Thank you for your interest in submitting your products 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 #1 *New York Times* best-selling *[The Whole30](#)* (more than 3 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% compatible 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.

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, monk fruit, 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 and alcohol-based botanical extracts (like vanilla, lemon, or lavender).

- **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.), chickpeas, lentils, and peanuts/peanut butter. This also includes all forms of soy: soy sauce, miso, tofu, tempeh, edamame, soybean oil, or soy lecithin. Green beans and most peas (including sugar snap peas, snow peas, green peas, yellow peas, and split peas) 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, 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 alternative flour pastas, breads, tortillas, pancakes, muffins, cookies, or brownies; ice cream, deep-fried anything; chocolate (with the exception of 100% cacao); cereals or granola; etc. We err on the side of caution with this rule.

- **All prepared ingredients used must be compatible:** 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 compatible and follow all of the above guidelines.

- **If you have a variety of menu offerings, a good number of items must be Whole30 compatible, *or* you must create a specific Whole30 Approved menu.** For example, if you have 30 menu offerings and only 5 are compatible, we may not be willing to promote your menu as Whole30 Approved.

- **If your menu items are deliberated 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 compatible.