POD FOODS

BRAND GUIDE

Everything you need to know about Pod Foods.

PRO TIP: Use your viewer or browser's Edit > Find function to search specific keywords in this PDF.

QUICK START

How do you partner with Pod Foods?

WELCOME

Welcome to Pod Foods – we are so glad you're here. As a true and transparent partner to brands and buyers alike, Pod Foods makes it easy for all retailers to order brands like yours anywhere in the USA.

TWO ROUTES TO RETAIL

Pod Foods offers two paths to distribution and they are not mutually exclusive: Pod Direct and Pod Express. Pod Direct is a drop shipping model through which you ship direct-to-retailer per order. Pod Express is our full service distribution model out of our regional Distribution Centers.

#NODEDUCTIONS

We're different by design. Be sure to calculate your **Direct to Retail pricing** for Pod Foods!

STORE LIST

Find a complete list of all of the retailers we service today — and tell us which retailers you want us to service — by making **Store List** your central hub for communication with Pod Foods about accounts.

PRODUCT SETUP

Make sure your Case Packs, Master Cartons and Pallets are **Pod compliant!**

PAYMENT

Pod Foods initiates a lump sum payout of your sales on the 10th of the month following fulfillment.

CONNECT

Have an issue you need help with? Reach out to **success@podfoods.co** for support!

GET STARTED

Ready to set up your account? **Follow these steps**.

POD REGIONS

Pod Foods delivers across America.
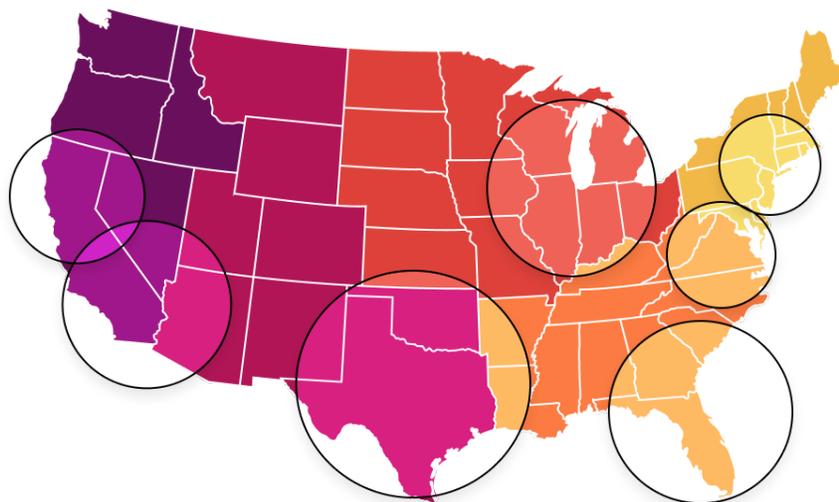
POD EXPRESS

Pod Express zones are circled:

South California, **North California**, **Chicago**, **New York**, **Mid-Atlantic**, **Texas**, **Florida.**

> **Pod Express** takes care of all of the logistics, delivering your products to retail by picking from inventory you store in our regional distribution centers (DCs).
> To be eligible for Pod Express you'll need to open or transfer one or more **Key Accounts.**

POD DIRECT

Pod Direct zones are grouped by color:

Northeast (yellow), **Southeast** (orange), **Midwest** (crimson), **Southwest & Rockies** (fuschia), **West** (purple)

> With **Pod Direct**, you deliver direct to retailers that don't require consolidated delivery, receiving orders via email and fulfilling those orders with easy instructions.

INITIAL ACCOUNT SETUP

Follow these steps to set up your Pod Foods account.

STEP 1: LOG IN
➔ Start at **podfoods.co/signin**
➔ Enter your username and password
➔ Ensure **Vendor** is selected, submit

STEP 2: ADD PAYMENT INFO
You will not be able to create a brand, product, or SKU before completing Payout and Payments.
➔ Click **Settings**
➔ Click **Payments** under the Settings tab
➔ Complete **Payout** information
➔ Return to **Payments**
➔ Complete **Payments** information

STEP 3: ADD A BRAND
➔ Navigate to **Brands** in left hand menu, click **+ New Brand**, complete all sections, click **Submit**
➔ Upload your logo, cover photo, and any other brand images

STEP 4: ADD PRODUCT(S) + SKUs
At Pod, the Product is the parent (or product line) and the SKUs are variants (flavors) of the Product, i.e. a 12oz bag of cookies with 6 bags to a case is the Product and oatmeal, chocolate chip + mint are its SKUs. Product variants should all have the same net weight, case count and number of units per case. In this example, if there was also a 6oz bag of the same flavors, the 6oz bag would become a new Product and the flavors it's SKUs.

➔ Click **Products** in the left-hand menu

➔ Click **+ New Product** in top right, add all required information, click **Create.**
➔ Toggle from **General** to **SKUs**
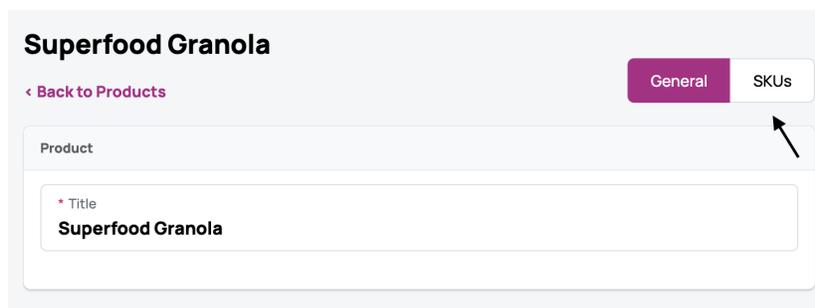
Superfood Granola

‹ Back to Products

General   SKUs

Product

* Title
Superfood Granola

➔ Click [+ Create New SKU]

◆ In the fields below enter all required information, click Next

◆ Click [+ Add New] in the boxes below the Region-Specific radio button

◆ Set prices and availability to In Stock or Out of Stock depending on the stock status of your brand's own inventory for any Pod Direct regions you wish to activate
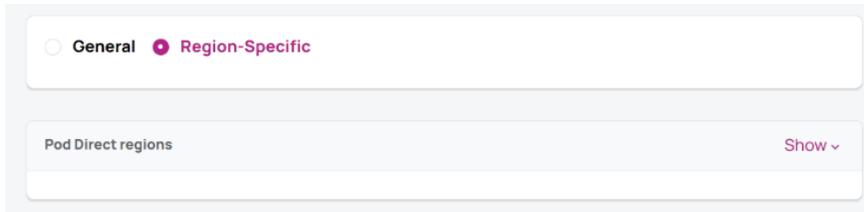
○ General ● **Region-Specific**
Pod Direct regions   Show ⌄

◆ Set pricing for Express regions and Availability Out of Stock if you are setting up for Express service. **Ensure the purple toggle is ON for Express regions.**

Regions

◯ **North California Express**   🗑

* Wholesale price/CASE		* MSRP/unit	
1	$	1	$

Availability :   ○ In Stock ❔   ● Out of Stock ❔   ○ Launching Soon ❔

[+ Add new]
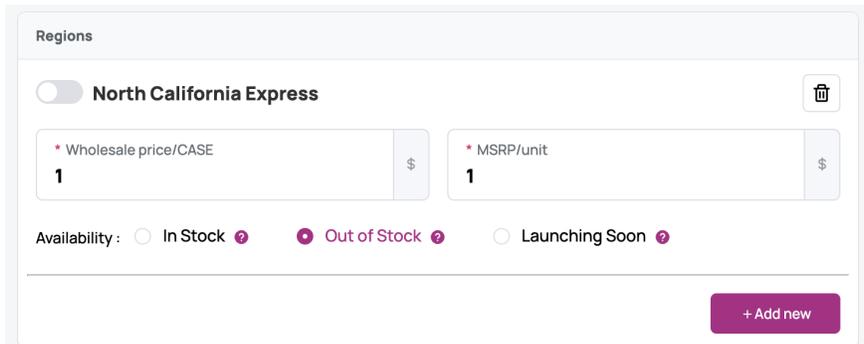
Availability need always be set to Out of Stock when setting up an Express region; stock availability will automatically move to In Stock when Inventory is received.

◆ Review and click **Save as Draft**

◆ To add additional SKUs in this Product Line hit **‹ [Your Product Name]** to return to the Product page. Begin adding additional SKU(s) as needed.

◆ Save all SKUs as drafts and email **onboarding@podfoods.co** for next steps!

DASHBOARD

Navigating the Pod Dashboard.

ANNOUNCEMENTS

Check the banner at the top of your dashboard for news and opportunities to take advantage of!

ANALYTICS

See your sales data by store, brand, and SKU. View By Day, Week, Month, Quarter, or Year on this page.

ORDERS

View detailed sales data when you navigate to Orders › Fulfilled tab › Export › Order Details.

SAMPLES

View sample requests submitted by buyers or the Pod team on behalf of buyers.

PRODUCTS

Enter and manage details for all of your products and SKUs on this page.

INVENTORY

View and export your current inventory data on this page, per region.

BRANDS

Enter and manage your brand information and images on this page.

STORE LIST

Discover your current and potential accounts and communicate about them with us.

PAYMENTS

View Monthly Statements and Pricing Tier/Service Fee information on this page.

PROMOTIONS

View all your promotions you have submitted on this page.

WIDGETS

Help buyers help themselves to ordering your product direct to their shelves!

SETTINGS

Update personal and business details in General, Minimums, Payments and Notifications sub menus.

PHYSICAL SETUP

An overview of packaging, labeling and shipping per Pod policy.

You and your team work hard to create amazing products! The last thing you want is for your inventory to arrive damaged or to be rejected at receiving.

Luckily, Pod has your back! Our requirements ensure your goods arrive at our DCs safely and retail-ready.

Before you ship, make sure your packaging and labeling meet the simple specifications on the pages that follow and linked below:

PACKAGING BASICS
➔ CASE PACKS
➔ MASTER CARTONS

LABELING BASICS
➔ UNITS
➔ CASE PACKS
➔ MASTER CARTONS

PREPARING SHIPMENTS
➔ PALLETS
➔ PARCELS

SHIPPING INVENTORY TO POD
➔ PALLETS
➔ PARCELS

PACKAGING

Your guide to Case Packs and Master Cartons.

WHAT'S A CASE PACK?

