

Vitamin & Body Care

New Item Submission Process

Thank you for your interest in Sprouts Farmers Market. Due to the large volume of inquiries we receive, we have established a category review schedule and protocol for new item submissions. Below is information around the process and on the next page is the current Category Review Calendar. We accept submissions during the "Item Submission" phase as noted on the chart. Please do not submit early as we have limited space to store samples and your items will not be held.

It is essential that you meet the new item submission deadline to be considered for the category review.

New Item Submission

All new item submissions should be sent to: submissions@sprouts.com

The subject line of the email should be labeled as follows:

BRAND NAME - CATEGORY NAME
(EX: SPROUTS - MULTIVITAMINS)

Please send the following two files in a single e-mail when presenting any new products for category review.

- 1. New Item Submission Form:** Follow all instructions on the form and provide accurate data. Items with inaccurate data will not be accepted.
 - a. Please make sure the correct email address is listed in the contact section of the new item form.
 - b. Brokers this should be your email not the brand.
 - c. This is the email address that will be notified with results from the category review.
- 2. One-Page Sales Sheet:** This should be submitted in landscape view only. Please limit the number of one-pagers to no more than three per submission.
 - Vendor contact information
 - Broker contact information
 - Brand information
 - Cost information (Delivered / FOB)
 - MSRP information
 - Promotional schedule
 - Product images (high resolution)
 - Distributor information
 - Free-Fill information
 - Current retailer information including current retails and store counts
- 3. Deal Management:** If your items are approved, they will need to be submitted via Aptaris DMS.
- 4. IX-ONE:** Upon acceptance of new items, vendor will need to submit images via IX-ONE.

Sample Submission

For new item submissions send (2) retail ready samples of each new item you are presenting to the below address. Please note that all new item samples should go directly to the new items team and not the category managers.

Sprouts Farmers Market

NEW ITEMS – BRAND NAME – CATEGORY NAME (Ex: NEW ITEMS – SPROUTS – PROTEIN POWDER)

5455 E. High St., Suite 111

Phoenix, AZ 85054

New Item Support

Ads, new item feature, Extravaganza discounts, trainings, demos and TPRs would be expected as part of a vendor's support of the line. Detailed information on these programs can be found in our promotional rates and summary document.

Upon receipt of your completed submission, we will review and contact you regarding any next steps should your products be a fit for our stores.

