



## Sell to Us Guide

*You have in your hands our Sell to Us Guide, created by our Merchandising department to help you navigate the vendor world. Our goal is to make selling to us a fun and simple process.*

*Did you know we give first preference to local producers?*

*We believe in having a personal relationship with our local farmers, ranchers, fishers, cheese makers, brewers, vintners, coffee roasters. That's what our Home Grown program is all about. Home Grown products are grown, raised, caught or produced in Oregon, Washington and Northern California.*

*Before filling out a new vendor application, read on. We hope you find this guide helpful.*

## What your product may need:

- Liability insurance
- Ingredients labeled
- Nutrition panel
- Distributor or delivery capability
- UPC

## Bakery

Our bakeries produce all of their own bread in a certified organic production space in our stores. We are only interested in purchasing high-quality and certified organic ingredients, preferably grown and/or produced in the Pacific Northwest. Ingredients of interest are organic flour, grains, nuts, seeds, oil, dairy, olives and some produce.

If you have a sweet pastry item to submit, **please apply to our Pastry department**. At New Seasons Market, our bakery only produces bread products.

## Beer & Wine

We look for affordable, well-crafted wines, tasty small-batch brews and handcrafted hard ciders.

You will need to be licensed by the Oregon Liquor Control Commission (OLCC) to make direct sales or sell through one of our current distribution partners. If you distribute yourself, we request that you be willing to deliver to all of our stores in your state. We do not accept UPS, FedEx, or USPS shipments. If you don't have a distributor and are interested in working with one, ask our buyer to recommend some possibilities.

We request that all new products are first presented to our buyer in our main office. This will expedite your process.

New distributors are welcome, too, but please understand that we can only work effectively with a certain number at a time.

## **Bulk & Grocery**

Farm-fresh eggs to ice cream, snacks to pasta sauces, with a focus on local; general grocery items like cereal, bulk herbs and spices; general household items.

All products must have distribution or be delivered to each of our stores. We do not accept UPS, FedEx, or USPS shipments.

Direct Store Delivery (DSD) is accepted in Bulk and Grocery. If you don't have a distributor, and are interested in working with one, let us recommend some possibilities:

### **United Natural Foods**

<https://www.unfi.com/Default.aspx>

1101 Sunset Boulevard

Rocklin, CA 95765-3710

Phone: 916-625-4100 (Ask for a representative from Purchasing)

Email: [new\\_vendors\\_inquiry@unfi.com](mailto:new_vendors_inquiry@unfi.com)

*Dry, chill, or frozen items with no artificial ingredient; Supplements*

### **J.C. Wright Sales Co.**

<http://www.jcwright.com/>

7202 South 212th St.

Kent, WA 98032

Contact: Kevin Wright

Phone: 253.395.8799

*Specialty grocery items*

### **Provista Specialty Foods, Inc.**

<http://www.provista.com/>

3305 NW Guam St.

Portland, OR 97210

Contact: Heidi Scheiblehner

Phone: 503.228.7676

Email: [heidis@provista.com](mailto:heidis@provista.com)

### **R & K Foods**

<https://www.rnkfoods.com/>

520 S Massachusetts St.

Seattle, WA 98134

Contact: Larry Truselo

Phone: 206.709.9646

*Fresh perishable items*

### **Unified Western Grocers**

<http://www.unifiedgrocers.com/EN/Pages/default.aspx>

6433 SE Lake Rd.

Portland, OR 97222

Contact: Steve Sollom

Phone: 503.833.1000

*Any product*

## Cheese

We look for handcrafted artisan cheeses, small batch products, unusual or one-time varieties as well as quality cheese condiments and crackers.

All products should have distribution or be delivered to each of our stores. We accept Direct Store Delivery (DSD). If you don't have a distributor, and are interested in working with one, let us recommend some possibilities:

### **DPI Northwest**

<http://www.DPI-Northwest.com>

12360 SW Leveton Dr.

Tualatin, OR 97062

Contact: Naomi Viola

Phone: 503.612.8038

Email: Naomi.Viola@dpispecialtyfoods.com

### **Provvista Specialty Foods, Inc.**

<http://www.provvista.com/>

3305 NW Guam St.

Portland, OR 97210

Contact: Heidi Scheiblehner, Purchasing Manager

Phone: 503.228-7676

Email: heidis@provvista.com

## Deli

We love supporting local businesses that can add to our seasonal menu mix. We look for ingredients and products that are produced with local ingredients whenever possible. Products need to be produced in a commercial, licensed facility and available in food service size packaging.