A Case Pack **is a sellable wholesale unit distributed to retailers by Pod Foods. Case Packs are required.** Before you ship, we recommend your Case Packs meet the following requirements to minimize damage incurred via transit and handling. If Case Packs do not meet the following requirements they must be packed in Master Cartons and your Master Carton details must be set up correctly in your Vendor Dashboard.

Case Packs not shipping in Master Cartons should be:

1. Strong enough to ship on mixed pallets of goods, no exceptions.
2. Able to withstand a **3 ft drop test**
   - The box is dropped from 3 ft, once per side and once on a corner
   - No damages occur as a result of the drop
3. The box has **6 sides**
4. The box **does not collapse** under medium pressure
5. Able to withstand exposure to **dirt and dust** in warehouse and shipping environments
6. The box is labeled correctly.
7. Boxes (caddies, displays, etc.) that **do not pass** the above-mentioned requirements **must be shipped in a standard single-walled secondary cardboard box**.
   - ➜ A standard single-walled secondary cardboard box will be referred to as Case Pack and must be labeled as such.
   - ➜ There can be more than one box (caddy, display, etc.) in a Case Pack; the Case Pack is the sellable wholesale unit.
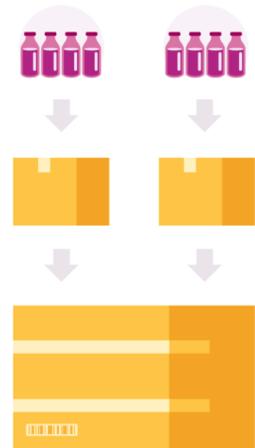
WHAT'S A MASTER CARTON?

A Master Carton **is a large, secondary box containing Case Packs that needs to be broken down before distribution to retailers.** Case Packs are always required. **Master Cartons are optional.**
If you ship in Master Cartons your Master Carton must:
   - ➜ Be labeled as a Master Carton, otherwise, it will not be broken down.
   - ➜ Be set up as a Master Carton on your Dashboard.
   - ➜ Contain only a single SKU.

LABELING

Make sure your goods are properly labeled.

UNITS

Must be **clearly labeled** with the following:

Lot Code and Expiration Date*

UPC + Scannable Barcode

Units MUST be labeled with expiration date displaying month, day, year in readable format.

CASE PACKS

Must be **clearly labeled** with the following:

Brand Name

SKU Name

UPC + Scannable Barcode

 # Units per Case Pack

Lot Code and Expiration Date*

Total Case Pack Weight

Storage Temperature (if any)

Handling Requirements (if any)

Country of Origin

Case Packs MUST be labeled with expiration date displaying month, day, year in readable format.

MASTER CARTONS

If shipping in Master Cartons they must be **clearly labeled** with the following:

"Master Carton" explicitly stated

Brand Name

SKU Name

UPC + Scannable Barcode

 # Units per Case Pack

 # Case Packs per Master Carton

Lot Code and Expiration Date*

Total Case Pack Weight

Storage Temperature (if any)

Handling Requirements (if any)

Country of Origin

Master Cartons MUST be labeled with expiration date displaying month, day, year in readable format.

PREPARING SHIPMENTS

The must-know nitty-gritty on shipping pallets & parcels.

PALLET REQUIREMENTS

➔ **Minimum Requirements**
   ◆ ISO-approved pallet
   ◆ Standardized pallet dimensions (stringer length x deck board width):
      ● 48" x 40"
      ● 42" x 42"
      ● 48" x 48"
   ◆ 60" maximum stack height
   ◆ Hardwood or plastic
   ◆ Minimum 2500 lb capacity
   ◆ Good quality (no damages)

➔ **Recommended:**
   ◆ GMA-spec pallet
   ◆ 4-way entry
   ◆ Hardwood
   ◆ 48" x 40" dimensions

➔ **Subject to Rejection:**
   ◆ Metal
   ◆ Damaged, poor-quality
   ◆ Non-ISO-approved

POD INBOUND LABEL

SHIPPING LABEL

PALLET SHIPMENTS

➔ **Configuration and integrity**
   ◆ Pallets must be configured to maximize space and strength
   ◆ Need a few tips for building your best pallet? See our Pallet Building Guidebook.
   ◆ No overhang may exist beyond the pallet's perimeter
   ◆ Cases are sealed and are in good condition
   ◆ Cornerboards and slipboards are present
   ◆ Pallets with excessive case damages due to improper case stacking will be refused.

➔ **Pallet wrapping**
   ◆ Shrinkwrapped/stretch-wrapped pallets must be wrapped using **clear/transparent** plastic material.
   ◆ Pallets wrapped in opaque material will be rejected at receiving.

➜ **Pod Foods Inbound Label**
- ◆ Must be present on side of pallet

PARCEL REQUIREMENTS

Shipping to a DC via parcel is permitted, though not recommended. You must notify **inventory@podfoods.co** if you plan to ship via parcel. Parcel shipments incur a handling surcharge.

Parcels must include the following:
➜ **Pod Information Label** must be present on the outside of the shipping package
➜ If shipping multiple parcels at once, case numbers must be clearly marked (case 1 of 3, case 2 of 3, etc.)
➜ Parcels must include packing list

PARCEL SHIPMENTS

➜ Parcel shipments must not exceed 10 separate pieces
➜ Parcel shipments must be shipped via USPS, UPS, or FedEx
➜ Total weight of parcel shipment must not exceed 250 lbs

SHIPPING

Getting your inventory to our DCs is a breeze.

POD FREIGHT

Need support getting product to a Pod Foods DC? Click for a **Freight Quote**.

FREIGHT 101

Want to learn more about moving your product around the US? Click for **Freight Basics**.

PREFERRED CARRIERS

The following carriers are recommended to use for inbounds to any and all of our warehouses:

TQL

For outreach and scheduling, email:

PODFoods@tql.com

General contact information:

Mason Wisner
P: 513.831.2600 x59150 I M: 440.821.8523

Marubeni

For outreach and scheduling, email:

federico@marubeni-trans.com

General contact information:

Bob Federico
Direct: 518-258-4652

SHIPPING VIA CARRIER (PALLET)

Step 1 → Receive, view and complete your Pod Planned Inventory Request

→ You'll receive an email with a new Pod Planned Inventory Request

→ Navigate to your dashboard › **Inventory** › **Send Inventory** › select the Reference # to open the request

→ Open the request and enter the required information:
- ○ Expiration date(s)
- ○ Lot code(s)
- ○ Estimated date of arrival
- ○ Tracking **(if you do not yet have tracking information, use "TBD" as the tracking number so you can complete the request. Return to the request and enter tracking information once obtained)**.
- ○ Click Update button at the bottom to confirm!

→ Make note of your Pod Inbound Reference Number. You'll use this number on your BOL and when booking an inbound appointment. **All shipments will be rejected without a reference number**

Step 2 → Retrieve your **Pod Inbound Label**
- → Print your Pod Inbound Label and affix one to each pallet

Step 3 → Schedule your inbound appointment with our DC
- → We'll leave this one up to you and/or your carrier. Email the DC directly to arrange an inbound appointment for your shipment.

Step 4 → Update your dashboard
- → Once your inbound appointment is scheduled, update your dashboard with **tracking information** and a **copy of your BOL**.

Step 5 → Await inbound inventory processing
- → You'll be able to view your inbound on your dashboard within 5-7 days from the date your inbound was received at the warehouse.
- → Inbound processing delays are common. You will be notified of any delays via email.

**Step 6 →** Receive confirmation of available inventory
- → Congratulations! Your inventory has been received and processed. View your newly-available inventory on your dashboard. Let's make some sales!

SHIPPING VIA PARCEL

Sending your product in boxes instead of pallets? Be sure to require a signature on delivery! Please note that shipping via parcel is less cost-effective than shipping via carrier. See **Fees**.

Step 1 → Receive, view and complete your Pod Planned Inventory Request

  → You'll receive an email with a new Pod Planned Inventory Request

  → Navigate to your dashboard › **Inventory** › **Send Inventory** › select the Reference # to open the request

  → Open the request and enter the required information
  - Expiration date(s)
  - Lot code(s)
  - Estimated date of arrival
  - Tracking **(if you do not yet have tracking information, use "TBD" as the tracking number so you can complete the request. Return to the request and enter tracking information once obtained)**.
  - Click Update button at the bottom to confirm!

  → Make note of your Pod Inbound Reference Number. You'll use this number on your BOL and when booking an inbound appointment. **All shipments will be rejected without a reference number**

Step 2 → Retrieve your **Pod Inbound Label**

  → Print your Pod Inbound Label and affix one to each parcel

Step 3 → Download, print, and include your **packing slip**

  → Download your inbound's packing slip via your Dashboard.

  → Print one packing slip for each parcel box you are sending in your shipment. **You must including one packing slip in each box.**

Step 4 → Update your dashboard
- → Next, update your dashboard with tracking information. No need to arrange a delivery appointment with our DC.

Step 5 → Await inbound inventory processing
- → You'll be able to view your inbound on your dashboard within 5-7 days from the date your inbound was received at the DC.
- → Inbound processing delays are common. You will be notified of any delays via email.

Step 6 → Receive confirmation of available inventory
- → Congratulations! Your inventory has been received and processed. View your newly-available inventory on your dashboard. Let's make some sales!

PRODUCTS + SKUS

One stop shop for all things Products + SKUs.

ADD NEW PRODUCTS + SKUS

At Pod, the Product is the parent (or product line) and the SKUs are variants (flavors) of the Product, i.e. a 12oz bag of cookies with 6 bags to a case is the Product and oatmeal, chocolate chip + mint are its SKUs. Product variants should all have the same net weight, case count and number of units per case. In this example, if there was also a 6oz bag of the same flavors, the 6oz bag would become a new Product and the flavors it's SKUs.

