pallet	N/a	N/a	N/a	\$30,000

Special Note:

- **Grocery A Programs:** include, but are not limited to, Pumpkin, Thanksgiving, Christmas
- **Grocery B Programs:** include, but are not limited to, Valentines Day, Easter, Passover, Summer, Hannukah

Seasonal: Whole Body	2024 Fees by Store Bracket			
	4	3	2	1
Item Count 20+	\$8,000	\$15,000	\$22,000	\$30,000
Item Count 10 – 19	\$5,000	\$10,000	\$15,000	\$20,000
Item Count 1 - 9	\$3,000	\$5,000	\$7,000	\$10,000

Special Note:

- WB Seasonal Fees will implement with Q3 2024 programming – Q1 and Q2 agreements are not being impacted retroactively.
- Fees will be by brand item count totals and by store count bracket.
- Seasonal Fees will apply to Lifestyle programs.

Marketing Fees

2024		
Promo	Co-Op	Tier 1 Category Sale: \$125K+ Tier 2 Category Sale: \$100K+ Thematic Promo: \$110K+ Single Brand: \$150K+
	Weekly Promo Marketing	Hero: \$50k Tier 1: \$35K Tier 2: \$10k
	Grocery Deliver & Pick Up Expanded Merchandising*	Deals + Category Page Bundle = \$25K Deals + Storefront Bundle = \$40K Storefront + Checkout = \$55K Custom = \$15K+
Non-Promo	In-Store Demos	Forager Brand: \$10 - \$130 / event Merch Brand: \$30 - \$190 / event
	Supplier Roadshows	\$150 / event + Demo Fees
	WFM Advertising	Varies – digital ads starting as low as \$10/day and digital signage starting at \$40K

*Previously known as WFM On Amazon (WFMOA)

High level information will be shared in the upcoming supplier summit.

If you have any questions about these changes, please review materials posted on the supplier portal and reach out to your Category Merchant or EL/Director.

Thank you for your continued partnership.

Sincerely,

Center Store Merchandising