



**Thank you for your interest in submitting your menu for Whole30 Approved® status.** Since 2009, the Whole30 program has helped millions 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 book [The Whole30](#) (over 1.5 million copies sold), so does the reputation and exposure of our Whole30 Approved partners.

*“The Chipotle Lifestyle bowls and exceptional partnership with Whole30 truly demonstrates the power of these health communities and highlights the importance of real food that’s easily available to everyone.” –Chris Brandt, Chief Marketing Officer, Chipotle.*

**Our Whole30 Approved® label lets our community members know your menu offerings are 100% compliant with the rules of our Whole30® program,** and that your organization has been vetted by the Whole30 team. We feel confident that all of our partner’s offerings, core values, and mission are in line with ours and those of our community.

For more information about our Whole30 program, visit [whole30.com](http://whole30.com), and read *The Whole30: The 30-Day Guide to Total Health and Food Freedom* ([w30.co/thewhole30book](http://w30.co/thewhole30book)).

### **WHOLE30 APPROVED® PROGRAM REQUIREMENTS**

All menu items and ingredients must meet all of these criteria 100% 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 on the Whole30.
- **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, soybean oil, or soy lecithin. 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, deep-fried anything, chocolate (with the exception of 100% cacao), cereals or granola, nut cheeses, etc. We err on the side of caution with this rule.



- **No fruit smoothies or shakes.** While these may be technically compliant, we don't want to promote "liquid meals" in our partnerships.
- **No dried fruit and nut bars, "energy balls," granolas, etc.** While these may be technically compliant, participants tend to use these as desserts, treats, and sugar fixes.
- **All prepared ingredients used must be compliant:** If you are using pre-made or packaged ingredients like Dijon mustard, dried cranberries, or bacon in your product, each of these ingredients must be compliant and follow all of the above guidelines.
- **If you have a variety of menu offerings, a good number of items must be Whole30 compliant, or you must create a specific Whole30 Approved menu.** For example, if you have 30 menu offerings and only 5 are compliant, we may not be willing to promote your menu as Whole30 Approved.
- **If your menu items are deliberately positioned as culturally significant,** you must have demonstrated appreciation, rather than appropriation, of the culture from which the recipes originated.

Before your initial approval is granted, we need to thoroughly review the menu offerings that you believe fit our criteria. Please send us a list of *all* of the ingredients in each dish you are submitting for Whole30 Approved status, or point us to the complete ingredient listing on your web site. (Make sure to detail sub-ingredients for things like "Italian dressing" or "hot sauce." Please note that we reserve the right to decline partnership, even if your menu offerings and ingredients are technically compliant.

## TESTIMONIALS FROM WHOLE30 APPROVED PARTNERS

"Our fresh, scratch-made approach, inspired by the Mediterranean diet, beautifully complements the Whole30 program and we are delighted to offer choices to our guests that will help them on their nutrition journey to live their lives to the fullest." -Casey Shilling, CMO, Zoës Kitchen

"Whole30 has been the best decision we have ever made for our business. Not only has it changed our founder's life and rid her of chronic migraines, but it accounts for 60% of our business. Having the stamp of Approval means the world to our clients to make sure their journey to wellness starts with the right ingredients." -Megan Benedict, Founder and CEO, Fit Kitchen Direct, Portland OR

"As more and more of our customers began asking for Whole30 options, we were happy to make it easy for them to find what they were looking. It's been a great way to increase visibility with the Whole30 communities in Austin, Houston, Dallas, Chicago, and Philadelphia, and has encouraged us to get even more creative in our kitchens." -Claire Siegel, Lead R.D., Snap Kitchen

"Being Whole30 Approved adds to our credibility; people can trust that we've earned the Whole30 seal. On top of all of this, it has created another relational outlet for us to connect with so many people in a community that have like-minded goals of positivity, healthy change and encouragement. Being Whole30 Approved means we're part of a movement that is changing how people think about food!" -Josh Katt, Kitchfix



## BENEFITS OF WHOLE30 APPROVED® PARTNERSHIP

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

- **Consumer visibility.** Our website traffic in 2018 averaged 1.25 million unique visitors a month. Our combined social media reach exceeds 3.1 million fans and followers, and our newsletter reaches 487,000 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.
- **Consumer visibility.** The Approved designation also helps get your products into the media, and increases visibility and sales.

*Well & Good:* [Holy Guacamole: Chipotle just came out with Whole30, Keto, and Paleo-Approved bowls](#)

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

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

*Food Business News:* [What It Means, and Why You'll See More of It in 2018](#)

*The New Hope Network:* [5 Craveable Products with the Whole30 Approved Stamp](#)

- **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. The label also signifies a good choice for families who eat gluten-free, dairy-free, paleo, Primal, or low-sugar, not just Whole30.
- **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 partners 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.