➔ Click **Products** in the left-hand menu

➔ Click **+ New Product** in top right, add all required information, click **Create.**
   ➔ Product names should not contain the brand name

➔ Toggle from **General** to **SKUs**
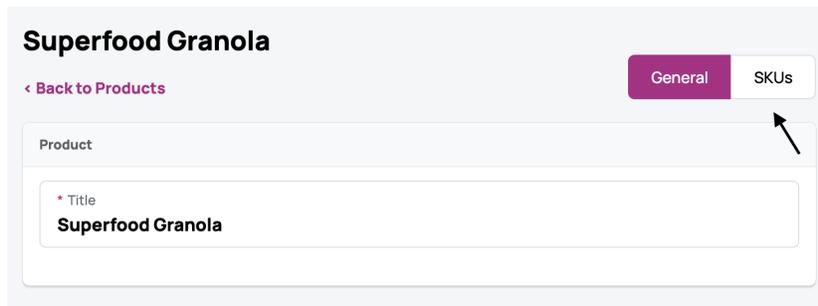
Superfood Granola

‹ Back to Products   General | SKUs

Product

* Title
Superfood Granola

➔ Click **+ Create New SKU**

◆ In the fields below enter all required information, click Next
   ➔ SKU names should not contain numbers or codes

◆ Click **+ Add New** in the boxes below the Region-Specific radio button

◆ Set prices and inventory for any Pod Direct regions you wish to activate
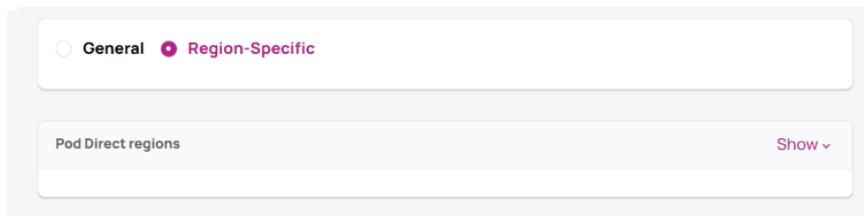
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○ **General** ● **Region-Specific**

Pod Direct regions   Show ⌄

- Set pricing for Express regions and Availability Out of Stock if you are setting up for Express service. **Ensure the purple toggle is ON for Express regions.**
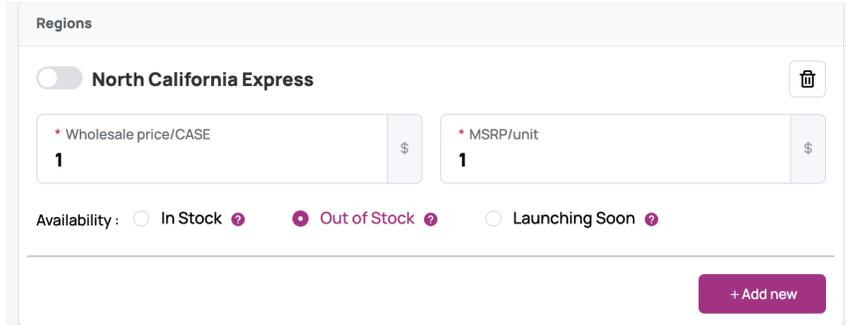
- ◆ Review and click **Save as Draft**
- ◆ To add additional SKUs in this Product Line hit **‹ [Your Product Name]** to return to the Product page. Begin adding additional SKU(s) as needed.
- ◆ Save all SKUs as drafts and email **onboarding@podfoods.co** for next steps!

SPECIAL: HEMP/CBD PRODUCTS

Everything you need to know about Hemp + Pod Foods.

ADD HEMP PRODUCT(S) + SKUs

When setting up a Hemp Product you *must* select the **Hemp Category** to classify your Product correctly.

- ➔ Click **Products** in the left-hand menu
- ➔ Click **+ New Product** in top right, add all required information, click **Create.**
- ➔ For **Category** scroll to the bottom and select **Hemp** and add all required information, click **Create.**
- ➔ **Continue setting up SKUs** + add the CBD Quality tag to each SKU

SKU PRICING + STATUS

In stock, out of stock or launching soon and collecting preorders.

PRICING

When adding prices to your SKUs, you list the price buyers pay for your Case Packs, delivered. Unlike other distributors, Pod does not mark up the cost of your Case Pack. The Pod Service Fee is deducted from the cost you set for each Case Pack. **You set the pricing of your product on each region-specific page of each SKU.**

EDLP

Email **success@podfoods.co**, your Category Manager or submit a **Promotions form** if you would like to offer a specific retailer special pricing on your product. Provide the store name, case pack price(s) and MSRP for each SKU you would like to offer at a special price and we will get this activated for you.

SETTING INVENTORY STATUS

Pod Foods offers two statuses for your inventory: In Stock and Out of Stock. You are able to set and change the status of your inventory in the region-specific tab of each SKU.

For Pod Express inventory, stock status is determined automatically. When setting up new Express SKUs, set your Express inventory to Out of Stock and ensure the region is toggled on.

Regions

⚪ **North California Express**

* Wholesale price/CASE		* MSRP/unit	
10	$	2	$

Availability : ⚪ In Stock ❓   ⚪ Out of Stock ❓   🔘 Launching Soon ❓

Expected inventory date
📅 **08/31/22**

🔘 **Pod Direct West**

| * Wholesale price/CASE		* MSRP/unit	
12.50	$	2	$

Availability : 🔘 In Stock ❓   ⚪ Out of Stock ❓   ⚪ Launching Soon ❓

MAKING CHANGES

Changes to your published prices and product details takes up to 90 days.

MAKING PRICE, CASE & PACKAGING CHANGES

If you would like to change details like case prices, UPCs or units per case, navigate to your **Vendor Dashboard** › **Products** › **Request Product Change**.
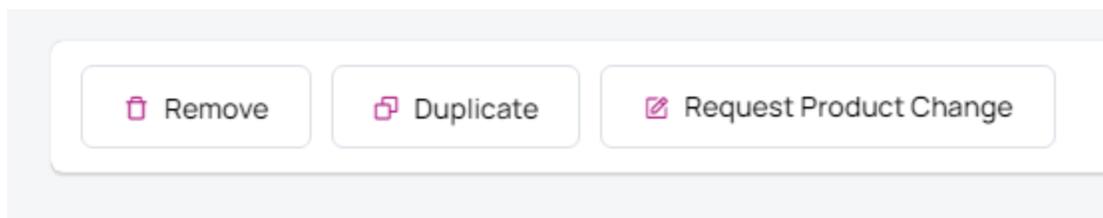
When submitting the request, add all changes at once. If edits are needed, make the edits and hit "edit request". The edits will automatically update.

Change requests will go live automatically in 90 days, once buyers are notified and updated, giving stores enough time to update their systems. Some stores have their own requirements. Review the information for your retailers on the following pages.

Find a step by step video **here** on how to request product changes!

Please reach out to your brand manager if a product change is specific to a retailer.

ITEM CODE

Item Codes are a unique identifier for SKUs that helps retailers search products and order with ease.

You can find your **Item Code** in your **Vendor Dashboard** › **Products** › **SKUs** › **Item Code number is listed under each individual Published SKU** (example: #17305)

Published SKUs

Blueberry Coconut
6 units/case
18651

Unit UPC
123456789012

Case UPC
123456789012

NOTIFICATIONS

Manage what notifications you would like to receive from Pod.

SET YOUR PERSONAL EMAIL NOTIFICATIONS

Navigate in your **Dashboard** to **Settings** › **Notifications**

USERS

Easily invite colleagues and collaborators.

INVITE COLLEAGUES

Head to your **Vendor dashboard** › **Settings** › **Invite Colleagues**

The invitee will then receive an email to complete the process by setting up their Pod Foods account password.

POD EXPRESS

The #NoDeductions Distribution Solution.

Pod Express is the fastest, most efficient and economical way to get your product to retail. With Pod Express we handle all of the logistics and invoicing for you and get your product where it needs to go, seamlessly. We also do all of the demand planning for you. You simply deliver your physical product, according to our policies, to one or more of our DCs.

POLICIES
➜ **POD EXPRESS POLICY**
➜ **RECALL POLICY**

ACTIVATE EXPRESS
Interested in turning on Pod Express in one or more regions? It's easy to transfer accounts or target a Pod Key Account through our **Store List**! Chat with **success@podfoods.co** to determine your eligibility.

EXPAND REGIONS
We love helping brands grow! There are a number of considerations involved in expanding to a new region, chief among them the need to have stores ready to order! Contact your Pod Representative.

INFINITE WAREHOUSE PROGRAM
To be a part of the IWP you'll agree to the following and demonstrate competency over time in:
- offering a series of monthly 25% promos for any/all current/future Key Retailers
- promptly and completely fulfilling all Pod Planned Inventory Requests to any/all DCs to ensure more than 90% of order volume is fulfilled on time and without issue

Please note we will only request inventory to any given DC once a **Key Account** is secured for that DC.

Brands who are part of IWP will reap the benefits of being true partners with Pod Foods in that:
- Your Pod Foods Category Manager will add you to category planograms as the best of the best
- Pod Foods Business Development and Sales Representatives will actively pitch your brand to any/all current and future accounts
- You'll enjoy an 18% Service Fee on all Key Account business regardless of tier volume
- Your brand will win shelf space and grow because of your smart promotional strategy!

Email success@podfoods.co or speak with your category manager to confirm IWP participation.

POD PLANNED INVENTORY

Managing Pod Express Inventory Like a Pod Pro.

POD PLANNED INVENTORY

Your inventory will be reviewed weekly and, as needed, Pod Planned Inventory Requests will populate on your **vendor dashboard**. Inventory requests must be acknowledged with your update within 5 days. Quantities need be sent as requested, however, if you have questions or concerns, email inventory@podfoods.co directly. Inventory is expected to be in-stock at all times, ensuring customers have consistent access to your products.

We compute your Pod Planned Inventory Requests:
➔ By your actual lead time to Pod (days from Inventory request to Inventory available for Orders)
➔ Understanding your most recent run-rate (excluding OOS days)
➔ Maintaining adequate safety stock in the event of demand spikes or extended lead times

INVENTORY MANAGEMENT

View and respond to **Pod Planned Inventory Requests**
Request **inventory withdrawal**, **donation** or **disposal**

INITIAL POD PLANNED INVENTORY REQUEST

What you need to know:
➔ Your initial Pod Planned Inventory Request should be fulfilled as-is.
➔ Your initial Inventory Request must be confirmed within 5 days from request.
➔ Your initial shipment must be delivered to our DC within 21 days from request.
➔ You or your carrier are responsible for setting up your inbound delivery appointments. Confirmed appointments are required.
➔ Instructions on how to make appointments are available in your Dashboard's Send Inventory page. Click an individual request number for delivery details.

POD INBOUND INVENTORY NUMBER

Your Pod Inbound Reference Number is your golden ticket to smooth deliveries. When do you need to use it?
➔ On your carrier's BOL
➔ During email outreach to our DCto set your delivery appointment.
➔ Your Inbound Reference Number is automatically generated on your Pod Inbound Labels – don't forget to affix one label per pallet!