Thank you,
The Vitamin & Body Care Category Management Team

2019 Vitamin & Body Care Category Review Calendar



Category	Category Manager	New Item Submission START	New Item Submission DEADLINE	Test Set Date	Reset Date
FEM Merchandisers (checkstand)	All	7/15/2018	8/15/2018	1/7/2019	1/21/2019
Lotion / Foot Care	Danielle	7/15/2018	8/15/2018	1/7/2019	1/21/2019
Baby Body Care / Deodorant / Shave/Shadow Box	Danielle / Holly	7/15/2018	8/15/2018	1/14/2019	1/28/2019
Children's Health	Abby	7/15/2018	8/15/2018	1/21/2019	2/4/2019
Coffee Merchandiser I	Kate	7/15/2018	8/15/2018	1/21/2019	2/4/2019
Medicinal Herbs, Teas & Mushrooms	Abby	8/15/2018	9/15/2018	2/18/2019	3/4/2019
Fish / Plant Oils, Meals & Seeds	Denise	9/1/2018	9/30/2018	2/25/2019	3/11/2019
Digestive Health / Shelf-Stable Probiotics	Denise	9/1/2018	9/30/2018	2/25/2019	3/11/2019
Refrigerated Probiotics / Refrigerated Oils / Pollen / Refrigerated Shots	Denise	9/1/2018	9/30/2018	2/25/2019	3/11/2019
Mercantile: Spring/Summer Seasonal Programs, Toys, Footwear, Hats, Bags	Holly	9/1/2018	9/30/2018	3/11/2019	3/25/2019
First Aid / Sun-Bug	Danielle	9/15/2018	10/15/2018	3/18/2019	4/1/2019
Homeopathics / Therapeutic Topicals	Denise / Danielle	9/15/2018	10/15/2018	3/18/2019	4/1/2019
Men's Health / Men's Grooming	Abby / Holly	9/15/2018	10/15/2018	3/25/2019	4/8/2019
Women's Health / Pre-natal / HS&N / Fem-Hy	Abby / Holly	9/15/2018	10/15/2018	3/25/2019	4/8/2019
Facial Care	Danielle	10/15/2018	11/15/2018	4/22/2019	5/6/2019
Cosmetics / Nail Color Bar	Danielle	10/15/2018	11/15/2018	4/22/2019	5/6/2019
Lip Solutions	Danielle / Holly	10/15/2018	11/15/2018	4/22/2019	5/6/2019
Multivitamins (Adult / Men's & Women / Teen)	Abby	10/15/2018	11/15/2018	4/29/2019	5/13/2019
Mercantile: Lifestyle Goods, Clothing, Eyewear, Jewelry	Danielle / Holly	11/1/2018	12/1/2018	5/6/2019	5/20/2019
Superfoods / Greens	Abby	11/15/2018	12/15/2018	5/27/2019	6/10/2019
Functional Foods	Abby	11/15/2018	12/15/2018	5/27/2019	6/10/2019
Vitamin C / Electrolytes / Shots	Denise	11/15/2018	12/15/2018	6/3/2019	6/17/2019
Aloe Vera / Energy	Denise	11/15/2018	12/15/2018	6/3/2019	6/17/2019
Bar & Liquid Soap / Hand Sanitizer/ Travel Trial	Danielle / Holly	12/1/2018	1/1/2019	6/10/2019	6/24/2019
Aromatherapy, Candles & Incense Slat Wall	Danielle	12/15/2018	1/15/2019	6/17/2019	7/1/2019
Nutrition Bars	Denise	12/15/2018	1/15/2019	6/17/2019	7/1/2019
Sports Nutrition I	Kate	12/15/2018	1/15/2019	6/17/2019	7/1/2019
Protein Powders I	Kate	12/15/2018	1/15/2019	6/17/2019	7/1/2019
Dental Care / Gum & Breath Fresheners	Danielle / Holly	1/15/2019	2/15/2019	7/22/2019	8/5/2019
Coffee Merchandiser II	Denise	2/15/2019	3/15/2019	7/22/2019	8/5/2019
Joint Health / Turmeric	Abby	1/15/2019	2/15/2019	7/29/2019	8/12/2019
Mercantile: Calendars/Journals, Hats, Bags, Toys	Holly	2/15/2019	3/15/2019	8/12/2019	8/26/2019
Cleanse / Fiber	Denise	2/15/2019	3/15/2019	8/19/2019	9/2/2019
Liver / Detox / Urinary & Cranberry	Denise	2/15/2019	3/15/2019	8/19/2019	9/2/2019
Seasonal Wellness/Deep Immune	Abby	2/15/2019	3/15/2019	8/26/2019	9/9/2019
Respiratory / Ear / Nose / Throat	Abby / Holly	2/15/2019	3/15/2019	8/26/2019	9/9/2019
Hair Care / Hair Color / Hair Accessories	Danielle	3/1/2019	4/1/2019	9/2/2019	9/16/2019
Calcium / Pet Supplements	Denise	3/15/2019	4/15/2019	9/16/2019	9/30/2019
Minerals	Denise	3/15/2019	4/15/2019	9/16/2019	9/30/2019
Mercantile: Holiday/Seasonal programs, Lifestyle Goods, Clothing, Jewelry	Danielle / Holly	3/15/2019	4/15/2019	9/16/2019	9/30/2019
Vitamins ADEK	Denise	3/15/2019	4/15/2019	9/23/2019	10/7/2019
Emotional Wellness / Sleep	Abby	3/15/2019	4/15/2019	9/23/2019	10/7/2019
Bath & Shower / Body Wash, Salts, Scrubs & Bubbles	Danielle	3/15/2019	4/15/2019	9/23/2019	10/7/2019
Vitamin B	Denise	4/15/2019	5/15/2019	10/21/2019	11/4/2019
Vitamins & Body Care Slat Wall	Abby / Danielle	4/15/2019	5/15/2019	10/21/2019	11/4/2019
Heart Health/ Garlic	Abby	4/15/2019	5/15/2019	10/21/2019	11/4/2019
Brain / Eyes / Antioxidant	Abby	4/15/2019	5/15/2019	10/28/2019	11/11/2019
Weight Management / Glandulars	Denise	5/1/2019	6/1/2019	11/11/2019	11/25/2019
Sports Nutrition II	Kate	5/15/2019	6/15/2019	11/25/2019	12/9/2019
Protein Powders II	Kate	5/15/2019	6/15/2019	11/25/2019	12/9/2019
Amino Acids	Kate	5/15/2019	6/15/2019	11/25/2019	12/9/2019

Important Notes:

- All submitted items must be available at the distributor or direct warehouse 2 weeks prior to the test set date listed above. If an item will not meet this timeline do not submit it for review. Any items that are approved but are not available at that deadline will be removed from schematic.
- Any categories not listed here will only be considered for speed to shelf (STS) this year. Please reach out to your brand manager for more information.