

Dear Valued Supplier,

To deliver on our core values and adhere to our high standards, Whole Foods Market (WFM) requires brands to provide high quality images and validated data for use in assortment planning, ordering, in-store retail/marketing, and ecommerce applications. Whole Foods Market has partnered with [The Data Council \(TDC\)](#) as a single source solution for brands to provide these assets to WFM through two workstreams:

- 1) Brands with existing assets that meet the requirements [outlined here](#) by Whole Foods Market can provide data and imagery via TDC IX-ONE platform free of charge.
- 2) Brands without existing assets will work with TDC IX-ONE to send samples for image and data capture at the cost of the brand/manufacturer.

**Existing Data and Images Process:**

1) Using the link provided below you will need to follow the instructions found on the landing page to begin uploading images and data to TDC (click on the [Self-Service Upload](#) button) via IX-ONE.

a. You will need to provide images and data for all possible retail configurations of your product. I.e 12pk and single bottle if they are sperate retail UPCs.

2) You will be asked to verify that the data and images provided meet the requirements [outlined here](#) by Whole Foods Market.

3) Data and Images are then verified that all required images and data attributes have been provided.

4) Once verified, the data and images will be pushed to/ingested by Amazon and Whole Foods Market

**Non-Existing Data and Image Process:**

1) Using the link provided below you will need to follow the instructions found on the landing page to start the item capture process with TDC (click the [Professional Services Capture](#) button). . This will include coordinating the shipping of samples to TDC for capture.

a. It is expected that you will initiate item capture for all possible retail configurations of your product. i.e 12pk and single bottle if they are sperate retail UPCs.

2) Once your item is received at the TDC studio you can expect the entire process, including imaging, data scraping, data validation, and QA to take about 3-4 weeks.

3) Once completed the data and images will be pushed to/ingested by Amazon and Whole Foods Market.

To get started, [click on this link](#) and follow the instructions listed.

Failure to provide the required assets will limit Whole Foods Markets ability to market your selection through our ecommerce channels and may impact your ability to be included in Whole Foods Market core assortment.

Whole Foods Market - Adult Beverage Team