PALLET BUILDING

What you need to know:

➔ Your product must be packed and shipped in the exact case pack quantities that are set up on your Dashboard.
➔ Ship on a pallet! Small parcel shipments are heavily discouraged due to increased chances of being lost, damaged, and delays in processing.
➔ Print your Pod Inbound Label(s) and affix one label to each pallet. Inbound Labels are required.
➔ To review best practices, keep our **Pallet Building Guide** handy at all times!

SHIPPING SUPPORT

Need help securing a carrier for your shipment?
➔ Submit your request through our Freight Quote Form – our freight team will reach out to you directly to assist.

My shipment was delivered to the DC. Now what?
➔ It takes between 3-7 business days for your inventory to be processed into our system and made available for orders. Keep an eye on your email for confirmation of processing.

POD DIRECT

Distribute to retailers anywhere in the US.

POLICIES
➜ **POD DIRECT POLICY**
➜ **RECALLS**

ACTIVATE DIRECT

To turn on Pod Direct, navigate to your Dashboard and follow: **Products** › **Product** › Select your desired product › toggle to **SKUs** › **Edit** 📝 › **Region-Specific** › **Add New** and choose your desired Pod Direct region from the drop-down menu. Set your prices per region + product availability.

CONFIRM ORDER + GET DOCUMENTS

1. Navigate to **Orders** › **Unconfirmed** › unique Order
2. Click **Select All** on the bottom left, or click **Select** on each SKU that you wish to confirm
3. Click **Confirm item(s)** on the bottom right
4. Enter in **expiration date(s)** by line item
5. Choose a delivery method: **Ship Direct** to Store or **Self-Deliver**
6. Read delivery instructions thoroughly
7. **Ship Direct**: choose a shipping method (use own label, or purchase through Shippo). Enter delivery date, select carrier and enter your tracking number(s) as the POD
8. **Self-Deliver**: enter the delivery date and estimated arrival time. At delivery, get the packing slip signed. Upload the signed packing slip as the POD for the order on your Dashboard
9. Click **Confirm** and print your packing slips and invoice

SHIP DIRECT

When orders come in, you confirm the orders and ship or deliver product directly to the retailer with a Pod Foods invoice and packing slip included. Instructions for fulfillment are provided when you confirm. Please note:

➜ Pack the Pod Foods Invoice in your parcel and affix the Pod Foods Packing Slip to outside of box
➜ Ship the correct product and number of cases with **at least 75% of shelf-life remaining**
➜ If shipping multiple orders, each order must be in its own shipping box (even if they are going to the same location)
➜ If your product is damaged during shipment, Pod Foods will deduct the value of the damaged units from your upcoming payout. The buyer may choose to place a new order to replace the damaged product. **Please do not re-ship unless the buyer places a new order.**

DIRECT MOQ or MOV

You control the minimums you ship.

On the **Settings** page in your Dashboard you can set an **MOV – Minimum Order Value** – for your brand. This ensures that retailers can pick and choose across multiple product lines to meet your dollar-value minimum for Pod Direct.

On the **Settings** page in your Dashboard you are able to set an **MOQ – Minimum Order Quantity** – the MOQ that is set on the individual Product page applies to minimum case quantities per product. For instance, if it only makes sense for you to ship in quantities of four cases, you may elect to set the MOQ along with, for example, a $1 MOV.

Reach out to **success@podfoods.co** if you have any questions.

Minimums

‹ **Back to Settings**

Select a minimum order limit option

🔘 Minimum Order Quantity (MOQ)
Set a MOQ for each product.

⚪ Minimum Order Value (MOV)
Set one universal MOV applying to all products of your company.

💾 Update

KEY ACCOUNTS

Current list of Key Accounts

CURRENT LIST OF KEY ACCOUNTS

➔ Central Market
➔ Erewhon
➔ Foxtrot
➔ Sprouts Farmers Market

DETAILS

In 2023 we plan to strategically quadruple this list so that every DC has more fantastic anchor stores: be on the lookout!

STORE LIST

Looking to transition one of these Key Accounts to Pod Foods? Utilize our **Store List** to let us know. Store List features ALL current Pod Foods accounts, not just Key Accounts.

STORE LIST

Your spot for all retail communications with Pod Foods.

Active selling is an essential tool in reaching your customers. Hiring a broker, sales rep, brand ambassador, or taking on sales yourself? Use the Store List to communicate with us about where you want us to deliver your products!

Store List replaces our Doors List, easily searchable and showing you all the stores currently ordering from Pod as well as those that have ordered your product within the last 6 months.

Open **Store List** in your Dashboard and start exploring, taking action and leaving notes with the drop/downs/selectors. Once we receive your inputs we'll get to work.

Store List is the central hub of communication with us regarding your retailers. We will be rolling out updates to for continual improvement, so your feedback is always welcome!

Looking for an order to be accepted? Check out the **Brokers + Turnover Form** page for more.

HELPFUL STORE LIST TIPS:

➔ Filter the store list by choosing any of these fields. Completed entries are located in the filled section
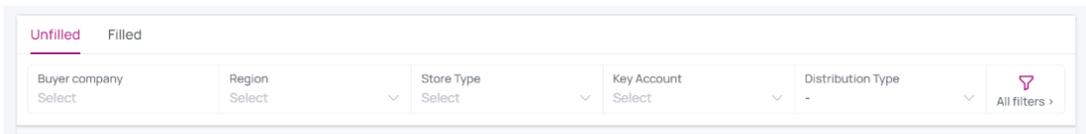
➔ If you do not see a retailer on the list that you would like Pod Foods to service, click on the "New Account" button and fill out the form. Once completed, a Pod representative will reach out with the next steps.
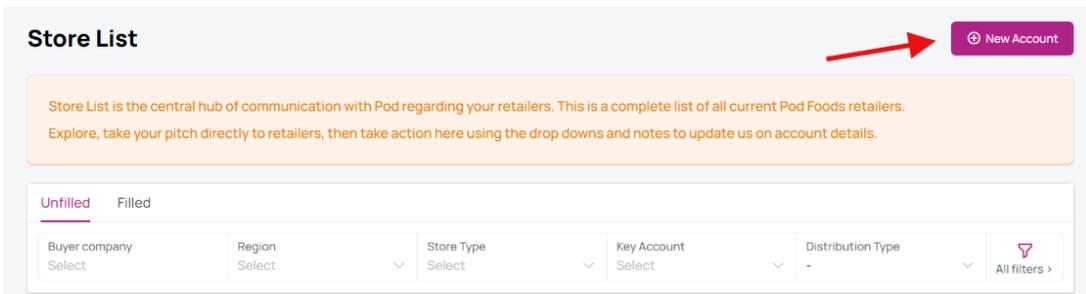
→ Each store that has placed a purchase order in the past 6 months is listed on the Store List
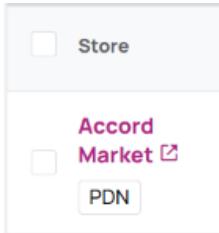
→ The type of store is listed. If the store is a key account for Pod Foods, a "yes" will appear in the Key Account column. If a store is actively purchasing your products through Pod Foods, a "yes" will automatically populate in the "Current Store" field. This feature can also be searched so you can easily see all the stores that purchase your products.

→ To help manage your sales efforts, the following fields can be used:

- ◆ **Distribution Type**
  - **Self deliver** - select this if you are self delivering your product
  - **Other Distributor** - select this if a different distributor is servicing the store
  - **Transfer to Pod** - select this if your products are already sold into the store and you would like Pod to take over as the distributor
    - Only select this feature if there is proof of store buyer approval
- ◆ **Contacted**
  - Select "yes" if you have made contact with the store or "no" if no contact has been made
- ◆ **Samples Sent**
  - **If samples have been sent via a request on the Pod Foods dashboard, a "yes" will automatically appear. You can also manually enter yes or no based on your own sales efforts**
- ◆ **Notes**

- Enter notes based on your sales efforts and desires to grow with the associated store. Notes automatically save and your account manager will be able to see them.

◆ **Pod Foods Notes**

- Pod Foods' managers have the ability to write notes back based on joint sales efforts. Those notes will be found in this section.

LAUNCHES

Be ready to rocket into key accounts.

Want to get pitched on the regular? Join the **Infinite Warehouse Program**!

Best practice is to actively fill all Pod Planned Inventory Requests and enter EDLPs giving retailers › 40% margin at MSRP and a cadence of 25% off promotions for all Key Accounts to be pitched easily and successfully. Enter EDLPs and your yearly calendar of promotions on our **Promotions Form**.

Learn more about submitting promotions on the next page.

PROMOTIONS

You know the deal...everyone loves a discount.

GENERAL REQUIREMENTS

➔ We suggest 4-6 promotions per calendar year for each account
➔ A minimum of 25% off promotion **unless noted otherwise**
➔ Promotions need to be submitted at least one month in advance **unless noted otherwise**
➔ Promotions need to run for a full month **unless noted otherwise**
➔ Month starts on the first day and ends the last day of that month (i.e. 2/1/22 - 2/28/22) **unless noted otherwise**
➔ Review all **Key Account Promotions + Requirements** before submitting a promotion

PROMOTIONS TYPES

➔ **Buy-In:** Also known as a New Product Placement, is arguably the best way to get your product in front of and picked up by new retailers browsing the Pod catalog. The promotion you provide here also helps Pod actively pitch your product to retailers.

➔ **TPR:** This Temporary Price Reduction allows you to submit for Independent or Key Account promotions to a specific retailer! Review all **Key Account Promotions + Requirements** before submitting. Select Key Accounts require a different sheet to be filled out and submitted to **success@podfoods.co** and will be excluded from any and all promotions submitted on the vendor dashboard.

➔ **Case Stack Deal:** Allows you to offer a discounted price on a certain amount of cases to retailers. Multiple case stack deals can be submitted. This is submitted under TPR in the vendor dashboard.

➔ **Short-dated:** Is your product about to reach its pull date in a DC? Place your short dated product on promotion to help move + sell your products.

SUBMIT + VIEW PROMOTIONS

You may submit + view your promotions in your vendor dashboard under the **Promotions** section.

SERVICE FEE ON PROMOTIONALLY PRICED PRODUCTS

When your product is on promotion, the Pod Foods Service Fee applies to your regular case price, i.e. if a case is $20, your service fee is 18%, and you offer a 50% placement discount to ABC grocery, the service fee to Pod is $3.60 (18% of $20), the case price for ABC grocery is $10, and you net $6.40.

