



Manual – Fresh And Dry Goods Sold Via Fresh And Marketplace Platforms, Other Than Products Sold By Our Warehouses

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Tickets

All tickets must be answered within 24 hrs. If research is needed, an answer such as “We are investigating your issue” should be provided; final feedback should be provided within the following 24 hrs.

Vetting Out a Vendor

In order to vet out a vendor, an NDA should be in place prior to the initial conversation where there will be disclosure of information pertaining to EA.

Depending on the type of vendor (manufacturer, distributors, broker, etc), type of products (fresh, frozen, dry goods, etc), length of usage of the product (LTO, evergreen), etc; certain information must be secured:

- Does the vendor have the capability to produce/scale-up/maintain inventory?
- Where is this vendor located, where is the product being manufactured/grown?
- Vendor must be connected to QA@edible.com, where our third party QA provider will send a questionnaire to vet out their facilities, certifications (FDA/USDA/SQFA, etc). Vendor must be approved by our QA.
- Distribution network should fit the brand needs i.e can vendor ship via courier service, either using our fedex account or by using theirs; Can they use our Fresh distribution network?. For either distribution path that is chosen a test will need to be run to ensure that the products can withstand such distribution, for example: if a dry good such as a container, what is the threshold breakage?, will the vendor cover it?, if through the Fresh network in the case of a frozen item, can such item be out of freezer temp for up to 10 hrs while distributed via refer trucks without food safety or product quality risk?



- All vendors must accept 30 days net terms, if a vendor must be granted shorter terms, it must be approved by VP of Finance and President or CEO.
- Is vendor willing to be set up either with marketplace or the Fresh platform?.
- If set up via marketplace, they must be willing to work with our credit card service provider and accept the credit card fee.

Vendors set-up

Before setting-up a vendor, a Master Service/Distribution Agreement should be in place.

In order to set up a vendor in the EA system, a W-9 will be required.

EA will provide vendor with a packet of credit references that the vendor will use to set us up in their system. If vendor needs us to fill out their credit app, such application will be sent to accounting to ap@berrydirect.com

Vendor will be put in contact with Netsolace, the current contact is Vpatel@edible.com in order for the marketplace/Fresh platforms set up to take place.

Vendor will be put in contact with accounting in order for the bluesnap set up to take place

Marketplace

Marketplace is part of ncompass, where majority of the suppliers sell the approved products to the system. Stores purchase via credit card.

Fresh Platform

Fresh is the platform where all Fresh vendors and (so far) Godiva are set up, and where the stores should order all their produce, frozen and dipping chocolate items. For produce orders, stores can't pay on the platform, they pay directly to the vendors after they receive their invoices, payment terms are decided between the vendor and the stores and can be COD or up to 30 days terms.

- Godiva does take payment via credit card via the Fresh platform
- The Fresh platform is also known as the Berry Direct platform

Inventory Management of Bakeshop Items and Dipping Chocolate

Bakeshop and dipping chocolate items are facilitated to the franchisees via their produce distributors. In order to ensure that there is no inventory gap, we must control it by receiving inventory reports from the distributors in weekly basis. Inventory should be received on Mondays and no later than Tuesdays. If reports are not received by first thing on Tuesday morning, a follow up e-mail must be sent out to the distributors and efforts to ensure that the reports are sent that day must be made. The reports must contain open inbound POs and ETAs.

If inventory is low or out and there is no inbound PO, an investigation must be made as to why this is and recovery plan must be put in place. A communication to the target franchisees should be sent same day. The goal is to recover for the franchisees within 72 hours.



Inventory should also be received in weekly basis from the redistributors:

- DOT Foods – for frozen items
- CH Robinson – for dipping chocolate

Some distributors do receive inventory directly from the manufacturers, in which case, the redistributors inventory will not affect those distributors

Fresh Compliance

Compliance is run in weekly basis and is defined as: all stores must purchase from their produce distributor a dollar amount corresponding to at least 9% of their total sales, and must include produce as well as frozen and chocolate items.

The list of percentages is uploaded to the Fresh Compliance Reports Teams channel, where legal and RDOs are part of. They are responsible for looking at the list and decide what stores will get a non-compliance letter and/or a \$250 fine, and/or be shut off the web for 24 hrs.

Playbooks

Every promotion requires for a brand playbook to be created. Every promotion has a specific deadline when playbooks must be turned into the Communications team.

Content must be sent to Delia Harris dharris@berrydirect.com who is in charge of creating the Supply Chain portion of the playbooks.

Communications

- WBU (Weekly Brand Update), is due every Monday by end of the day to Communications via [Communication Request \(monday.com\)](#)
- If targeted communications or other communications for the system is needed, they should also be submitted via [Communication Request \(monday.com\)](#). Comms submitted after noon, are sent the next day.
 - A sample of the comm should be sent to the VP of Supply Chain or Sr. Director for approval before they are uploaded to [Communication Request \(monday.com\)](#)
- No communications are sent on Fridays unless critical to the system

On Call

One member of the team will be available in every observed holiday, the schedule will be decided by the Sr Director with agreement from the team.

Contact Information

Supplychain@edible.com

Sr. Director Supply Chain, mchavez@berrydirect.com

Sr. Manager Supply Chain, kmcneil@berrydirect.com



Manager Supply Chain, jglass@berrydirect.com

Supply Chain Associate, dharris@berrydirect.com