Direct Store Delivery (DSD) to our deli departments is acceptable. While not ideal, we also accept UPS, FedEx and USPS shipments. If you don't have a distributor, but are interested in working with one, we are happy to recommend the following:

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12360 SW Leveton Dr.

Tualatin, OR 97062

Contact: Naomi Viola

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Email: Naomi.Viola@dpispecialtyfoods.com

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Phone: 503.228.7676

Email: heidis@provvista.com

## Floral

We look for high quality cut focal and filler flowers, greens, branches, pods, and tropicals by the stem, as well fresh floral bouquets and straight flower bunches. We especially love seasonal flowers, unusual varieties and locally grown product. We also carry local vegetable starts; fun and unusual plants, fabulous landscape plants, baskets and planters, and seasonal and holiday wreaths.

Product must be delivered to Frank Adams at the Portland Flower Market or directly to each store.

## Homegoods

We look for fun, eclectic items including artist-made, small-run stationery and greeting cards; innovative and classic toys and children's books; pet toys; books and magazines, and well-designed kitchen essentials and gifts for home and garden.

We will accept delivery via UPS, FedEx or USPS, or you may choose to go through a distributor.

## Meat

We carry local, sustainable and humanely raised beef, lamb, pork and specialty meats.

All products must have distribution or be delivered to each of our stores. We do not accept UPS, FedEx, or USPS shipments.

## Pastry

We look for unique, seasonal, high quality pastries and confections. We love supporting local businesses that can supplement the product mix that we produce in house.

Products need to be produced in a commercial, licensed facility and be packaged in clean, food safe containers and/or boxes.

Direct Store Delivery (DSD) to our pastry departments is acceptable. While not ideal, we also accept UPS, FedEx and USPS shipments. If you don't have a distributor, but are interested in working with one, we are happy to recommend the following:

### **DPI Northwest**

<http://www.DPI-Northwest.com>

12360 SW Leveton Dr.

Tualatin, OR 97062

Contact: Naomi Viola

Phone: 503.612.8038

Email: Naomi.Viola@dpspecialtyfoods.com

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<http://www.provista.com/>

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Portland, OR 97210

Contact: Heidi Scheiblehner, Purchasing Manager

Phone: 503.228.7676

Email: heidis@provista.com

## Produce

We look for local, organic and seasonal fruits, vegetables and herbs chosen for flavor – often unique and always fresh.

If you are growing great produce and would like to see it in our produce department, we want to hear from you. Our Produce Merchandiser, Jeff Fairchild is not convinced that this Internet thing is the way he wants to hear about it, though. We invite you to call him directly. He works farmers hours, sun-up to sundown, and welcomes your call early or late. You can reach him at 503.292.1987, Ext. 110. He works in our stores every morning to build the morning displays. Please leave a message if he is away and he will get back to you as soon as possible.

Thanks for your interest and your hard work.

## Seafood

We're always looking for sustainably harvested seafood and opportunities to partner with our local fishermen to support coastal communities.

All products must have distribution or be delivered to each of our stores. We do not accept UPS, FedEx, or USPS shipments.

## Wellness

We look for healthy, well-crafted and high quality supplements, dietary aids, toiletries, make-up and over-the-counter remedies.

We will accept delivery via UPS, FedEx or USPS, or you may choose to go through a distributor. If you don't have a distributor and would like one, let us recommend a possibility:

**Mountain People's Warehouse**  
**A division of United Natural Foods, Inc.**  
2328 Cliff Dr.  
Santa Barbara, CA 93109  
Contact: Kate Tierney  
Phone: 916.625.4100, Ext. 53215  
Email: [ktierney@unfi.com](mailto:ktierney@unfi.com)

## What's Direct Store Delivery (DSD)?

You, the vendor, stock your inventory in our stores. It's as easy as that.

1. Visit the store as much as necessary to keep products stocked (depending on your sales volume).
2. Write the order and get sign off from the department manager.
3. Deliver product to the store and stock the shelf.
4. Keep enough product in the store so that the shelf is fully stocked at all times.