INVENTORY + PROMOTIONS

It's likely that you will see an uptick in sales when your product is on promotion so be sure your inventory is topped up in accordance with your planned promotions.
Email **inventory@podfoods.co** to alert us that you're planning promos.

KEY + OTHER ACCOUNT PROMOTIONS + REQUIREMENTS

Everything you need to know to support retail accounts via Pod Foods

Working with one or more of our Key Accounts? Review the details for accounts you work with below and commit them to memory and take action based on what is listed here!

KEY ACCOUNT PROMOTION SUBMISSION

Ready to submit your promotions for a Key Account below? Submit promotions in your vendor dashboard under the **Promotions** section. However, some retailers offer opportunities in addition to or instead of what Pod Foods supports and we have listed these opportunities like this that requiring sending directly to **success@podfoods.co**

DECLINING RETAILER-REQUIRED PROMOTIONS

If you prefer to decline automatic free fills to open up a Key Account retailer, you must email us at **success@podfoods.co** and let us know before any orders meeting the retailer's requirements have been processed. If you decline to meet a retailer's requirements you will not be able to achieve placement in those stores. Review our **Cost Calculator** to understand how promotions affect your bottom line – the opportunity cost is in your favor! If you do not email us letting Pod Foods know you do not agree we assume you approve and will process orders and credits accordingly.

REQUIREMENTS, PROMOTIONS + MORE BY KEY ACCOUNT

Bristol Farms
➔ Requires a free fill case of each SKU per store on first orders
➔ 3 month advance notice for promotions based on the Bristol Farms promo calendar
➔ **Bristol Farms Marketing Opportunities 2023**
➔ Submit promotions by completing this **sheet** and emailing to **success@podfoods.co** and cc your brand manager

Central Market
➔ Requires 4 or more promotions a year + **demo support** in all the stores
➔ Needs to be at least 15% to be passed on to the consumer + needs be at least 20% or 25% to be eligible for off-shelf placement
➔ Central Market will pay full price for cases for a Scanback promotion
➔ Sales data will be processed and scan backs will be deducted from your next monthly statement
➔ Review promotion month start and ends dates and due dates **here**
➔ Submit promotions by completing this **sheet (Scanback)** or this **sheet (OI)** and emailing to **success@podfoods.co** and cc your brand manager

Clark's Nutrition
➔ Requires a free fill case of each SKU per store on first orders

Di Bruno Bros
➔ 2 month advance notice for promotions
➔ Month starts on the last Monday of the previous month and ends on the last Friday of the promo month (i.e. 2/21/22 - 3/25/22)

Dom's Kitchen & Market
➔ Requires a free fill case of each SKU per store on first orders

Erewhon
➔ Must read **Erewhon x Pod 101** for all requirements

Fairway
➔ Fairway requires **general promotion requirements**

Foxtrot
➔ Requires a free fill case of each SKU per store on first orders
➔ Foxtrot currently does not offer marketing or co-op promotions

Fresh Thyme
➔ 1 month advance notice for promotions
➔ **Local Brands:**
  ◆ Submit promotions by completing this **sheet** (OI) and and emailing to **success@podfoods.co** and cc your brand manager
  National Brands:
  ◆ Submit promotions by completing this **sheet** (Scanback) (promo calendar is included in this sheet) and and emailing to **success@podfoods.co** and cc your brand manager

Fruitful Yield
➔ Requires a free fill case of each SKU per store on first orders
➔ Fruitful Yield doesn't support TPR promos. If you want to pay for Fruitful Yield advertising, you can reach out to **melissa.dyrda@fruitfulyield.com**

Getir
➔ Getir requires **general promotion requirements**

goPuff
➔ Reach out to **success@podfoods.co** in regards to goPuff promotions

Jimbo's
➔ Requires a free fill case of each SKU per store on first orders
➔ 1 month advance notice for promotions based on the Jimbo's promo calendar
➔ Submit promotions by completing this **sheet** (promo calendar is included in this sheet) and emailing to **success@podfoods.co** and cc your brand manager

Lassen's Natural Foods & Vitamins
➔ Requires a free fill case of each SKU per store on first orders
➔ If these stores order 1 case of your product and 5 units do not sell by expiration they will require a credit. This credit will be deducted from your monthly Pod Foods statement.
➔ 2 ½ month advance notice for promotions based on the Lassen's promo calendar
➔ Promotions need to be no less than 20% off invoice
➔ Submit promotions by completing this **sheet** and emailing to **success@podfoods.co** and cc your brand manager

Lazy Acres
➔ Requires a free fill case of each SKU per store on first orders for the Grocery department
➔ Requires 50% off per case of each SKU per store on first orders for the Natural Living department
➔ 3 month advance notice for promotions based on the Lazy Acres promo calendar
➔ 25% promos for the first 60 days after cut-in for Natural Living brands. This promotion is automatically created after your initial PO with Lazy Acres.
➔ 25% promos at least once/quarter after 60-day intro (Paid Ad or TPR)
➔ Submit promotions by completing this **sheet** and emailing to **success@podfoods.co** and cc your brand manager

MOM's Organic Market
➔ Requires a free fill case of each SKU per store on first orders
➔ 3 month advance notice for promotions from the "MOM's Promo Period Begins" listed on the MOMs promo calendar
➔ Promotion buy-in start date is one week prior to the promo start date
➔ Full year promotional calendar is recommended
➔ Promotions need to be no less than 20% off invoice
➔ Submit promotions by completing this **sheet** (promo calendar is included in this sheet) and emailing to **success@podfoods.co** and cc your brand manager

Mother's Market
➔ Requires a free fill case of each SKU per store on first orders
➔ 2 month advance notice for promotions
➔ Review promotion month start and ends dates **here**
➔ Are you a New, Local or Trending brand to Mother's Market and want to be featured? If so, **review** + **fill out** and submit to **success@podfoods.co**

Pete's Fresh Market
➔ If these stores order 1 case of your product and 5 units do not sell by expiration they will require a credit. This credit will be deducted from your monthly Pod Foods statement.

Plum Market
➔ Requires a free fill case of each SKU per store on first orders

Sprouts
➜ Requires a free fill case of each SKU per store on first orders, this submitted as a Scanback
Must read **Sprouts x Pod Promotions 101** for all promotion requirements

Standard Market
➜ Requires a free fill case of each SKU per store on first orders

Westborn Market
➜ Requires a free fill case of each SKU per store on first orders

MARKETING

Get your brand out in front of the pack!

MARKETING

Submit **Sales Details** for marketing support.

PR

Submit **PR preferences** for PR support.

SOCIAL MEDIA

➔ **Linkedin**
➔ **Twitter**
➔ **Instagram**
➔ **Facebook**

DESIGN

Download Pod Assets **from our Google Drive**

WIDGET

The Wholesale Widget enables you to easily embed your Pod Foods brand page into your own ecommerce website. New retailers interested in purchasing your products at wholesale prices can do so with 50% off their first order on Pod Foods! To get started, go to your dashboard, click on ‹ Widget › in your left sidebar and follow the instructions. Reach out to **success@podfoods.co** with questions.

DEMOS

If you have scheduled a demo or a promotional program directly with a retailer, be sure to ensure that retailers are placing purchase orders for your products in advance to support the demo or promo program. Additional purchase orders should be received at least two weeks in advance of the demo or other event to ensure that delivery windows will be met. **Pod Foods does not deliver product to be sampled during demos**. However, you are welcome to arrange a withdrawal for pickup of product from the closest Pod Foods distribution center.

SAMPLES

Getting your product in front of buyers.

ENABLING SAMPLE REQUESTS

Sampling is enabled by default on each of your Product pages in your Dashboard.

DEACTIVATING SAMPLE REQUESTS

If you no longer wish to allow buyers to request samples, you can turn off these requests in your Dashboard. Follow **Products** › **Product** › uncheck the **Allow stores to request samples** checkbox in top section › click **Update** to save changes.

CONFIRMING & FULFILLING SAMPLE REQUESTS

Confirm the request in your Dashboard, fulfill it from your own inventory (not a Pod DC) and be sure to enter tracking information – buyers rely on it! Mark the outside of your sample cases with "Pod Foods Samples" and include the sample request reference number.

FOLLOWING UP ON SAMPLE REQUESTS

When a sample request comes in, you are provided with the store contact information – use it! If you are unable to fulfill a sample request for any reason, reach out to the requesting store and let them know the reason. Make the most of this open line of communication!

WHAT TO SEND AS SAMPLES

No need to send full cases. Simply send at least one standard retail unit to fulfill a sample request so the buyer may see what the product will look like on shelf, can try for themselves and make the best decision about if and how to support your product. Include your Pod Foods Sell Sheet, any marketing materials and a personal note to the buyer for best results.

TURNING OFF SAMPLE REQUEST NOTIFICATIONS

If you do not add a fulfillment date for your sample request you will continue to get emails about said sample request. From your Dashboard's left-side menu, follow **Samples** › **Specific Sample Request** › Select **Use My Own Shipping Label** › Enter Date.

DATA

Complete, transparent access to your data.

ORDER DATA

Download detailed sales data when you navigate to **Orders** › **Fulfilled Tab** › **Export** › **Order Details** in your Vendor Dashboard. **Orders are not sales.** Sales payouts are initiated on the 10th of the month after an order is fulfilled.

PAYMENT DATA

Download detailed payments data when you navigate to **Payments** › **Monthly Statements** › **Month** › **Export** in your Vendor Dashboard.

INVENTORY DATA

Download detailed inventory data when you navigate to **Inventory** › **Export** in your Vendor Dashboard.

POD FOODS CAPITAL

We're here to support your growth.

Need money for a new production run or to pay off business expenses? To support your growth, we have launched Pod Foods Capital where you can apply for easy and affordable financing through a few simple steps via your dashboard. Click **here** to find out more and get access to capital now!

PAYMENTS + STATEMENTS

Pod takes care of invoicing and payments for you.

MONTHLY STATEMENT + PAYMENT

Access your monthly statements on your Dashboard via **Payments** › **Financial Statements**.
Statements reflect all activity in one place: orders, fees, credit memos, net proceeds and payments.
Your monthly payout is equal to the Ending Balance at the bottom of your statement.
Orders are paid out on the 10th of the month following the month in which an order is actually fulfilled.

Please note: you will not invoice Pod Foods or the buyer companies to receive payment. Pod Foods will initiate payment based on the monthly statement breakdown.

