



Natural Foods Market

GROCERY PRODUCT CRITERIA

Criteria for Submitting New Grocery Products for Approval or Placement

Clark's Nutrition & Natural Foods Market

Clark's Nutrition is a family-run chain of 3 stores in the Inland Empire of Southern California, offering a full selection of supplements, grocery, dairy, frozen and HABA products. We have been in business for over 35 years, and have a well-earned reputation for high standards on product selection and everyday affordable pricing for our customers.

Lisa Linares is the grocery support buyer; all new products need to go through corporate approval process.

1. Please send all information & samples to:
Lisa Linares
Clark's Nutrition
4225 Market St
Riverside, CA 92501
Phone (951) 321-1960 ext 138
Fax (951) 870-4118
lisal@clarksnutrition.com
2. You must fill out a product submittal form on which you will need to provide the following information:
 - a. UPC #(s) of product submitted (not the box, case or master case UPC#(s))
 - b. Product Description
 - c. Suggested Retail Price
 - d. Cost before discounts (wholesale)
 - e. How to read code date
 - f. Opening order discount % for product
 - g. Ongoing discount % for product

Please designate if the product will be sold direct or through a distributor. If it is sold through a distributor, the distributor item number and distributor for each item(s) needs to be noted. (Natures Best, UNFI, Threshold numbers.) Please include contact information for you including an email address.

3. **All sales reps/brokers must be able to credit Clark's for slow moving products, not only in their own line but also competitive lines. Products to be discontinued will be based on Clark's movement analysis. All new items are on a 90-day probation period. If sales are not at expectations, broker/company will be asked to take back product.**
4. We need samples in order to evaluate items; one of each is fine. If you'd like us to pass some on to grocery buyers at the stores, you can include more.
5. We need full ingredient listing for every product. We will evaluate each product on its own merits and in comparison to what else is already on the market.
6. We require an accord certificate of liability
7. The better the opening order discount for a product, the better the chance of approval for the product. If a free set is offered this gives the best chance for approval of a product. Free shipping at an obtainable level is also a good incentive.
8. Product promotional information including a product image and technical product information are required.
 - Image specifications: Dimensions 2 by 5 and in either gif or jpeg format, high resolution preferred. i.e. 200 wide by 500 or 400 by 1000 or
 - Technical product information: a paragraph describing the product. Limit of 254 characters including spaces and punctuation