THE HARLEM LOCAL VENDOR PROGRAM PRESENTS THE

HARLEM BUYER FAIR

DISCOVER SHELF-READY PRODUCTS FROM PROVEN SUPPLIERS

DATE: TUESDAY, JANUARY 15, 2019
TIME: 1PM - 3PM
LOCATION: COLUMBIA UNIVERSITY, JOHN JAY DINING HALL,
519 WEST 114TH STREET, NY, NY 10027
CONTACT: MARY OLUSHOGA, MO2778@GSB.COLUMBIA.EDU

THE BUYERS
Harlem Buyer Fair attendees include some of the savviest retailers and institutions in NYC.

WHOLE FOODS MARKET
MACY’S
BED BATH AND BEYOND
FRESH DIRECT
FAIRWAY
COLUMBIA UNIVERSITY DINING
DELL
BARNES & NOBLE

THE SUPPLIERS
The 45+ wholesale suppliers at the Harlem Buyer Fair...

ARE CURATED.
They have been handpicked from among 100s of qualified local businesses.

CREATE REAL VALUE.
Their products drive sales and foot traffic at distributors like Whole Foods Market Harlem.

COME PREPARED.
They are graduates of the Harlem Local Vendor Program. This rigorous 6-month business development program includes a 5-week business education intensive by Columbia University and Hot Bread Kitchen Incubates, plus participation in monthly networking sessions and 3 vendor fairs produced by Harlem Park to Park.

ARE IN DEMAND.
Whole Foods Market Harlem plans to multiply the number of local vendors 5 times over the next 2 years.
“The Harlem store has had the strongest community support of any local supplier launch in any Whole Foods store, ever.”

John Smith, Whole Foods Executive

**Whole Foods Market Harlem: A Success Story in Numbers**

<table>
<thead>
<tr>
<th><strong>20 VENDORS</strong></th>
<th><strong>2X SALES</strong></th>
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<td>WFM Harlem stocked 20 Harlem vendors in the store when it opened July 21, 2017.</td>
<td>The store’s opening week sales were 2x higher than projections. Harlem local vendors continue to be a key driver for high customer foot traffic and higher than projected gross sales storewide.</td>
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<th><strong>100 VENDORS</strong></th>
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<td>To continue building on the success of local suppliers, Whole Foods Market Harlem will expand the number of Harlem vendors in the store from 20 to 100 in two years.</td>
<td>Weekly sales exceeded projections by 40%. Harlem local vendors consistently outperform other vendors in sales and sell-throughs.</td>
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**WHAT IS THE HARLEM LOCAL VENDOR PROGRAM?**

The Harlem Local Vendor Partner Program (HLVP) is an incubator program designed to prepare the best Harlem vendors for successful relationships with retail and institutional buyers. To date, the HLVP program has helped match 20+ Harlem based vendors with partners including Whole Foods Market, Macy’s, and Columbia University Dining Program.

Sponsors: Harlem Park to Park, Columbia-Harlem SBDC, Whole Foods Market, Hot Bread Kitchen Incubates, and the Harlem Community Development Corporation.

Harlem Park to Park  
134 W. 118th Street, NY, NY 10026  
info@harlemparktopark.org  
harlemparktopark.org

HBK Incubates  
1590 Park Avenue, NY, NY 10029  
(212) 369-3331  
hotbreadkitchen.org/incubates
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**WHOLE FOODS MARKET HARLEM**

A SUCCESS STORY IN NUMBERS

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