



Thank you for your interest in considering your company for Whole30® Approved status. Since 2009, the Whole30 program has helped hundreds of thousands of people change the way they eat for the rest of their lives. As the program continues to grow, due in part to our *New York Times* best-selling [The Whole30](#) and [The Whole30 Cookbook](#), so does the reputation and exposure of our Whole30 Approved partners.

Our Whole30® Approved label lets our community know a product is 100% compliant with the rules of our program, and that the producer has been vetted by the Whole30 team. We feel confident that all of our partner companies' offerings, core values, and mission are in line with ours and those of our community.

For more information about our Whole30 program, visit <http://whole30.com>, and read *The Whole30: The 30-Day Guide to Total Health and Food Freedom* (<http://whole30.com/whole30book>).

WHOLE30 APPROVED PROGRAM REQUIREMENTS

All products must meet all of these criteria to earn the Whole30® Approved label.

- **No added sugar of any kind, real or artificial.** No maple syrup, honey, agave nectar, coconut sugar, Splenda, Equal, Nutrasweet, xylitol, stevia, etc. Fruit or fruit juice is the only acceptable sweetener.
- **No alcohol,** with the exception of wine vinegars.
- **No grains.** This includes (but is not limited to) wheat, rye, barley, oats, corn, rice, millet, bulgur, sorghum, amaranth, buckwheat, sprouted grains, and all of those gluten-free pseudo-cereals like quinoa. This also includes wheat, corn, and rice bran, germ, starch, and so on.
- **No legumes.** This includes beans of all kinds (black, red, pinto, navy, white, kidney, lima, fava, etc.), peas, chickpeas, lentils, and peanuts/peanut butter. This also includes all forms of soy: soy sauce, miso, tofu, tempeh, edamame, and soybean oil. Snow peas, sugar snap peas and green beans are the only exceptions.
- **No dairy.** This includes cow, goat or sheep's products such as milk, cream, cheese, kefir, yogurt, ice cream, sour cream, and whey. Clarified butter or ghee are the only exceptions.
- **No unhealthy additives.** Specifically, we forbid carrageenan, MSG and sulfites in any form. Other additives, like citric acid, vegetable gums, or "natural flavors," are allowed on the program.
- **No replicating baked goods, treats, or junk foods.** No "Paleo" pastas, breads, tortillas, pancakes, muffins, cookies, brownies, ice cream, chips, deep-fried anything (including pork rinds), chocolate (with the exception of 100% cacao), cereals, etc. We err on the side of caution with this rule.
- **No fruit smoothies or shakes.** While your smoothie ingredients may be Whole30-compliant, we discourage the consumption of liquid meal replacements on the program.
- **No dried fruit and nut bars.** While these are technically compliant on the Whole30 (as long as the ingredients are compliant), these bars are often used as "sweet treats" on the program, violating the spirit and intention of the Whole30.



- **High quality protein:** All animal protein sources used in Whole30 Approved protein products should come from appropriately fed and humanely raised animals wherever possible. Poultry and pork should be pastured; ruminants should be 100% grass-fed. All animals should be hormone and antibiotic-free.
- **All prepared ingredients used must be compliant:** If you are using pre-made or packaged ingredients like mustard, dried cranberries, or bacon in your product, each of these ingredients must be compliant as well.
- **If you have a product line, the majority of items must be Whole30 compliant.** For example, if you have a line of five flavors of jerky and one only is Whole30 compliant, we are unable to promote your company as a Whole30 Approved partner.
- **Your products must be available to the majority of our U.S.-based audience, either in stores or online.** You can sell through your online store, Amazon.com, online markets like [Thrive Market](#), or in retailers throughout the U.S.*

**If your products are only locally distributed, please let us know. There is still opportunity for a Whole30 Approved partnership, with a lesser degree of promotion and marketing.*

Before your initial approval is granted, we need to thoroughly review the product(s) that you believe fit our criteria. Please send us a list of *all* of the ingredients in each product you are submitting for Whole30 Approved status, or point us to the complete ingredient listing on your web site. Please note that we reserve the right to decline partnership, even if your product ingredients are technically compliant.