SPEEDY PAYMENT OPTION

If you'd like faster payment of your sales proceeds, we can accommodate you with a mid-month pre-payment. We'll send this prepayment on the 20th of that month with funds reaching your bank account in 1-3 business days for all sales proceeds you've earned through the 15th of that month, less a 2% early payment fee. You'll receive an email with the details of each prepayment. We'll then settle your account with the regular monthly payment on the 10th of the following month, with no payment fee. Please email **payments@podfoods.co** to take advantage of this prepayment option.

SAMPLE STATEMENT

POD FOODS   **STATEMENT**

| Vendor | **Sample Vendor** | | | | | | | **Date:** 08/05/22 |
| Period | 07/01/22 to 07/31/22 | | | | | | | |

Date	Order Number	Store	Description	Order value	Discounts	Service Fee	Payment	Net Payment
Beginning balance								**$2,239.19**
07/01/22	220629793	Sample Retailer		$276.00	($69.00)	($49.68)		$157.32
07/06/22	220705315	Sample Retailer		$303.60	($0.00)	($54.65)		$248.95
07/08/22	220706995	Sample Retailer		$276.00	($0.00)	($49.68)		$226.32
07/08/22	220706003	Sample Retailer		$276.00	($0.00)	($49.68)		$226.32
07/11/22			**Payment** – June Statement Balance				($2,239.19)	($2,239.19)
07/13/22	220711737	Sample Retailer		$276.00	($69.00)	($49.68)		$157.32
07/13/22	220711181	Sample Retailer		$303.60	($69.00)	($54.65)		$179.95
07/15/22	220713066	Sample Retailer		$276.00	($69.00)	($49.68)		$157.32
07/20/22	220718158	Sample Retailer		$552.00	($138.00)	($99.36)		$314.64
07/28/22	220727171	Sample Retailer		$276.00	($69.00)	($49.68)		$157.32
07/31/22			**Storage Fee** – LA					($30.00)
07/31/22			**Handling Fee** – LA					($20.00)
Total				$2,815.20	($483.00)	($506.74)	($2,239.19)	
Ending balance								**$1,775.46**

Pod Foods Co | PO Box 77490, San Francisco, CA 94107 | payments@podfoods.co

FEES

Pod Direct and Express Service and Storage Fee Details

POD DIRECT SERVICE FEE

Your Service Fee is 8% of your Pod Direct price/your price to the retailer. You set prices on Pod by region or retailer, we never mark up your prices! Please note your Pod Direct regional prices are inclusive of shipping costs to retailers in that region.

POD EXPRESS FEES, SERVICE + STORAGE

Your Service Fee is based on your monthly sales volume, inclusive of ALL sales in all regions, as follows:

SERVICE FEE TIERS

25%: ‹ $9,999 in monthly gross revenue
22%: $10,000 to ‹ $29,999 in monthly gross revenue
18% › $30,000 in monthly gross revenue

HOW SERVICE FEE WORKS

The Service Fee is deducted as a percentage of the price you set for the retailer, your Direct to Retail Price. This is not the price you give to most distributors. Use **Cost Calculator** to help set your prices and understand your complete Service and Storage Fees.

HOW TIERS WORK

Once you have achieved 3 straight months of a tier goal, your service fee will automatically change to the corresponding tier, i.e. if in your first three months your sales are › $30,000 each month, on day one of month four your Service Fee will drop from 25% to 18%. If sales decrease after achieving a higher tier, you have 6 months to get back on track to keep your current service fee.

INFINITE WAREHOUSE

Brands who participate and satisfactorily maintain participation in the Infinite Warehouse program are charged the 18% Service Fee for Key Account business regardless of total volume.

STORAGE FEE detailed on next page

POD EXPRESS STORAGE FEE

Your Storage Fee is billed based on your monthly inbounds and stored inventory, by brand by region:

Storage Fee Schedule	Rate
Freight Handling - One-Time Single SKU Pallet	$15/pallet
Freight Handling - One-Time Multi SKU Pallet	$25/pallet
Parcel Handling (One-Time Per-Case Fee, per Case Pack, All Temps)	$2.75/case
Dry (Monthly by SKU, per Pallet Location)	$35
Cold (Monthly by SKU, per Pallet Location)	$45
Frozen (Monthly by SKU, per Pallet Location)	$50
Deep Frozen (Monthly by SKU, per Pallet Location)	$55

LONG TERM STORAGE SURCHARGE

If any individual SKU in any individual DC has been in storage for longer than 60 days and not one case of that SKU has been ordered and delivered to a retailer with the previous 60 days, an additional $1.00/case/month fee will be assessed for all cases of SKU that remain in storage until a withdrawal, donation or disposal is completed.

WITHDRAWAL, DONATION, & DISPOSAL FEES

Service	Fee
Withdrawal*	$0.60/case (min. $70)
Donation	$0.50/case (min. $50)
Disposal	$0.50/case (min. $50)

Subject to loading/unloading fees, at the discretion of the DC, when applicable.

View **ADDITIONAL INVENTORY HANDLING FEE** and **SHIPPING NONCOMPLIANCE FEES**

MAKING A CLAIM

When you need an issue resolved.

MAKING A CLAIM

Please reach out directly to your Pod Foods rep or email **success@podfoods.co** to be in touch.
You may also submit a quick **Vendor Claim**. We strive to resolve all claims within 14 business days.

ACCOUNT CLOSURE

Steps on how to close your Pod Foods account.

Email **success@podfoods.co** to give your 60 day notice required before closing your account. A representative will follow up with you to provide next steps.

HELP

We are here to help!

Email **success@podfoods.co** with any questions, comments, concerns, praise – we're here to hear you out and help wherever and whenever we can.

INTRODUCING NEW & CURRENT RETAILERS TO POD FOODS

Making it easy to transition your current and future accounts to Pod.

TRANSITION CURRENT ACCOUNTS TO POD

To transition your current accounts to Pod Foods, simply email your buyer and sales@podfoods.co, saying something like:.

> We are so excited to introduce you to our new partner, **Pod Foods**, a national distribution service offering tremendous support to both brands and buyers alike.
>
> We will be delivering your next order of **[SKUs + CASE QUANTITIES AT PRICE]** on **[DATE]** and all following orders will be fulfilled by Pod Foods. The Pod team will get you to the next step!

TRANSITION NEW ACCOUNTS TO POD (Retailers must be able hit MOQ $500 for Express delivery)

Got a yes from a buyer and want Pod to deliver? Great! Simply send an email connecting sales@podfoods.co, cc'ing your buyer, saying something like:

> We're working with Pod Foods and they already service your stores!
>
> Our **[SKU LIST]** is under review with you and we can have Pod Foods be your distributor!
>
> The benefits of using Pod Foods for our products are below:
>
> ➔ Easy logistics
> ➔ Lower costs
> ➔ Quick turnaround time
>
> Looking forward to hearing from you on working with you and Pod Foods.

MORE INFO TO SHARE WITH RETAILERS ABOUT POD FOODS

> Pod Foods is a rapidly-growing national distributor that makes it so easy to discover and quickly start selling the best emerging and local brands.
>
> **Pod Foods** is a rapidly-growing national distributor that makes it so easy to discover and quickly start selling the best emerging and local brands.
>
> A great partner to both brands and buyers alike, Pod Foods Express items are delivered from a local distribution center and Direct items ship from the manufacturer.
>
> **View the full Pod Foods catalog here**.
> To initiate your account, sign up at **podfoods.co** or connect with sales@podfoods.co.

BROKERS + TURNOVER FORM

Your sales team and/or brokers may use our **Turnover Form** to send orders to Pod Foods. For an order to be accepted, **you must cc the authorizing buyer when you submit to orders@podfoods.co**. If the authorizing buyer is not cc'd the order will not be processed.

POD DIRECT POLICIES

Policies to ensure your direct shipments run smoothly.

POLICIES

➔ You must select **Confirm** on your order notification email to initiate and complete fulfillment in your dashboard. You must confirm Pod Direct orders **within 48 hours**.

➔ Pod Direct orders require the **Pod Foods Invoice** packed in your shipment as well as **Proof of Delivery (POD)** for payout.

➔ You must deliver product that has **at least 75% of its shelf life remaining**.

You will **not be paid out** for your order if:

➔ The Pod Foods invoice is not included in your parcel

➔ You ship your order and do not enter the tracking number as the POD

➔ You self-deliver and do not upload the signed packing slip as the POD

ORDER FULFILLMENT

Pod Direct orders are marked fulfilled approximately **10 business days** after delivery.

POD EXPRESS POLICIES

Policies to ensure your Express business is successful.

INVENTORY OWNERSHIP

➔ The vendor retains full ownership of their inventory until the product is signed by a store's receiver upon delivery.

POD PLANNED INVENTORY REQUESTS

➔ The vendor will receive a **Pod Planned Inventory Request** via the Vendor Dashboard.

➔ The vendor must **confirm** the Inventory Request **within 5 business days of receiving** the request.

➔ Inventory Requests not confirmed within 10 business days **will be deleted**. Any inventory received in reference to the request **will be refused** by the corresponding DC.

➔ All inventory must be **delivered to the DC within 21 days of receiving** the request.

➔ The vendor must add all required information to the confirmed Inventory Request (see **Shipping** for details)

➔ The inbound information provided on the inbound request **must match** the inbound information at receiving.

◆ Any changes must be communicated to **inventory@podfoods.co at least 24 business hours prior** to the shipment landing at the DC.

INVENTORY PROCESSING

➔ Inbound inventory will be processed **within 5-7 business days** from the date the shipment is received at the DC. Processing is subject to delays.

➔ Inbound inventory will be processed as either **Master Cartons or Case Packs** depending on the information specified on your Pod Inventory Request.

➔ **Expiration & Date Coding**

◆ **Expiration Dates**

● Pod Foods refers to **printed expiration dates only**. Vendor-suggested shelf life, alternative expiration dates, or other product dating-related information that differs from printed dates will not be taken into consideration.

◆ **Shelf Life**

● Inventory must arrive at the DC with **at least 75 percent of its total shelf-life remaining**.

○ Inventory arriving with less than 75 percent will be rejected by the DC at receiving.

