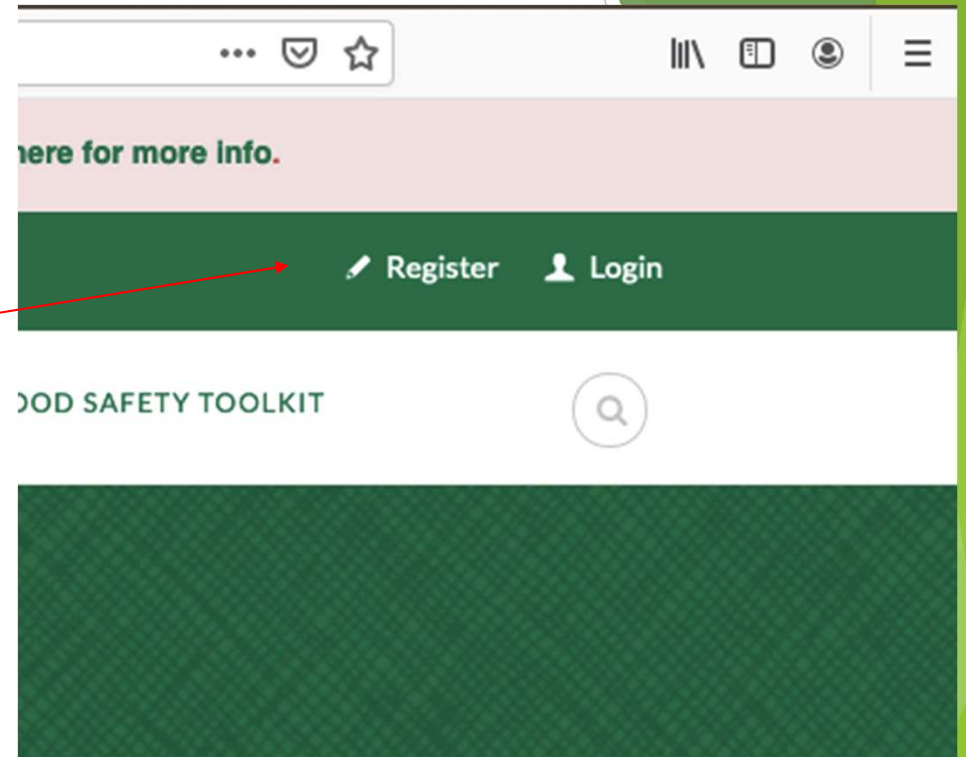




# Supplier Portal Account Registration Guide

Effective July 31, 2020

- In your web browser, navigate to <https://supplier.wholefoodsmarket.com/>
- In the upper right corner of the home page there is an option to register or log in.
- This guide will continue on the journey of registering.



- Input user's first and last name
- Input company name of the supplier. Use the name registered with the State or the DBA Name if not registered with a State.
- The user's email address must be input and confirmed. This will be the username for the account as well.
- Enter the desired user password and confirm the password.
  - The strength indicator is reactive based on complexity of the password.
  - Uppercase, lowercase, numbers and special characters are all acceptable.
  - Password strength must be Good or Strong to proceed



SUPPLIER PORTAL

AFTER REGISTRATION YOU WILL RECEIVE AN  
EMAIL TO CONFIRM YOUR ACCOUNT.

Name \*

First

Last

Company Name \*

Email \*

Enter Email

Confirm Email

Password \*

Enter Password

Confirm Password

Strength indicator

- Select Supplier Type as either a COGS Supplier or Expense Supplier.
- Select Supplier Status with regards to whether you are a currently Approved Supplier or not.
- Populate the Region and Commodity bars to represent the regions and products the vendor supplies.
- Click the Region bar to choose the region(s) the vendor supplies to. If a vendor supplies to more than three regions they should select global.
- Click the Commodity bar to choose the type of products the vendor supplies. Click all of the product types your company supplies.
- A selected choice shows as a tag in the bar. If you made a mistake click the x on the right of the tag to remove that choice.
- Questions about Region and Commodity should be directed to your Buyer or Category Manager at Whole Foods Market.