TESTIMONIALS FROM WHOLE30 APPROVED PARTNERS

"Our experience in partnering with the Whole30 program has been nothing short of epic! The community of consumers who make purchasing decisions based on Whole30 approval constitutes a powerful voice that our brand is excited to be a part of. Our Whole30 approval has allowed EPIC to associate itself with exceptional food standards and health enthusiasts looking to restore and enrich their lives." – Taylor Collins, [Epic Bar](#)

"We were able to tap into Whole30's amazing community of engaged and informed practitioners, giving us access to consumers looking to improve health, fitness, and quality of life. Whole30 approval on our products has helped Primal Kitchen build brand awareness, engagement, and loyalty for products that consumers trust will taste amazing and be nutritionally beneficial to their health." – Mark Sisson, [Primal Kitchen](#)

"Whole30 approval changed the game for us from an e-commerce standpoint. We were able to reach people that we wouldn't normally be able to reach. More people email us to thank us for making a Whole30 Approved product than you would believe. It has been absolutely awesome." – Greg Vetter, [Tessemæ's All Natural](#)

"We had compared different Paleo certifications and ultimately selected Whole30 Approved for our dairy-free brand. We were drawn to Melissa's unwavering passion and the dedication of her staff to help transform people's relationship with food. Following our Whole30 Approved announcement, sales have risen ten-fold, our social media following has grown, and it has transformed our brand awareness." – Madeline Haydon, [nutpods](#)



BENEFITS OF WHOLE30® APPROVED PARTNERSHIP

Partnering with companies whose values align with ours is mutually beneficial. Some benefits include:

- **Enormous visibility.** Our website traffic in 2017 averages 2 million *unique visitors* a month, and is rapidly growing. Our combined social media reach exceeds 2 million fans and followers, and our newsletter reaches 414,000 subscribers. Partnership with us guarantees that your product will be visible and promoted to our loyal community, 86% of which is based in the U.S.

The Approved designation also helps get your products into more retailers and sales channels, and increases visibility and sales in stores.

Food Navigator: [Whole30 certification helps brands boost exposure, sales, and shelf space](#)

Food Navigator: [Zupa Noma refreshes branding, teams with Whole30 to stand out in drinkable soup category](#)

- **At-a-glance recognition.** Our Whole30 Approved logo is instantly recognizable to members of our community and consumers familiar with our *New York Times* bestselling books. Placement of our label on your products and website means our followers will automatically prefer your services in a health food market that is often confusing and stress-inducing.
- **Customer loyalty.** Health-conscious consumers are always looking for brands they can trust, and quality products they can rely on. This holds even more true for members of our community. Product offerings that meet our stringent guidelines are often difficult to find, and our participants are fiercely loyal to the companies who take the time to go through this approval process.
- **Partner loyalty.** We (and our legal team) aggressively protect our Whole30 registered trademark, and will ensure that your competitors aren't using our good reputation and credibility to market their products without a license. This protects your investment, and means the Whole30 Approved logo is a mark your customers will always be able to rely on.
- **Increased sales.** Our Whole30 Approved vendors have all reported an increase in website traffic, social media followers, sales, new customers, and returning customers as a result of our partnership program and promotional efforts.

ACCEPTANCE

If you have any questions, or would like to submit your product offering(s) for Whole30® Approved consideration, please contact Jen Kendall at jen@whole30.com.

media facts



WEB (YTD 2017) WHOLE30.COM


UNIQUE VISITORS
16.5 MILLION
AVG 2.1M/MONTH


PAGE VIEWS
23.5 MILLION


TIME ON SITE
4:45 AVERAGE


NEWSLETTER SUBSCRIBERS
417 THOUSAND


WHOLE30 DAILY PAID SUBSCRIBERS
52 THOUSAND

SOCIAL (SEP 1, 2017) @WHOLE30


WHOLE30
586K LIKES


@WHOLE30
530K FOLLOWERS


@WHOLE30 RECIPES
893K FOLLOWERS


@WHOLE30 APPROVED
276K FOLLOWERS


@WHOLE30
59.1K FOLLOWERS

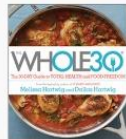
BOOKS

IT STARTS WITH FOOD



- Released in June 2012 in the U.S.
- A *New York Times* best-seller for more than 40 weeks
- More than 3,000 positive reviews on Amazon, hitting as high as #11 of all books
- Sold more than 400,000 copies; published in hardcover, e-book, and audiobook

THE WHOLE30



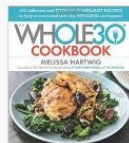
- Released in April 2015 in the U.S., Canada, and the U.K.
- Sold more than 1 million copies to date; published in hardcover and e-book
- Debuted at #2 on the *New York Times* best-seller list, reaching #1 in future weeks, and has remained on the list for 99 weeks
- A 2015 Amazon Best Books of the Year, placed #10 of all best-selling books in 2016

FOOD FREEDOM FOREVER



- Released in October 2016 in the U.S. and Canada, and January 2017 in the U.K.
- Debuted at #4 on the *New York Times* best-seller list
- Published in hardcover, e-book, and audiobook

WHOLE30 COOKBOOK



- Released in December 2016 in the U.S. and Canada
- Debuted at #3 on the *New York Times* best-seller "Advice and Miscellaneous" list, remaining on the list for 13 weeks as of July 2017
- Published in hardcover and e-book

AS SEEN



DEMO-GRAPHICS


63%
INCOME >\$75K


86%
UNITED STATES


81%
FEMALE