- ◆ **Expiration Date Accuracy**
  - Inbound inventory expiration dates must match the expiration dates submitted on the vendor's original Pod Inventory Request.
  - The vendor must notify **inventory@podfoods.co** at least 24 business hours prior to inbound delivery if the expiration dates are expected to differ from the original request submission.
  - Inbounds that arrive with different expiration dates from the original request submission without prior notification from the vendor are subject to **non-compliance fees**.
- ◆ **Date Coding**
  - Date coding must be clear and readable on both cases and units.
  - Cases and units must not be re-dated using stickers to conceal old or incorrect dates.
  - Date coding must be presented in human-readable format (e.g. YYYY-MM-DD).
- ◆ **Lot Coding and Traceability**
  - All ingredients and finished products **must be traceable** for identification in the event of a recall.
  - The vendor must use a lot code or batch number system per each production lot.

INVENTORY HANDLING

- ➔ Inventory will **not** be handled as individual units or eaches – **no exceptions**. Inventory is handled as Case Packs and Master Cartons only.
- ➔ Master Cartons will be broken down by DCs only if indicated as such on the Master Carton label.
- ➔ Our DCs offer **repalletizing** of inventory as an additional service to vendors. Fees apply and are subject to change (see below):

Service	Fee
Repalletizing	$50

ORDER FULFILLMENT

Pod Express orders are marked Fulfilled once delivery has been confirmed with a Proof of Delivery (POD) document.

PULL DATE THRESHOLDS

➔ Pod Foods does not accommodate requests for pull date threshold changes outside of our specified thresholds. Thresholds are based on standard shelf life minimums required at store receiving:

30 days	50 days
Chill Meat	Hemp Baby & Child Snacks Household Wellness Grocery Frozen Confections

➔ *Your product's pull date is calculated based on the expiration date you entered on your approved Pod Planned Inventory Request.*

IMPORTS

➔ Neither Pod Foods nor its warehouse partners will serve as the Importer of Record or the Consignee for any shipment entering the US. **No exceptions.**

TEMPERATURE REQUIREMENTS

➔ Products requiring temperature control (refrigerated, frozen, and deep-frozen) will be temperature-checked upon receiving.
➔ Vendor's Bill of Lading (BOL) must include shipping temperature requirements.
➔ Products requiring temperature control must be clearly labeled with temperature requirements on the outermost case pack.
➔ Inbound shipments received at temperatures **outside** of the following ranges **will be rejected**:
   ◆ Frozen – 20°F or less
   ◆ Deep-Frozen (Ice Cream) – 0°F or less
   ◆ Refrigerated – 33°F - 40°F
   ◆ Dry (Ambient) – No temperature requirement
➔ **Chocolate vendors:** Pod Foods can not be held responsible for heat damage of chocolate stored in ambient temperatures during warmer months.

Maintain the cold chain!

We recommend shipping your refrigerated and frozen products with an attached temperature recorder

INBOUND APPOINTMENTS

- ➔ All DC inbounds require an inbound appointment (with the exception of parcel shipments).
  - ◆ **Using freight?**
    - ● Your freight carrier is required to set up an inbound appointment with the DC prior to delivery . **Inventory@podfoods.co** must be CC'd on the appointment request email.
  - ◆ **Self-delivering?**
    - ● You are required to set up an inbound appointment with the DC prior to delivering your product.

INBOUND PAPERWORK

- ➔ All inbounds delivered to a DC via freight carrier **must be accompanied** by the following materials:
  - ◆ Bill of Lading (BOL) with the Pod Foods Inbound Reference Number listed
  - ◆ Pod Inbound Label
  - ◆ Detailed packing list of shipment contents

REFERENCE NUMBERS & INBOUND LABELS

- ➔ Your **Pod Inbound Reference Number** and **Inbound Label** are required at delivery.
  - ◆ When and where should you include your Pod Inbound Reference Number?
    - ● This number must be provided when **scheduling an inbound appointment**, on your **BOL (Bill of Lading)**, and on your **Pod Inbound Label**.

> Don't risk a rejected inbound!
>
> Include your Pod Inbound Reference # on all shipping documents and appointment requests

MISSING INBOUNDS

- ➔ Pallet Shipments
  - ◆ Missing pallet shipments are rare yet not impossible. Missing shipments are handled on a case-by-case basis; responsible party liability may vary.
- ➔ Parcel Shipments
  - ◆ Parcel shipments to our DCs are at higher risk of being lost, misplaced, or not received. Pod Foods is not liable for missing inbounds shipped via parcel.

INBOUND REJECTIONS

- ➔ Inbound loads are subject to rejection by the DC if one or more of the following apply at the time of receiving:
  - ◆ Cases are missing case pack labels
  - ◆ Case pack labels are present but are **missing one or more** of the following:
    - ● UPC and scannable barcode
    - ● Lot code

- Expiration date
- Number of units per case
- Temperature requirements and other precautionary labeling (e.g. "Keep Frozen", "Fragile", etc.)

◆ Product arrives out-of-temperature as per FSMA guidelines (inbound temperatures are measured and recorded at the receiving dock)

◆ Pallet does not contain a Pod Information Label

◆ Damages to cases and/or pallet exist

◆ Cases are unsealed

◆ Pallet is not shrink-wrapped

◆ Pallet itself is out-of-spec (see pallet requirements below)

Inbound shipments delivered via freight carrier must be palletized according to Pod's Shipping Requirements. Inbounds that do not meet these requirements are subject to rejection at receiving.

PRODUCT CHANGE NOTIFICATION

➜ Vendor must provide a **minimum 90 days' written notice** prior to changing one or more characteristics of a product (labeling, formulation, packaging, or organic certification qualification, and all other relevant changes).

INVENTORY WITHDRAWALS

➜ Withdrawals are by **appointment only**. You must first submit a **withdrawal request** through your Vendor Dashboard.

➜ Pod Foods requires a **5-7 business day** lead time to address your form submission and initiate an appointment request with the DC.

➜ You will be notified when your withdrawal appointment is confirmed. **You and/or your carrier are not allowed to pick up inventory from a DC outside of a confirmed appointment.**

➜ Withdrawal requests are limited to **2 withdrawals per year**. Added fees will apply to additional withdrawals.

➜ Withdrawal appointment cancellations must be communicated to **inventory@podfoods.co** at least 24 hours prior to the appointment.

- ◆ Inventory will be disposed of if the appointment is missed without prior communication to Pod.

➜ You will be emailed a **5-day notice** for past pull-date inventory to submit a withdrawal, disposal, or donation request.

- ◆ If you do not respond by the provided deadline, the inventory will be disposed of at the discretion of the respective warehouse.

INVENTORY DONATIONS & DISPOSALS

➔ Pod Foods requires a **5-7 business day** lead time to address your form submission and initiate donation or disposal of your specified inventory with the DC.

➔ Certificates of disposal will be provided for product disposals upon request.

➔ Donation receipts will be provided for product disposals upon request.

WITHDRAWAL, DONATION, & DISPOSAL FEES

Service	Fee
Withdrawal*	$0.50/case (minimum charge of $70)
Donation	$0.50/case (minimum charge of $50)
Disposal	$0.50/case (minimum charge of $50)

Withdrawals are subject to loading/unloading fees, at the discretion of the DC, when applicable.

NONCOMPLIANCE

➔ **Vendor noncompliance** includes the following scenarios:
- ◆ Late or unscheduled inbounds
- ◆ Appointment no shows
- ◆ Damages (concealed and open)
- ◆ Mixed pallets
- ◆ Short-dated inventory (new inbound)
- ◆ Expiration date discrepancies
- ◆ Detention

➔ **Late or unscheduled loads**
- ◆ Late or unscheduled shipments are subject to fees (if the load is accepted) or may be rejected entirely at receiving.

➔ **Appointment no-shows**
- ◆ Carrier no-shows are handled on a case-by-case basis. Fees may apply in certain situations and the appointment must be rescheduled.

➔ **Sort and segregate**
- ◆ Sort and segregate fees may apply to inbounds that arrive with significant damages or arrive as mixed pallets.

➔ **Short-dated inventory**
- ◆ Inventory sent with **less than 75%** shelf life requires prompt withdrawal from DC.

- ◆ Inventory sent with **less than 45 days** until expiration requires prompt withdrawal from DC.
- ◆ Vendor must initiate the withdrawal within 5 days of notification.

➔ **Expiration date discrepancies**
- ◆ Inbounds that arrive with different expiration dates from the original request submission without prior notification from the vendor are subject to non-compliance fees.

➔ **Detention**
- ◆ Pod Foods is **not responsible** for detention fees incurred during inbound. The vendor and their carrier must settle detention fees with the warehouse directly.

➔ **Noncompliance Fees***

Noncompliance	Fee
Late or unscheduled inbound	$150
Inbound appointment no-show	$150
Processing damages or discrepancies	$1.50 per case

Non-compliance fees may vary by DC. The exact fees incurred will be communicated to the vendor by Pod Foods Co. if non-compliance occurs.

CONSIGNMENT TERMINATION
➔ Pod Foods requires **at least 60-days prior notice** to terminate the partnership.
➔ Notification of termination must be presented to Pod Foods in **written format** (email).
➔ Pod Foods reserves the right to retain inventory on consignment to provide uninterrupted service to its retail partners.

FOOD SAFETY COMPLIANCE
➔ To onboard with Pod Foods, the vendor **must have the following** in place to ensure compliance with food safety laws and regulations (as amended by FSMA) and to ensure the distribution of safe food:
- ◆ Current Good Manufacturing Practices (cGMPs)
- ◆ Sanitation Standard Operating Procedures (SSOPs)
- ◆ Hazard Analysis Critical Control Plan (HACCP)
- ◆ Foreign material control policy
- ◆ Written programs, including:
  - ● Food recall plan

- Environmental monitoring program
- Pest control program
- Supply chain program
- Personnel hygiene and food safety training programs
- ◆ Full traceability of raw materials and ingredients
- ◆ Testing of and COA review for incoming ingredients and materials
- ◆ Proposition 65 warning labeling

The vendor must be able to provide written proof of the above upon Pod Foods's request.

RECALLS

→ In the event of a recall, vendors must notify Pod Foods in writing immediately. Vendors must provide notice by emailing **inventory@podfoods.co**.

→ Vendors whose products are warehoused under Pod Foods must provide a **written recall notice** immediately following their initial email recall notification. Written notice requirements are found here.

→ **Recall Fees**
- ◆ $250 Admin Fee + $1/case charge per recall event per DC.

→ See our **Recall Policies** for more information.

FILING A CLAIM

→ If you wish to file a claim for an inventory-related issue, please submit your claim through our **vendor claims form**. Our Claims Team will reach out to you promptly to address the next steps.

