

How to Order from the Food Buying Club

About the Club

The company “Reach Out Publications” (run by Eric Ward) orders food from a wholesaler, Nature’s Best, and then resells it to customers, that is, those who order through the club.

Vegetarian Food

Our food buying club is a vegetarian-food-only club. Food items that contain meat, fish or poultry will not be ordered, although they are offered by Nature’s Best.

We would prefer not to order items containing dairy, eggs, gelatin, and other such animal products, but we realize that not everyone is pure vegetarian, and so therefore don’t prevent you from ordering these items. However, everyone is encouraged to purchase pure vegetarian food, as many alternatives are available through Nature's Best to cheese, eggs, and milk.

Markup Above Wholesale

Firstly, Reach Out Publications is required to pay sales tax to the State of Utah in the line of 6.6% on all food sold, so this is, as with any other grocery store, a required markup.

We charge an additional 8% to cover our expenses. The money made from this 8% markup pays for part of the rent of the space where the deliveries are made, and where the food is stored waiting for pickup.

So, the 6.6% tax + 8% markup means that the total markup on foods will be **14.6% above wholesale**. Comparing to Wild Oats, they typically markup food by 25% up to 60%, not including sales tax. Despite this, Wild Oats can still get foods cheaper than we can because of their large wholesale purchases. This means that we are cheaper than Wild Oats about 95% of the time, but there may be sales at Wild Oats which will beat the prices we can get food at.

Ordering Each Week

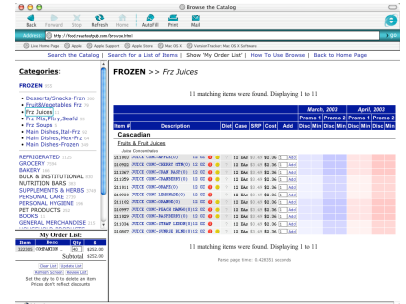
The club can **order each week**, and for the most part has for the last 18 months. The wholesaler (Nature’s Best) has a \$500 minimum order, meaning that we must have this much of an order before they will deliver it. Orders are placed on **Monday** before noon, and arrive **Tuesday** around 4:00 PM. In order to get an order on the current weeks order, you must call

it in or e-mail it **before Midnight** on a **Sunday**. Otherwise we don't have enough time to put the order together.

How to Order

The first step to ordering is to look through the Nature's Best catalog and see what you want. Paper copies of the catalog are available in the UARC office at 735 S. 400 W. Call in advance at 321-8272 to make sure someone is there.

You can also search the Nature's Best catalog online on our own search engine located on the internet at <http://food.reachoutpub.com/> (follow the link for "Browse the Online Catalog"). Online you can also see photos of some items, read nutritional information, read ingredients, and even post comments about items you like or don't like.



Reading the Catalog

Whether you are using the online catalog or the paper catalog, you need to understand what all the information means. The following table is from our online catalog:

Item #	Brand	Description	Case	SRP	Cost
542027	TOFUTTI	CUTIES-WILDBERRY 12 OZ	12 CS	\$3.25	\$2.16
542068	TOFUTTI	VANILLA FUDGE PT	8 CS	\$3.09	\$2.07
542076	TOFUTTI	CHOCOLATE PT	8 CS	\$3.09	\$2.07
542084	TOFUTTI	WILDBERRY PT	8 CS	\$3.09	\$2.07
542100	TOFUTTI	VANILLA PT	8 CS	\$3.09	\$2.07
542118	TOFUTTI	CHOCOLATE COOKIES PT	8 CS	\$3.09	\$2.07
542134	TOFUTTI	BETTER PECAN PT	8 CS	\$3.09	\$2.07

Table 1

The following table is from the Nature's Best paper catalog for the same items:

Item #	Brand	Description	Case Pack	UOM	Suggested Retail	Wholesale
542027	TOFUTTI	CUTIES-WILDBERRY 12 OZ	12	CS	\$3.25	\$25.92
542068	TOFUTTI	VANILLA FUDGE PT	8	CS	\$3.09	\$16.56
542076	TOFUTTI	CHOCOLATE PT	8	CS	\$3.09	\$16.56
542084	TOFUTTI	WILDBERRY PT	8	CS	\$3.09	\$16.56
542100	TOFUTTI	VANILLA PT	8	CS	\$3.09	\$16.56
542118	TOFUTTI	CHOCOLATE COOKIES PT	8	CS	\$3.09	\$16.56
542134	TOFUTTI	BETTER PECAN PT	8	CS	\$3.09	\$16.56

Table 2

Each item will list in its **Description** the size of the item (12 Ounces, 1 Pint, etc). In the cases above, most items are PT, or Pint. This is a per unit description.

