

How to win in Whole Foods

How brands are turning Whole Foods shelf space into real traction with hyperlocal creators



hummingbirds

hello from hummingbirds

you got into Whole Foods. now let's get you noticed.

WE GET IT. LAUNCHING IN WHOLE FOODS IS A BIG DEAL. BUT STANDING OUT AT THE SHELF LEVEL? THAT'S WHERE MOST BRANDS STUMBLE.

This guide is your inside look at how CPG brands are building real momentum in Whole Foods—not with celebrity influencers, but with everyday creators who shop there, live nearby, and actually use your product.

At Hummingbirds, we've helped brands generate awareness, content, and customer love across 30+ cities. This is your roadmap.



why word-of-mouth still wins

the most trusted marketing isn't an ad—it's a recommendation

Real people sharing real experiences will always outperform a polished campaign that doesn't feel relatable. That's why we bet on authenticity every time.

92% OF PEOPLE TRUST
RECOMMENDATIONS FROM
FRIENDS AND FAMILY OVER
TRADITIONAL ADS

NIELSEN

CONTENT FROM PEERS DRIVES
MORE CONVERSIONS THAN
INFLUENCER OR BRAND CONTENT

EVERYONESOCIAL

EVERYDAY CREATORS =
EVERYDAY SHOPPERS (WHOLE
FOODS SHOPPERS INCLUDED)

everyday creators vs. influencers

everyday creators

peer-to-peer trust

hyperlocal following

share real recs irl

get perks, not payment

not full-time creators

feels like recs

influencers

polished broadcast reach

global/niche audience

create stylized content

paid campaigns

influencing is their job

feels like ads

case study



- AUG 8-19, 2025
- 20 CREATORS SELECTED
- OPEN TO 8 CITIES

BRAND GOAL:

promote GOOD GOOD Fruit Spread at Whole Foods Market

CAMPAIGN NAME:

🍞 smarter fruit spreads for grown-up snacks – good good at whole foods 🍷🍓

169k+

POTENTIAL REACH

9.5k+

REEL VIEWS

1.3k+

ENGAGEMENTS



ALISSA FROM AUSTIN



KAYLEEN FROM AUSTIN



PAULA & CAMILA FROM AUSTIN

case study




- AUG 8-19, 2025
- 35 CREATORS SELECTED
- OPEN TO 7 CITIES

BRAND GOAL:

showcase in-store Whole Foods experience buying Cure hydration packs

CAMPAIGN NAME:

 wellness walk starts here—hydrate with cure from whole foods ✨💧

182k+

POTENTIAL REACH

19.7k+

REEL VIEWS

2.3k+

ENGAGEMENTS



KELLY FROM AUSTIN



JENNIFER FROM HOUSTON



JACKIE FROM HOUSTON

case study



- APR 4 - 15, 2025
- 10 CREATORS SELECTED
- OPEN TO 24 CITIES

95.5k+

POTENTIAL REACH

8.9k+

REEL VIEWS

1.0k+

ENGAGEMENTS

BRAND GOAL:

generate content for
Doughlicious at Whole Foods

CAMPAIGN NAME:

🍪 cookie dough on the
outside. 🍦 gelato on the
inside. 🤪 it's epic, it's at
target & whole foods, it's
doughlicious!



JENNA FROM MILWAUKEE



really loving the churro flavor btw

NADIA FROM HOUSTON



oh my gosh my mind was blown.

CRISTELLE FROM AUSTIN

case study



- AUG 8 - 19, 2025
- 15 CREATORS
- OPEN TO 24 CITIES

BRAND GOAL:

create brand awareness and drive sales for Mason Dixie at Whole Foods

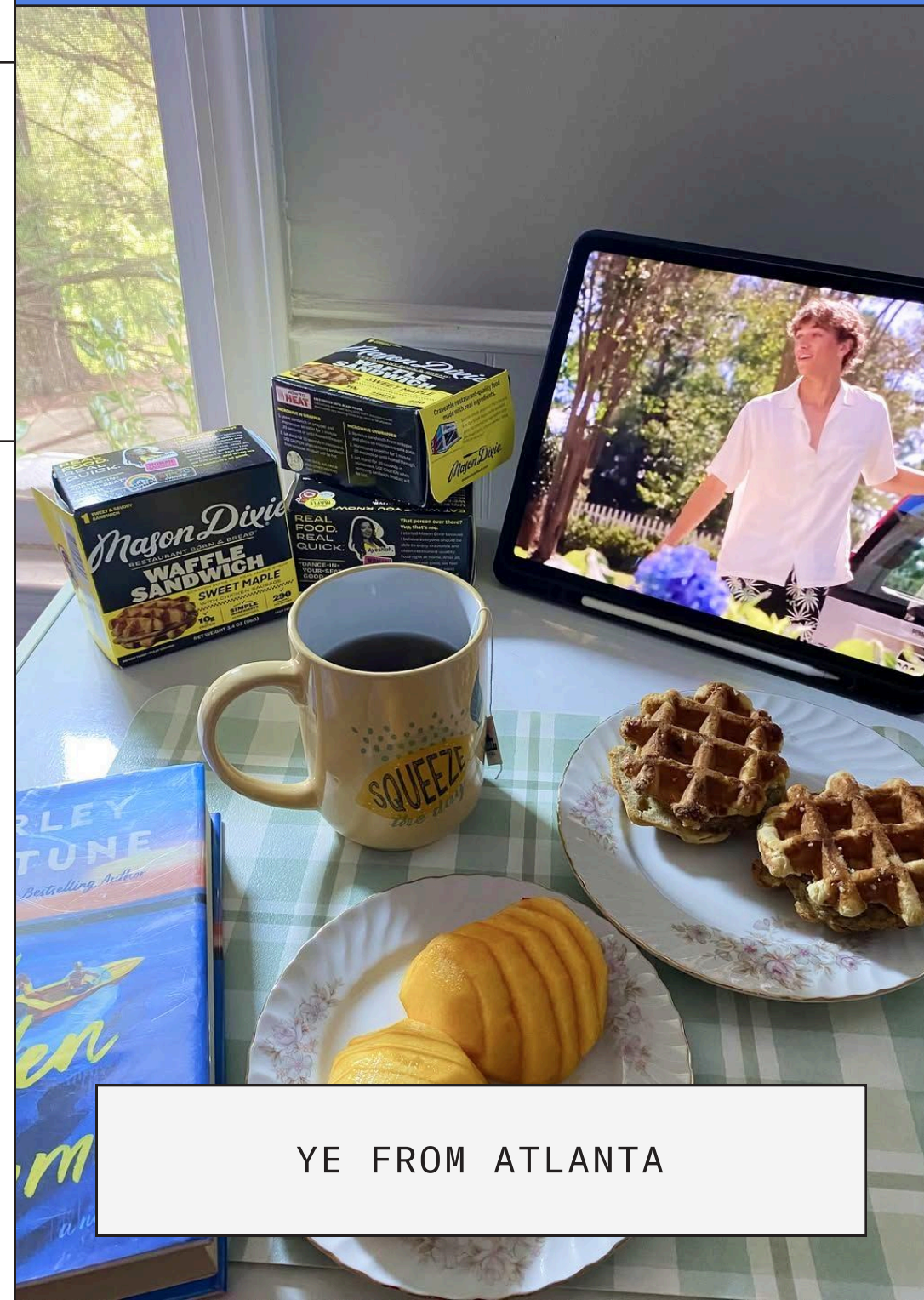
CAMPAIGN NAME:

🥞 wake up with mason dixie 🍳 your new breakfast obsession at whole foods!