→ Vendor claims are typically resolved **within 14 days.**

RECALL POLICIES

Be prepared if a recall occurs.

STATEMENT OF PURPOSE

Pod Foods strives to ensure only safe, high-quality products reach consumers. The following recall and withdrawal policies and procedures have been established to ensure prompt, organized, and thorough actions are taken in the event of a food recall.

Centralized, streamlined communication is required from the vendor in all recall situations.

RECALL NOTIFICATION CONTACT

Initial recall notification should be sent to the following:

Pod Foods Recall Main Contact	
Pod Foods Claims Department	claims@podfoods.co

RECALL & WITHDRAWAL PROCEDURES

➔ Vendors retain the **primary responsibility to initiate a voluntary recall** and are considered the recalling firm in this instance.
➔ Vendors are responsible for classifying the recall class and providing all relevant information about the affected product.
➔ If the vendor is inaccessible or non-responsive in the event of a mandatory recall called by the FDA, Pod Foods reserves the right to enact recall procedures without vendor approval.

VENDOR COMMUNICATION REQUIREMENTS

Vendors must notify Pod Foods of a product recall(s) immediately. Vendors are to provide notice by emailing **claims@podfoods.co**.

Vendors whose products are warehoused under Pod Foods are required to provide a **written recall notice** immediately following their initial email recall notification.

The following information **must** be provided in the written recall notice:
➔ Product description
  ◆ SKU(s)
  ◆ Lot code(s)

- Expiration date(s)
→ Date and quantities shipped to warehouse(s)
→ Recall classification (Class I, II, or III)
→ Does the reason for the recall pose a hazard to the public? Explain in detail.
  - If a **health-related hazard** is posed, address the following:
    - Number of hospitalizations, if any
    - Number of deaths, if any
    - Number of injuries not requiring hospitalization, if any
    - Pathogen(s) involved
    - Source of contamination
→ Media communication efforts
→ Regulatory agency communication efforts

Disclaimer: Pod Foods reserves the right to place all product believed to be affected on hold in all applicable regions while awaiting the vendor's written notice containing further details.

RECALLED INVENTORY AUDITING POLICIES
The vendor must either (1) withdraw the affected product from applicable warehouses, or (2) authorize product disposal.

Once the product is removed from circulation, vendors are responsible for ensuring the recalled product is appropriately subject to testing, corrective actions, or destruction, depending on the nature of the problem.

Disclaimer: Pod Foods does not audit or assess inventory pertaining to potential food safety issues.

DISPOSAL AND WITHDRAWAL FEES & PROCEDURES
Recall Charges
Pod Foods passes through to the Vendor any recall penalties that retailers charge Pod Foods for a Vendor's product recall as well as any costs incurred to execute the product recall at our DCs and retailers.

→ There is a **$250 Admin Fee + $1/case charge per recall event per DC**.

DEFINITIONS
Correction
→ The repair, modification, adjustment, relabeling, destruction, or inspection of a product without its physical removal to some other location.

Stock Recovery
➔ Supplier's removal or correction of a product that has not been marketed or left direct control of the supplier.

Market Withdrawal
➔ Supplier removal or correction of a distributed product that involves a minor violation that is not subject to legal action by the FDA.

DC Withdrawal
➔ Supplier removal or correction of product held at a distribution center (DC) that involves no violation or a minor violation that is not subject to legal action by the FDA.

Recall
➔ A recall is a process of removing or correcting products in the marketplace that are in violation of FDA laws and regulations. A recall does not include a market withdrawal or a stock recovery.
➔ Under a recall, the product presents a threat or potential threat to consumer health or safety, involves adulteration, or is materially misleading in its claims or nature.

TERMINOLOGY

The key words we use at Pod Foods.

Bill of Lading (BOL) - comprehensive list of shipment details issued by a carrier to the shipper as a physical receipt of the transport of consigned goods.

Case Pack - wholesale unit distributed to retailers by Pod Foods.

Case Stack - display strategy used by retailers in which cases are stacked on one another; consumers are meant to take cases from the top of the stack.

Case Stack Deal - a promotion offered by vendors to retailers; retailers must purchase a specified number of cases of product to receive a particular promotion.

Discontinued - refers to a product that is no longer available for distribution (if discontinued by the vendor) or retail sale (if discontinued by a retailer). Discontinued products are set to 'Inactive' on the Pod Foods platform.

Distribution Center (DC) - a term used to describe a warehouse space utilized to pick, pack, and transport orders. DCs also receive inbound shipments and slot inventory for order fulfillment.

Eaches – see Units

End Cap - a merchandising space, normally reserved for promotions, located at the end of retail store aisles

End Cap Promotion - a discount or deal applied to an end cap display.

Everyday Low Price (EDLP) - a term used to describe a consistently-priced product without a promotion applied

Expired - a term used to describe a product that has reached or exceeded its set expiration date. All products have an expiration.

Free Fill - a term used to describe a product sold at no cost to a retailer as an incentive to sell and continue to purchase a vendor's product. Free fills allow retailers to test out a new product and offer the product at a discount to encourage consumers to try the item.

Freight on Board (FOB) - refers to the set of terms that determines who owns and pays for a shipment of products

GTIN (Global Trade Identification Number) - a number used by a company to uniquely identify all of its trade items; GTIN can be used to identify products at any packaging level, e.g. unit or case. GTINs are normally encoded in a scannable barcode (GS1, 2022).

Guaranteed Sale - refers to a contractual agreement through which a vendor agrees to take back unsold products at the end of a specified period. The vendor will be billed backed to ensure the retailer does not pay for unsold products.

In Stock - a term used to describe products that have sufficient inventory to fulfill outbound orders.

Item Code - a unique identifier for SKUs that helps retailers search products and order with ease. Item Code number is listed under each individual Published SKU in the Vendor Dashboard.

Launching Soon - a term used to describe a new product or SKU that shall become available to order in the near future. Previously referred to as "Coming Soon."

Lead Time (Manufacturing Time) - days required to produce and initiate shipment of the requested amount of inventory from the date of request (not including transportation time).

Less Than Truckload (LTL) - refers to a freight service that allows multiple shippers to share a single truck given each load is not large enough to require the space of a full truck.

Lot Code - a unique identification number assigned to a specific and defined production period. Lot codes are used to identify manufactured goods and the chain of custody of their components t in the event of a quality or safety issue, such as a food recall.

Manufacturer Suggested Retail Price (MSRP) - a term used to describe the price at which a manufacturer/vendor recommends a retailer charge for the sale of the product.

Market Withdrawal - a firm's removal or correction of a distributed product that involves a minor violation that would not be subject to legal action by the FDA or which involves no violation (FDA, 2020).

Master Carton - Outermost box containing Case Packs; goods at its largest quantity other than a pallet.

Merchandising - refers to the practice of presenting retail products in a visually appealing manner to entice customers and encourage sales.

Minimum Order Quantity (MOQ) - refers to the lowest number of units a retailer must purchase at one time; also refers to the lowest total order value required for a retailer to be exempt from a small order surcharge.

Minimum Order Value (MOV) - refers to the lowest order value a retailer must meet at one time; also refers to the lowest total order value required for a retailer to be exempt from a small order surcharge.

Out of Stock (OOS) - a term used to describe a product as temporarily unavailable to fulfill outbound orders due to insufficient inventory.

POD (Proof of Delivery) - refers to the physical document that shows an order has been successfully delivered. Normally in the form of an invoice or BOL. PODs must be signed by the receiving customer to be a valid proof of completed delivery.

Pod Direct - Pod Foods' Direct Ship Distribution program wherein vendors list their products on the Pod catalog to capture sales. Vendors are responsible for packing and shipping orders directly to the buyer's address.

Pod Express - Pod Foods' wholesale and distribution program. Vendors store inventory on consignment at partnering Distribution Centers; DCs are responsible for picking, packing, and delivering orders to retailers.

Pod Foods Service Fee - the percentage of sales deducted from the price the retailer pays for the product. Pod foods does not markup. The Pod Foods service fee is calculated like a margin off the wholesale price.

Product/Inventory Withdrawal - refers to a vendor's act of removing inventory from a Distribution Center. Withdrawals require an approved request and an appointment.

Promotion - a discount-based sales strategy used to promote larger reorders of a product by retailers.

Pull Date - the date on which a lot of inventory is pulled, or made unavailable to fulfill orders. The pull date is based on a product's pull date threshold (see below).

Pull Date Threshold - refers to a set amount of time that, when reached, triggers a product to be pulled from active inventory. Once pulled, the inventory cannot be used to fulfill orders.

Recall/Product Recall - a method of removing or correcting products that are in violation of laws administered by the FDA (FDA, 2020).

> **Voluntary Recall** - Recall is a voluntary action that takes place because manufacturers and distributors carry out their responsibility to protect the public health and well-being from products that present a risk of injury or gross deception or are otherwise defective (FDA, 2020).

> **Mandatory Recall** - refers to an FDA-mandated removal or correction of products that are in violation of laws administered by the FDA (FDA, 2020).

Replenishment MOQ - refers to the minimum amount of product (in cases) that a vendor must ship to a Distribution Center.

Sampling - refers to the process through which a retailer submits a request to try a new product. Sampling requests are fulfilled with individual retail units, not full cases.

Shelf Life - a term used to describe the length of time for which a product can be stored and consumed or used by a consumer before its quality and safety begin to deteriorate. All products have a shelf life.

Short Dated - a term used to describe a product that has less than 40% of its shelf life remaining. Short-dated product is usually refused by retailers at delivery.

Slotting/Slotting Fee - refers to the fee paid by a vendor to a retailer in order to stock the product on the retailer's shelf.

Sorting/Sorting Fee - warehouse process occasionally required for inbounds that arrive with damages. Damaged cases are sorted and segregated from sellable cases. Sorting fees normally apply; fees vary by warehouse.

Stock Keeping Unit (SKU) - refers to a unique identifier for an item manufactured by a vendor and sold by a retailer. The term is commonly used to refer to a particular variation of a product.

Temporary Price Reduction (TPR) - a temporary decrease in price (promotion) for a predetermined period of time.

Traceability - a term used to describe the ability to track the origin and course of a lot, product, or ingredient.

Units - also referred to as **eaches**; units are singular pieces of product, normally the form in which consumers purchase an item. Pod Foods and its Distribution Centers do not handle products in units; retailers receive multiple units as case packs and normally break down cases for merchandising.