The **Case Pack** number tells you how many units are in a case.

The **UOM** (Unit of Measurement) will be one of the following:

EA	Each	This item can sold by the unit, meaning you don't have to buy an entire case.
EAs	Each + Split Fee	This is the same as EA, except you are required to pay a split fee if you don't order at least a case. The split fee is 36¢ per line, regardless of how many units you order. So, if the UOM for the item you want is EAs, the more units you order, the less that 36¢ fee impacts you.
CS	Case	Means the item can only be ordered by the case.
BX	Box	Same as CS
SK	Sack	This usually is for bulk foods, and signifies the type of packaging. Bulk foods can only be ordered by the sack or pack, not by the pound.
PK	Pack	Same as SK

*Note: At the moment, the **UOM** 'EAs' is not listed in the online catalog. When ordering online, be aware that some items may have a split fee although it may not be apparent.*

In the online catalog, the **Case Pack** and **UOM** are combined into one **Case** field.

The **Suggested Retail** price (or **SRP**) is how much the manufacturer recommends selling the item at. This is almost always 49-50% markup of the wholesale price. Fred Meyer only marks up 35-45%, and Wild Oats about 25-50%, so this number is not an accurate reflection of the price in the store.

The **Wholesale** price is the important number, as this is the price at which the club, and therefore you, get the food at.

Promotions and Discounts

Every month, Nature's Best discounts 15-20% of its items, with discounts varying between 15% to 50% off wholesale price. Below you'll find an example from the October Promos for "ALLGOODE" Organic Cashew Almond Bar, 1.62 oz, with a **Case Pack** of 15, and a **UOM** of BX:

Sale Whsl	Disc %	Disc Minimum	Sale Whsl	Disc %	Disc Minimum
13.51	20.0 %	2 BX	12.67	25 %	3 BX

So for this item (which comes 15 bars in a box, and is sold by the box only), units are 20% off with a minimum order of two boxes (30 bars). If you order three boxes, however, you can get 25% off. Some items in the Promo list have two such listings, and mean simply that the more you order, the better the discount gets. The promos for the current month can always be found at <http://food.reachoutpub.com/>, and are listed in the search engine.

Sending In Orders

From our website you can fill up an 'Order List' and then submit this list to us automatically with the push of a button. Or, you may call in, drop in, or e-mail in your orders. An order consists of the item number and quantity of units.

To assist you in putting together an order, there is a **Search List** program on our website which can put together an estimate of how much your order will cost, calculating tax, club markup, and all discounts. To use it, simply visit <http://food.reachoutpub.com/> and follow the link for "Search for a list of items".

The ordering person is:

Eric Ward

eward@uarc.com

735 S. 400 W.

Salt Lake City, UT 84110

801-560-8238

Picking Up Orders

Since the food arrives on Tuesday, we ask that people pick up their food between 4:30 PM and 9:00 PM Tuesday night. Since the club owns a refrigerator and freezer, storage of perishable items is no problem. The club also has it's own shelving unit in the office, so storage of non-perishable items is also very easy. So, while we encourage pickup on Tuesday, we require that you pick it up within two weeks of ordering.

Delivery of Orders

We have recently started to offer the delivery of orders as well. At your request we will deliver the food straight to your door. There is no minimum order required for this service. The cost of the delivery depends on how many minutes and miles you are away from the office. The minutes will factor into an \$8/hour labor fee, and the miles will factor into the gas and car costs based upon current gas prices and the mpg of the car that will be doing the deliveries. As in all other things associated with the buying club, the idea here is not to make money, but to provide the service and to provide minor employment for the person doing the deliveries.

Deliveries can be made in any of the following time slots: Tuesday: 6 pm - 8 pm, Wednesday: 10 am - 12 noon, 12 noon - 2 pm, 4 pm - 6 pm, 6 pm - 8 pm and Thursday: 6 pm - 8 pm. Discounts are given for multiple deliveries in your area in the same time slot.

Payment

Payment must be made in full when the food is picked up.

Reach Out Publications is the company selling the food, so checks and cash need to be made out to "Reach Out Publications" and given to Eric Ward, David Berg or Gary Hurst. We can also accept Credit Card orders (via an online service called PayPal), but the payee has to pay a 2.9% additional fee + 30¢ to cover PayPal fees for the transaction. To do this, visit <http://food.reachoutpub.com/paypal.html>.

If you have any further questions, please give us a call at 560-8238, or drop us an e-mail at eward@uarc.com.