41.2k+
POTENTIAL REACH

6.3k+
REEL VIEWS

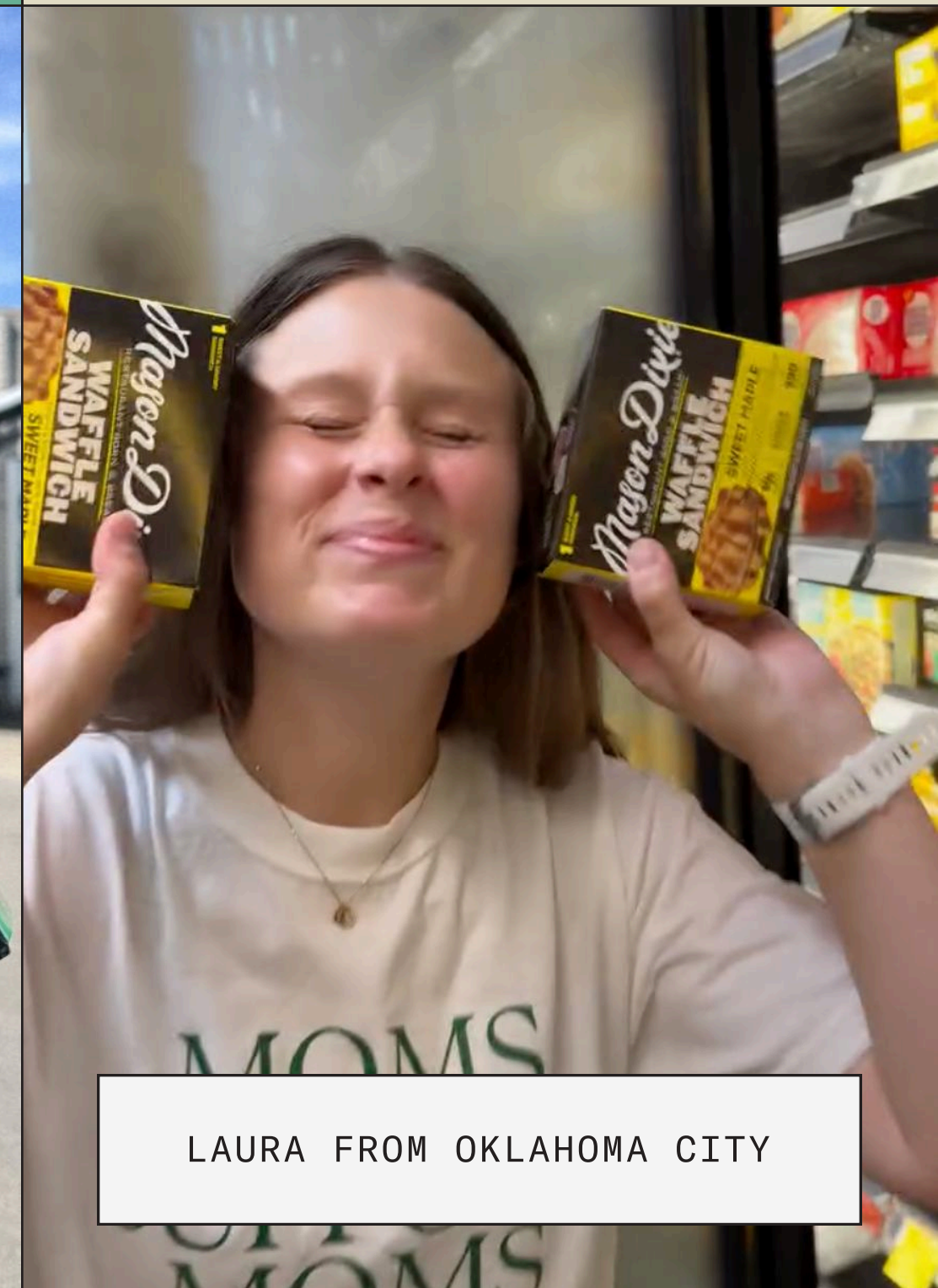
977+
ENGAGEMENTS



YE FROM ATLANTA



MADISON FROM COLUMBUS



LAURA FROM OKLAHOMA CITY

case study



- APR 4 - 13, 2025
- 12 CREATORS SELECTED
- OPEN TO 3 CITIES

BRAND GOAL:

generate content to promote Lapo's Non-Alcoholic Negroni at Whole Foods

CAMPAIGN NAME:

