Herbal Vineyards' Wholesale Questionnaire

Name: C.J. Evanson

Company: Wedge Community Cooperative (Lyndale location)

1. Satisfaction and Product Performance:

- How satisfied are you with the quality and range of products we offer? – very satisfied

- Which products are your bestsellers and why do you think they perform well? – the gold gels! Our shoppers are price-sensitive, and convenience is King; we sell some of the raw sea moss bags, but getting folks to make their own is a tough sell in the aisle

- Have you received any customer feedback about our products that you can share? – the product quality is good, and shoppers wish it had a longer shelf life

2. Ordering and Fulfillment Process:

- How would you rate your experience with our ordering and fulfillment process? – Chris is very responsive, orders arrive in a variable but reasonable amount of time. I do wish that the 4oz raw moss bags came in a smaller case size, 50 bags is a lot. **Most importantly, we would love to move to a Net30 agreement which is in alignment with most brands that we offer at the Wedge.**

- Are there any areas in our ordering or delivery process you think we could improve? – More consistent delivery times would make order planning easier. Additionally, I have sent numerous emails to Chris and packing staff about sending gold gels with incorrect UPC info. For months, we have had to re-sticker all gold gel jars as to not overcharge our shoppers (these are being sent with the purple gel UPC, which is more expensive). *I would love to start receiving product with correct UPC's.*

3. Marketing and Promotional Support:

- Are the marketing materials and support we provide helpful for your sales efforts? - I have not received any marketing support materials
- Is there any additional marketing support or materials that you think would help boost sales? – shelf talkers that outline the DSHEA-compliant benefits of sea moss would be helpful for new shoppers and staff

4. Product Range and Innovation:

- Are there any additional products or variations you would like us to consider adding to our range? – bags of the raw purple moss would be a cool addition. I also think that plain sea moss capsules (without bladderwrack) would sell well, and perhaps some flavored options or shots/drinks
- How important is product innovation to you, and how can we better meet your needs in this area? – Fairly important, but not incredibly so. Our selection currently I am happy with

5. Pricing and Value:

- Do you feel our pricing structure is competitive and offers good value to you as a wholesaler? – Yes, it is comparable to what is found elsewhere online and in MN
- Have you encountered any challenges with our pricing in terms of positioning our products in your store? - No

6. Competitive Landscape:

- How do our products compare with competing brands you carry in terms of quality, price, and customer preference? – price is competitive; we've tried bringing in different lines (offering additional sizes/flavors) but folks opted for your products due to larger size and better packaging

7. Partnership and Communication:

- How effective is our communication with you, and how can we improve it? – communication is generally effective, with the exception of continued promises to fix the UPC error situation which is ongoing
- What can we do to strengthen our partnership and support your business better? – Net30 terms, UPC 3-day shipping, more consistent fulfilment timing, and a big one would be offering a promotional calendar so we can occasionally put your products on sale. Also, demo support would be awesome!!

8. Feedback on Outreach and Acquisition Strategies:

- What attracted you to our brand initially, and what made you decide to carry our products? – online presence, and ease of ordering/setup
- Do you have any suggestions for how we could effectively reach out to and attract other stores like yours? – as far as co-ops, showing store order history for local stores could help, also being more wholesale-friendly with terms (Net30), category managers are also usually very receptive to sample packs