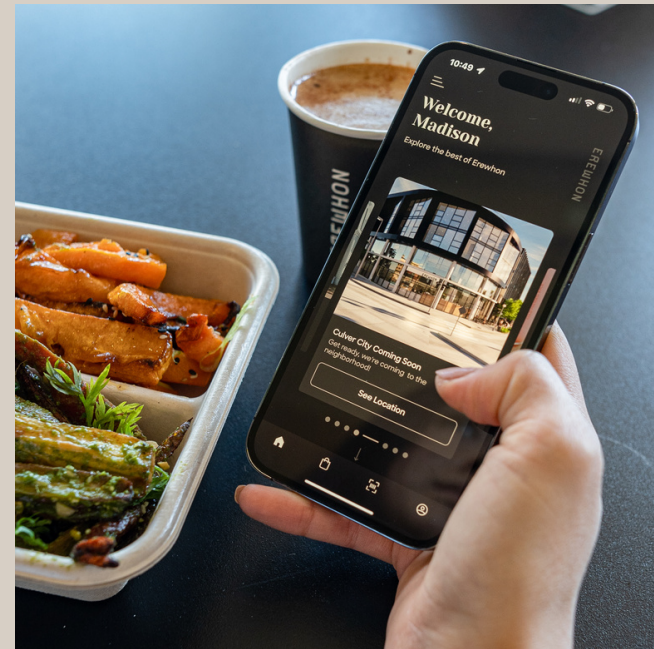


# EREWHON



## ONBOARDING

2023

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## ABOUT US

At Erewhon, we believe that nutrition is the key to a radiant lifestyle. Through our markets, we endeavor to provide exceptional organic products that inspire good decision-making and healthier communities.

We have built an amazing community of like-minded, health-oriented individuals and have had tremendous success with our various marketing activations. Each and every opportunity is so unique, and we are excited to connect with you.

# OUR REACH

Over the last few years, we have cultivated a loyal fan base with our marketing collaborations - tonic bar drinks, smoothies, cafe collaborations, etc.

If you are marketing with Erewhon, that means your brand meets our standards of nutrition and holistic wellness.

Erewhon collaborations are the best way to align your brand with these values.



# HOW TO SUBMIT A NEW PRODUCT FOR APPROVAL:



**01** Fill out our vendor portal by clicking [HERE](#)

**02** After filling out our vendor portal, kindly send 2 samples (2 per SKU) to the address below, attn: Annabel

**2430 E 11th St, Los Angeles, CA 90021**



\*\* Please note review may take 30 - 90 days, as review is quite rigerous + requires many layers of product testing. Your paitence is greatly apprciated :)

# CONGRATS ON ITEM APPROVAL!

Congratulations on item approval, we are extremely excited to launch these new SKUs here at Erewhon!

All items must onboard through our CAREs program - a month long marketing support including shelf talkers, demos, a feature in our newsletter, first consideration for other marketing opportunities.

\*\*All brands must go through a third party distributor before moving forward. We are happy to make introductions to make the process smoother.

## STEP 1

Please review and return our CAREs onboarding agreement

I have attached it to the email you recieved this deck in.

Grocery for Grocery items  
HABA for Health and Beauty

## STEP 2

Once onboarding agreement is returned, invoice will be sent via stripe.com

Invoice must be paid within 60 days or product must be resubmit for re approval.

## STEP 3

Once invoice is paid, introductions to purchasing will be made, to assist with first order.

Excited to see your product on our shelves very shortly! :)

\*\* Please note the invoice will have an additional 3% added for those paying with a card. If you are not paying with a credit card, and paying through AHC, you may short the payment by %3 and move forward with just the flat fee. Once our accounting department sees the payment, they will waive the fee on their end.

# SHELF TALKER EXAMPLES



# \*\* PLEASE DON'T FORGET! \*\*



**01** Please don't forget to register for Dashboard.  
Dashboard is an incredible analytical tool that can be used to track sales within our stores

**To register for dashboard please click HERE**

**02** + Don't forget to fill out the "Brand Email Feature Form" The form needs to be filled out with pictures uploaded per SKU Products are featured in our weekly newsletter separately, feature form must be filled out for each approved SKU.

**To fill out the newsletter form click HERE**



## Salt & Stone

Treat your hands to this fast-absorbing daily hand cream infused with seaweed extracts & antioxidant-rich botanicals to leave skin soft and hydrated.

**Shop Now →**



# FAQ

## WHAT IS CARES?

Due to the volume of products we bring in, often it is hard for brands to reach their full potential at Erewhon. For this reason we established the Create A Remarkable Experience Program.

## DO I HAVE TO PAY FOR CARES?

Yes, unfortunately all brand (no matter how big or how small) pay this fee and onboard through the CAREs program. There is little to no wiggle room on this matter.

## WHAT IS INCLUDED WITH CARES?

Under CAREs you will receive: product on our online grocery service, strategic product placement for your brand, hand-painted, custom-designed shelf talkers, and a feature in our Erewhon Newsletter



## HOW TO SCHEDULE A CALL WITH ME:

If you have any additional questions or concerns feel free to reach out and make an appointment [HERE](#)

# HOW TO SCHEDULE A DEMO:



Demos require a two week lead time, but can be booked months in advance.

All demos can be booked through [dashboard](#). If you log on to your dashboard account, in the top right corner, click on "Vendor Forms".

Scroll all the way down and you should see, Brand Support: (right under it) "In-Store Demos: schedule in store demos"

Click on that link and it should redirect you to a portal where you can book all your demos for all 8 stores months in advance. The demo fee is going to be \$30 per timeslot, per store.

\*\*The following slide provides additional information that you may find helpful when conducting your demos in store.

# DEMO GUIDELINES

- Demo person is required to wear professional attire. (No shorts, no open-toe shoes)
- Gloves must be worn while handling food.
- Demo person MUST use this Erewhon approved [table](#) and a black tablecloth, without exception. Failure to do so will result in the cancellation of your demo without refund.
- Demo person must bring their own product for demoing.
- Demo person must bring all utensils and food handling gloves.
- When done with Demo he or she must clean up their work area. —
- Demo Person MAY NOT park in Erewhon Parking lots, this is customers parking ONLY.
- All demo samples must be supplied by demo staff, clearly marked as “SAMPLE USE”.
- Cancellations or changes to your bookings are not permitted.
- No coupons are allowed – we do not authorize any coupons without approval.
- We ask all demo personnel to not be on their cellphones – this is your opportunity to engage with the Erewhon community. \_\_\_\_\_
- For questions, contact [demo@enfmkt.com](mailto:demo@enfmkt.com) \_\_\_\_\_

Please note, brands are required to use this Erewhon approved table and tablecloth , without exception. Failure to do so will result in demos being canceled, upon arrival, without refund. Additional demo guidelines will be shared with your scheduling confirmation. For all questions, please contact [cares@enfmkt.com](mailto:cares@enfmkt.com)

**THANK YOU!**

Please contact [cares@enfmkt.com](mailto:cares@enfmkt.com) for any questions.