

BULK BUYER'S GUIDEBOOK





We love bulk foods! Being able to offer a diverse set of high quality, pantry staples and unique products for your customers is what makes a bulk department exciting—we are here to work with you to make that happen.

There are challenges to managing a bulk department—keeping it fresh, clean and pest free are keys to success. We want to **help your bulk sales increase**, and find that pest management is integral to improving sales. Where there is Organic food, there may be pests. Those most commonly found in bulk bins are moths, weevils and small beetles. These pests like to munch on grains, dried fruits, beans, nuts and spices. The following pages include the Hummingbird *Infestation Protocol*, *Basic Bulk Upkeep*, *Tips for Increasing Bulk Sales*, and our *Benefits of Buying in Bulk* Poster. These practices and tips have been gathered from some of our customers and other bulk foodies. We hope they help you in maintaining your bulk bins!

If you have any questions, or if you have additional tips on reducing insect infestation, we would love to hear from you! Contact us at 541-686-0921 x2. Until then, onwards and upwards.

Love,
The Birds

BASIC **BULK** UPKEEP



Clean bulk bins

Always clean empty bulk bins with soap and water before adding a new product

Inspect product

Look for any signs of infestation when opening a new bag before filling your bins

Don't mix product

If grower or variety changes, wait until current bin empties before restocking to ensure product is consistent

Inspect bulk bins daily

Check the corners and edges of bins for insects or other issues

Rotate product

Pay attention to slow moving products, and clean and rotate the products when needed



INFESTATION PROTOCOL

Don't throw away. Keep product in quarantine until the vendor is notified

Take photos if possible

Record lot number

Record item number

Record date of purchase

Record details of infestation

Description of pest

Description of infestation

Send all information to the vendor
within 10 days of invoice date



TIPS FOR INCREASING **BULK** SALES

Provide the **price per oz** on each bulk item and each grocery item. This helps shoppers compare apples to apples and see how much they are saving by shopping bulk

Buy the **highest quality products** to reflect your store's values

Display Hummingbird's "The Benefits of Buying in Bulk"—ask your customer service representative for one!

Offer a good selection of both **pantry staples** and **unique items** to keep customers coming back

Use **hummingbird bulk bin labels**. Generic labels can make products look like lower value, commodity items

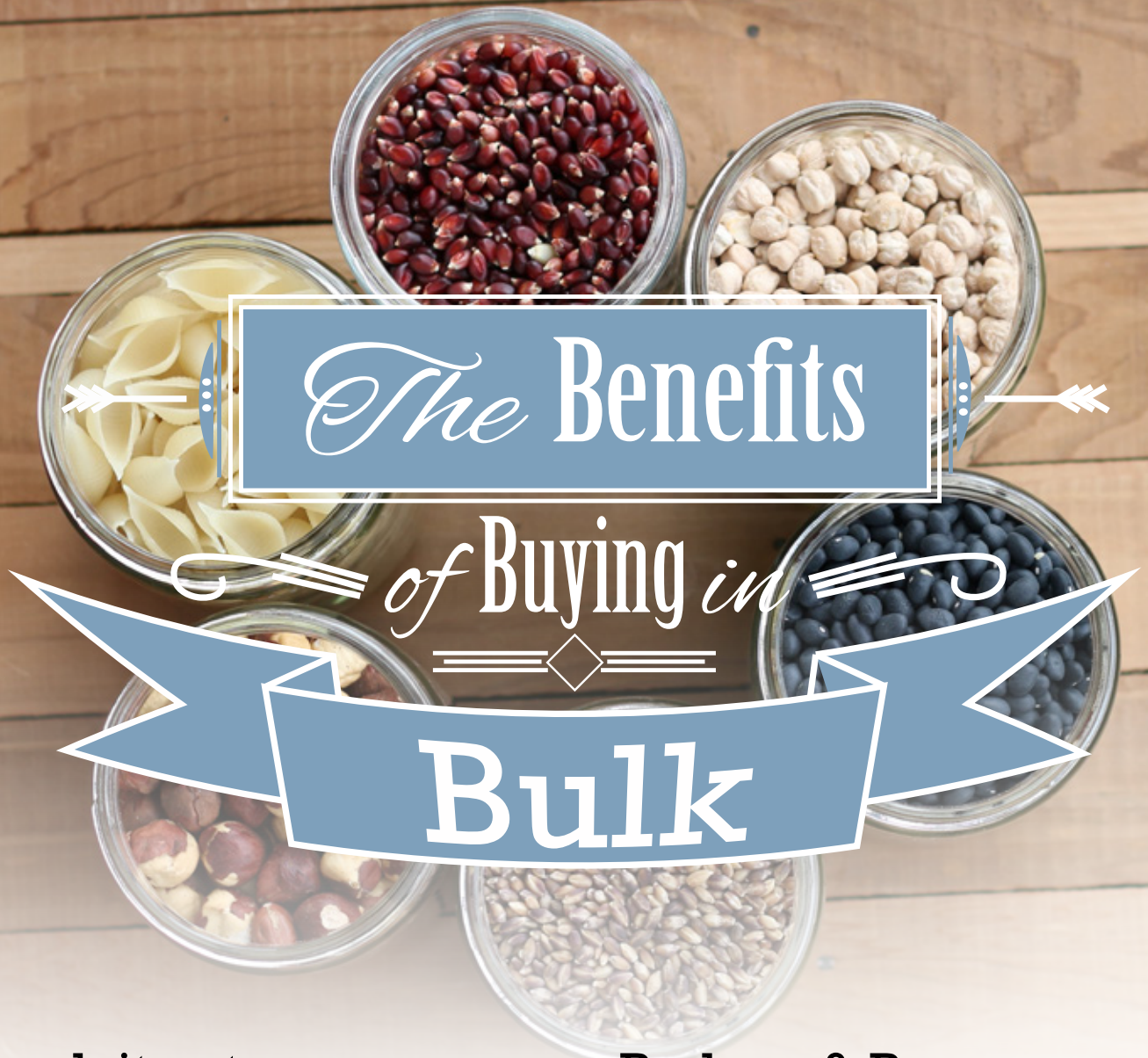
Have **staff available** at all times to answer questions and help customers find items

Display product information for **unique, heirloom or new products** to educate your customers. Hummingbird offers **recipe cards** for many bulk products—ask for them today!

Place all **raw nuts in refrigeration** in bulk section if possible. People like that nuts are being kept fresh and perceive them as higher quality

Keep bulk section **clean and tidy** with proper utensils and bags available





The Benefits

of Buying in

Bulk

Check it out

- See exactly what you get before buying it
- Find more organic options vs pre-packaged foods
- Inspect for quality
- Ask for a sample or buy a little before committing to a new product

Reduce & Reuse

- Use your own containers and bags to reduce packaging waste
- Ask for the best way to store your products so they last longer
- Try new products without having to buy a bunch!

Buy what you need

- Buy the exact quantity you need, reducing food waste
- Find specialty varieties, spices, teas and snacks like **Organic Cocoa Dusted Chocolate Ginger & Awakened® Golden Goji Granola**

Save Money

- Buy large quantities for less money and split with friends and family
- By shopping in bulk you can spend an average 89% less on high quality and organic foods*



HUMMINGBIRD WHOLESALE
Nourishment with INTEGRITY®

*According to a bulk foods study conducted by Portland State University's Food Industry Leadership Center (FILC)



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