#### Supplier Type \*

- ☒ I provide products that Whole Foods sells to their customers (COGS Supplier)
- ☐ I provide goods or service that Whole Foods consumes in running the business (Expense Supplier)

#### Supplier Status \*

- ☒ I am currently an Approved WFM Supplier or in the process of being onboarded as such
- ☐ I am interested in becoming a supplier to Whole Foods Market

#### Region \*

Please select the region(s) you supply to. If you supply to more than three regions please select global. If you are not a current supplier, select the region where your business is located.

Global x

#### Commodity \*

Please choose the department(s) you will be supplying for.

Body Care

Supplements

Lifestyle

Grocery

Specialty Beer & Spirits

Specialty Foods

Specialty Wine

Produce

Meat

Seafood

- You must agree to our privacy policy
- And please do not forget to submit.

**Region \***

Please select the region(s) you supply to. If you supply to more than three regions please select global. If you are not a current supplier, select the region where your business is located.

Global x

**Commodity \***

Please choose the department(s) you will be supplying for.

Body Care x

**Consent \***

☐ I agree to the [privacy policy](#).

**SUBMIT**

- Once the registration form is submitted
- The user is referred to their email



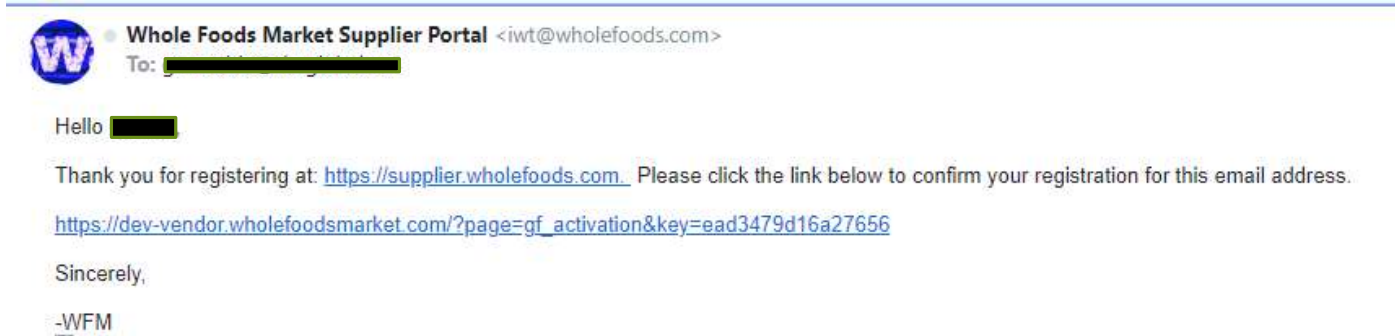
SUPPLIER PORTAL

THANK YOU FOR SUBMITTING YOUR REGISTRATION.

PLEASE CHECK YOUR EMAIL TO CONFIRM YOUR REGISTRATION AND CONTINUE THE PROCESS.

Copyright 2017 Whole Foods Market IP, L.P. | [Terms of Use](#) | [Privacy Policy](#) | [Site Map](#) | [Site Information](#)  
"Whole Foods Market" is a registered trademark of Whole Foods Market IP, L.P.


Below is an example of the email the user will receive.



- Click on the second, longer hyperlink to confirm user's email address.
- Remember to check spam or junk email folders

- Upon confirming user's email address by clicking on the link in the confirmation email, the user will receive a "Pending Activation" email.

---

 **Whole Foods Supplier Portal** <iwt@wholefoods.com>  
To: [REDACTED]

Hello [REDACTED]

Thank you for confirming your email with the Whole Foods Market Supplier Portal.

Your access is now **pending approval**. Please check back in the next **72hrs** to login and access the full site.

We appreciate your patience during this process. Please send an email to [SupplierPortalSupport@wholefoods.com](mailto:SupplierPortalSupport@wholefoods.com) if you have any issues or questions.

Sincerely,

-WFM

- The Supplier Data Team at Whole Foods Market will review and process registrations within 3 business days.
- After the Supplier Data Team has confirmed the user's registration, the user will be granted access to the WFM Supplier Portal's secure content.
- Users will be notified by email.



- After the Supplier Data Team has confirmed the user's registration, the user will be granted access to the WFM Supplier Portal's secure content.
- Users will be notified by email.