✨ classic italian cocktails, no passport needed! lapo's non-alcoholic negroni is now at whole foods! 🍊

27.7k+

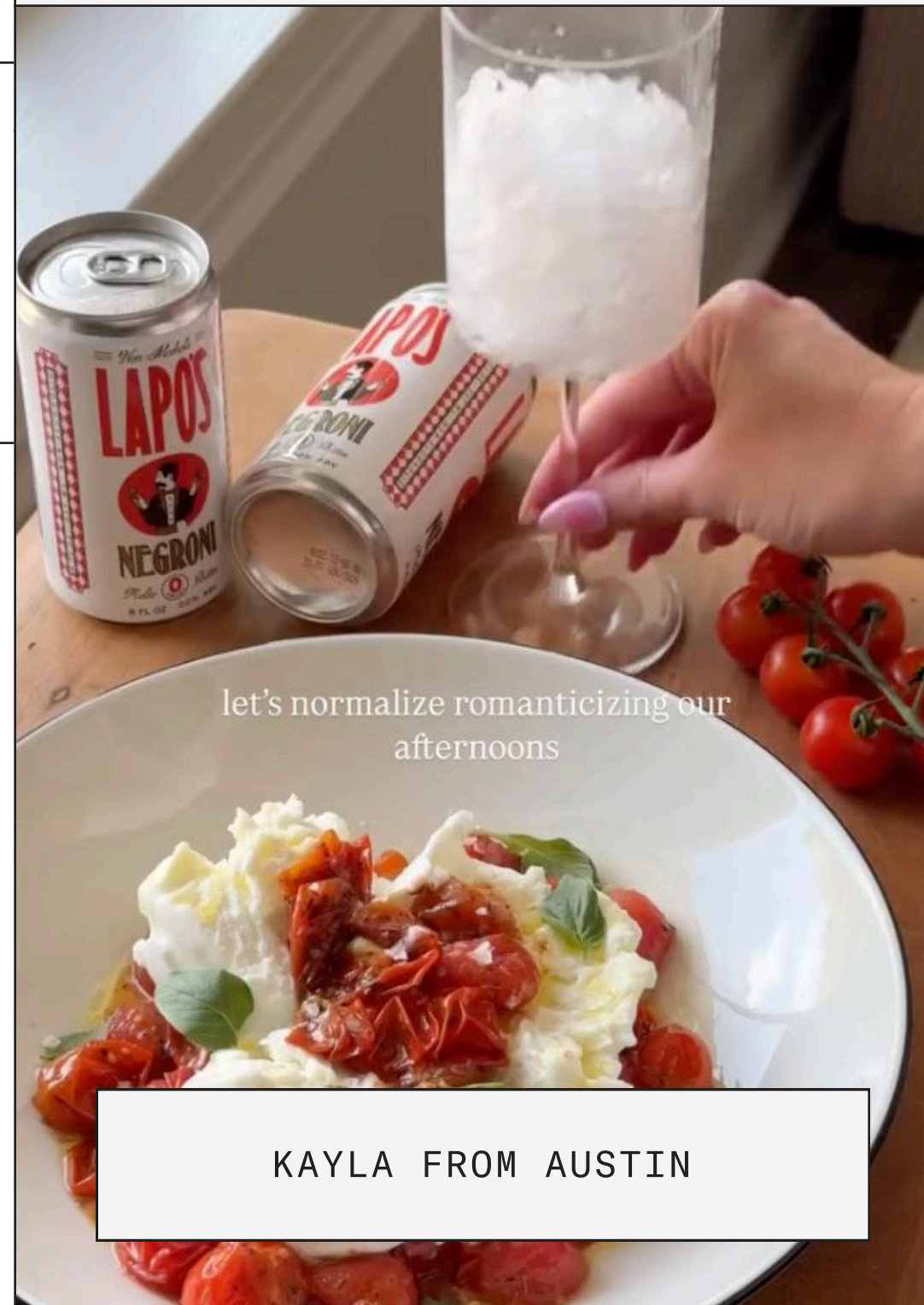
