NEW ITEM SUBMISSION PROCESS

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BRODY BURK- LOCAL/GRAND OPENINGS

10/17/17

CATEGORY REVIEW PROCESS

Category Review Purpose

- Review overall category performance.

- Identify underperforming items to make room for new innovative products.

- Review current planograms for opportunities in product flow & merchandising strategies.

- Review new item submissions.

- Evaluate current pricing, promotional plans & develop a future strategy for the category.

Category Review Schedule

- Categories are reviewed per the category review schedule.

- Category review process starts 22 weeks in advance of the final resets.

- There can be changes to the review schedule throughout the year. You will be notified if any changes do occur.

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

- **If your submission will be late, please let the category manager & myself know of the situation. If we are not made aware, your submission will not be include in the review process.**

SPEED-TO-SHELF PROGRAM

- Key first to market or innovative new items can be presented outside of the published category review schedule.

- A Speed-to-Shelf merchandising fee will be assessed along with any Free-Fill charges for accepted Speed-to-Shelf items.

- All Speed-to-Shelf proposals are subject to Category Manager's acceptance.

- All Speed-to-Shelf proposals should be sent to the Category Manager directly, **the STS program is completely separate from the new item process.**

NEW ITEM INFORMATION

Please send the new item form & one pager files in a single email when presenting any new products for category review:

Email to: submissions@sprouts.com

Both the subject line on your email and the title of the files you are including should be exactly the same as follows:

BRAND NAME-CATEGORY YOU ARE SUBMITTING

(EX: ANNIE'S-PACKAGE FRUIT & SNACKS)

Product Sample

- 2 retail ready samples (Grocery) of each new item you are presenting or 2 retail ready samples or empty packaging (Dairy/Frozen) of your 2-3 top skus.

- All samples should be labeled as follows:

    - **NEW ITEMS-BRAND NAME-CATEGORY SUBMITTING FOR (EX: NEW ITEMS-ANNIE'S-CANDY)**

- PLEASE SHIP SAMPLES TO:

    5455 E. HIGH ST., SUITE 111

    PHOENIX, AZ 85054

NEW ITEM PAPERWORK

1. NEW ITEM SUBMISSION FORM

- Follow all the instructions on the form & provide data accurately.
  - Items with inaccurate data will not be accepted.
- Please specify the type of submission, whether it's a nationwide submission or local submission.
  - The top left of the form has a section highlighted for this option.
  - If it is local please advise what state/region the product is from, this is also highlighted in the same section.
- Please make sure the correct email address is listed in the contact section of the new item form.
  - This is the email that will be notified with results from the category review.
  - Brokers-this should be your email not the brand.

2. ONE PAGER SALES SHEET

- Please use the tab on the new item form "New Item Overview Template" when creating your one pager, this is recommended form. You may use PowerPoint if you prefer, these will be the only 2 accepted forms
- The One Pagers should be created in Landscape view only.
- Please limit the amount of one pagers to no more than 3 per submission, ideally they should only be 1.

SPROUTS COMMUNICATION TO EXPECT

- If you are selected to present your New Item(s) in person for the current category review or speed-to-shelf:
  - The respective category manager will reach out to you to schedule an appointment.
- If you items are not accepted to present during the current category review:
  - You will receive communication from myself.
- At the conclusion of category review
  - Email communication will be sent with all of the discontinued items.
  - You will receive communication by manufacturer/broker for all new items accepted.
- Fair Share/Free-Fill billing amounts and any accepted items by sku by store:
  - If your new/existing item(s) have been selected and placed into the new schematics, you will receive a direct email that will give you a complete breakout of sku's by store along with a contract for Fair-Share & Free-Fill billing

LIVE MEETINGS/PRESENTATIONS

Requirements & Guidelines:

Keep presentation decks to 3 pages or less and highlight key information only
- Category & Brand information (Spins & other reporting)
    - How is the overall category performing
    - How is your brand performing
- Product attributes
    - Organic, Non-GMO, Gluten-Free, etc..
- Cost information
    - Delivered & FOB
- Current distribution
    - KeHE, UNFI, etc..
- Promotional Support
    - Yearly promotional calendar to support the brand

Live Samples
- Required to bring a minimum of 3 retail ready samples
- Mock-ups are acceptable for first-to-market & Speed-to-Shelf

Discussion Topics
- Suggested SRP's
- Demo support
- Free-Fills
- Fair Share
- Promotional Support
- Key product attributes

Aptaris

Acceptance:

- If your item(s) are accepted for a Sprouts Set, please submit them to the DMS system to get the item(s) set-up and processed through our system.

- If your Brand is new to Sprouts, please reach out to DMS@sprouts.com to get your Brand activated and set up in our system.

What is Aptaris?

- Aptaris is a new program Sprouts has recently rolled out to help manage our submission/deals process. You may also refer to it as DMS or Deal Management System. This is an important tool that Sprouts will utilize going forward to make our processes more streamlined.

Thank You!