

Erewhon x Pod Foods 101

How to make the most of this exciting retail partnership with Pod.

INITIAL ORDER: Your initial delivery should consist of at minimum 20 cases per SKU. This will be distributed to 8 stores over the course of 60-90 days and will give us time to request additional product. This is based on a turn of 5 cases/month/store. If you have a short shelf life please discuss with your Vendor Success Representative about the best quantity and method for initial delivery.

UNITS/CASE:

- Units per case depend on the type of product. Beverages are typically 12 units/case, snacks are generally 6-12 units/case, health/beauty/supplements MUST be 3-4 units max/case
- There is no maximum amount of inventory that you are allowed to send, however, we suggest sending no more than three months' worth until we have a sense of sales volume

FREEFILLS: Erewhon requires the first round of POs for your products to be free fills. That means each store will receive 1 case per SKU free on the first order. We charge our service fee on the full case price delivered to the retailer on free fills.

- **Health and Beauty Aids/Wellness:** Minimum 6 units Free Fill per approved SKU
- **Grocery Items:** Minimum 12 units Free Fill per approved SKU
- **Water:** Minimum 3 cases Free Fill per SKU
- **Kombucha:** Minimum 2 cases Free Fill per SKU

DELIVERY / ORDER CADENCE: We deliver to all Erewhon locations twice per week. We process orders on Sunday 10am PST for a Tuesday delivery and Wednesday at 10am PST for a Friday delivery. Like Erewhon, our other key accounts are on a set ordering/delivery schedule, with 1-2 deliveries per week. Smaller independent retailers are typically on a lead time. Our average lead time is 2.4 days from order date to fulfillment date.

PRODUCT UPLOADS TO POD: If you carry multiple skus of products, but Erewhon is only picking up a select few, send ONLY those approved skus/inventory to our DC. For additional products and SKUs, speak with your Brand Manager.

EREWHON PORTAL SETUP: You will submit your products to Erewhon through their **Erewhon Vendor Portal** to be reviewed and approved by the Erewhon team.

EREWHON REFERRAL PROGRAM: As a brand new to Erewhon, you are on 90-day exclusivity in SoCal per Erewhon's requirements. In order to move forward with the 18% rate, you'll only be able to sell to Erewhon through Pod Foods for the first 3 months. You may continue selling directly to the other accounts and then transfer them to Pod once the exclusivity expires. All accounts outside of SoCal are fair game, i.e. you may sell Pod Direct nationwide or Express in Pod's other regions. This deal only applies to brands referred to Pod Foods directly by Erewhon.

EREWHON CARES MEMBERSHIP PROGRAM: Brands participating in the CARES program will be providing 25% promotions directly to Erewhon members, on only products purchased by Erewhon members, for a given scheduled month. Promotions will run from the 1st of each month through the last day of each month. The 25% will be taken exclusively as a debit on your Pod Foods statement. Please send a signed copy of CARES agreement to success@podfoods.co and cc cares@enfmkt.com.

RETAILER MARKUP: Erewhon margin for all products is 45%.

MIXED CASES: Erewhon will not order mixed cases. Each case is to contain one SKU.

SETTING CASE PRICES: Make sure that you run the numbers and figure out your pricing before moving forward, i.e. get a freight quote if needed, read through our Brand Guide to Pod Foods and finalize what your wholesale case price will be set at for Erewhon and the SoCal Express region – these prices can be the same or you can set an EDLP for Erewhon. Simply request an Erewhon-specific EDLP during onboarding and we'll set this up for you. When setting wholesale case price, list the exact price that Erewhon has approved. ***Pod Foods does not mark up your price at all.***

UNIT/CASE LABELING: Unit and case UPCs are required! That said, some vendors use the same unit UPCs for their case UPCs. Please see [page 9](#) of the Brand Guide to Pod Foods for required labeling for your cases + units. Your cases must be retail-ready upon delivery to our DCs meaning they need to be labeled correctly. If you ship in master cartons you **MUST** note this on inbound.

POD FOODS DISTRIBUTION CENTER ADDRESS: We will provide our LA DC address once you have uploaded your products and they have been published to our catalog.

FREIGHT/DELIVERY TO OUR DC: We accept parcel shipments to our DC, but it's more cost effective to send inventory on pallets with a freight carrier. Initially, you should send ample product based on your case packs and shelf life. After a few months we'll be able to send data-driven replenishment requests to support efficiency and avoid any spoilage. Note you do not want to be out of stock for Erewhon. Err on the side of sending too much product. Need help getting freight set up? Email freight@podfoods.co.

PROMOTIONS: We must know about any and all promotions you are planning with Erewhon! You will submit promotions via Pod Foods and not via Erewhon. Promotion requirements below:

- 2 months advance notice for promotions from the buy-in start date
- You may submit promotions each month, however please **do not** submit the same SKU for consecutive months
- All promotions will be applied as off invoice
- Buy-in start date begins the 25th of prior month and runs to last day of promo month (End-cap Buy-in start date begins 15th)
- HABA Sales will start on the 1st of the month and Grocery Sales will start on the 5th of the month, through the last day of the month.
- Promotions need to be no less than **25% off invoice**
- Promotion applies to **all** Erewhon locations

You'll submit your promotions details [here](#) on your vendor dashboard. Pod Foods will notify Erewhon about your promotions.

MARKETING: Join the [Erewhon Vendor Communication List](#) for all vendor marketing opportunities + check out [Bloggers Who Brunch](#) for other marketing opportunities!

PRICE MATCHING: Per Erewhon's policy, Pod Foods matches the pricing listed on Erewhon's PO, even if it is different from the pricing that we have set up. If you notice that orders are coming through at an incorrect price, please email success@podfoods.co and we will request a price adjustment on your behalf. If you continue to see incorrect pricing after Pod Foods has submitted a pricing adjustment, it is recommended to reach out to your Erewhon contact to correct pricing. We cannot retroactively adjust orders but this will ensure that future POs reflect your desired pricing.

EREWHON PREMIER PARTNERS: Erewhon provides monthly reports to support bill back amounts for their Premier Partners program. You will see these billbacks deducted on your monthly statements.

CASE PACK or PRICE CHANGE REQUESTS: If you plan to change your case pack size (i.e. move from 6 unit/case to 12 unit/case) you must let us know as soon as possible, indicating the date that you plan to switch over. You must also submit a price change request through the Pod dashboard, indicating new units/case, price, and UPC if applicable. We will notify Erewhon for you. Erewhon requires at least 30 days to make a change. ***Changes to case pack size are strongly discouraged.***

ADDING NEW SKUS: If Erewhon adds a new SKU or product from your brand, to be sourced through Pod Foods, let us know right away so that we may request inventory and know to expect it on POs. You must add this new SKU to Pod via your dashboard and receive an inbound inventory request including the new SKU before delivering the SKU to our SoCal distribution center.

Have a question that isn't answered here or in our [Brand Guide](#)?

Let us know at success@podfoods.co!