POTENTIAL REACH

7.1k+

REEL VIEWS

437+

ENGAGEMENTS



let's normalize romanticizing our afternoons

KAYLA FROM AUSTIN



The perfect spring picnic

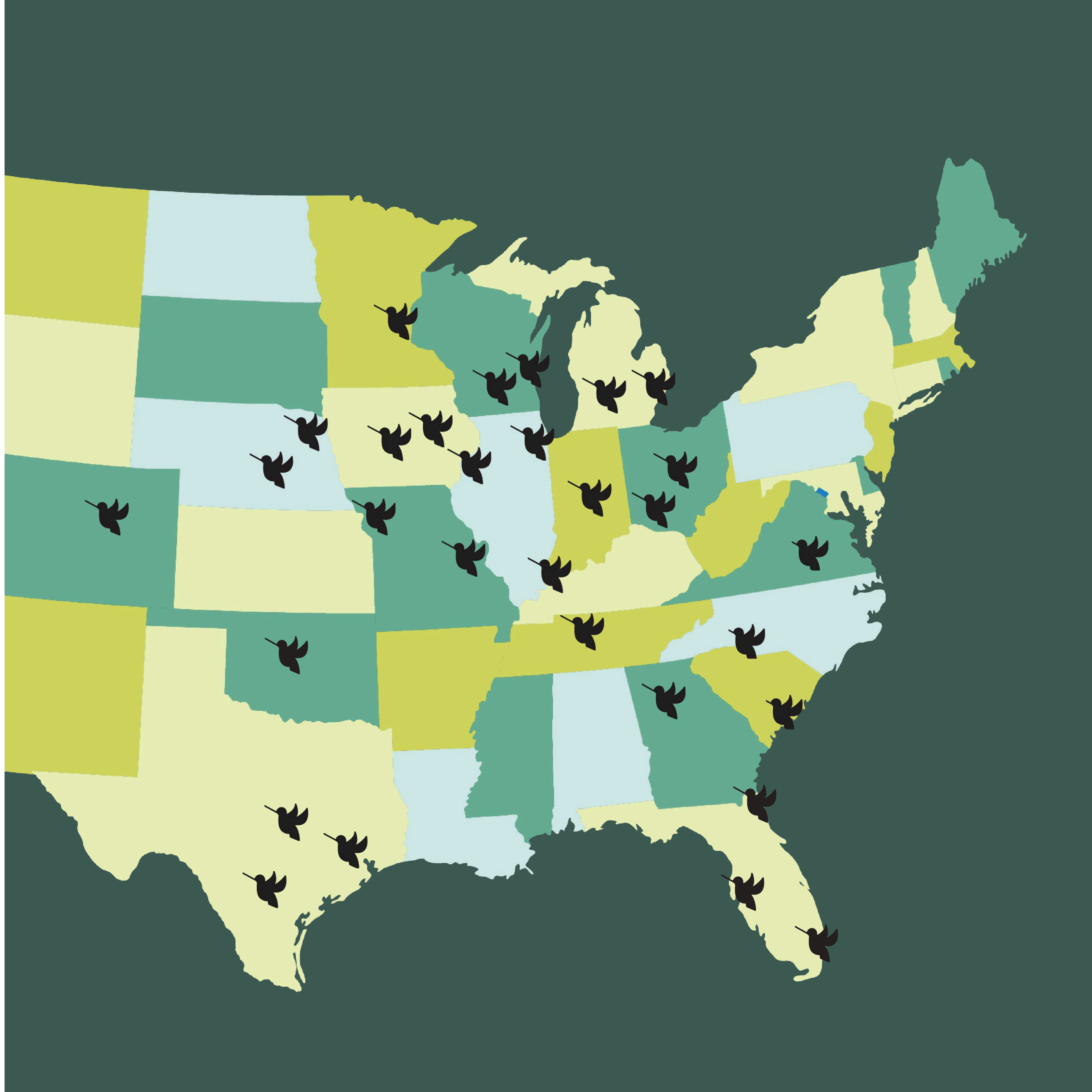
CARISSA FROM AUSTIN



HANNAH FROM AUSTIN

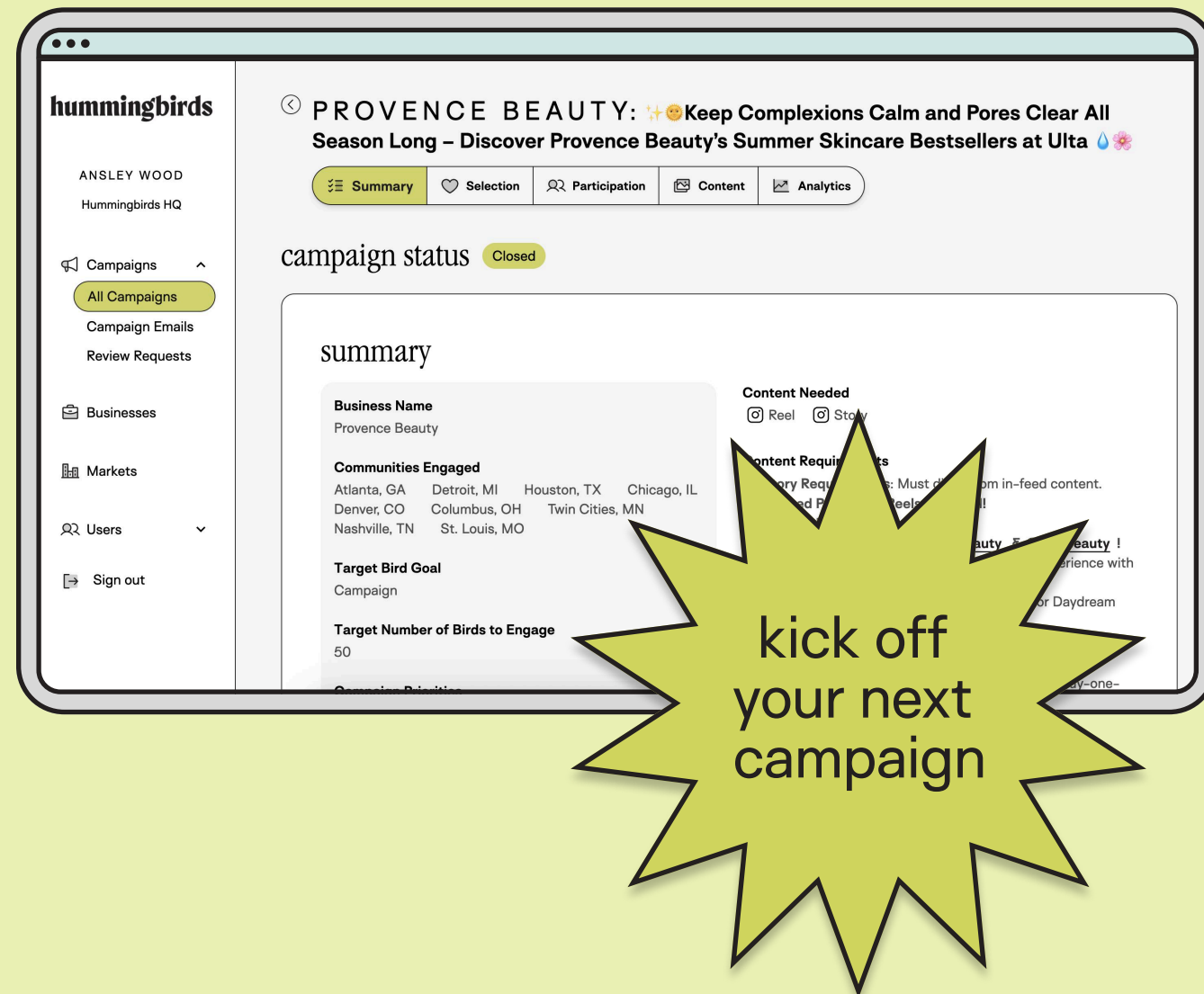
From the Midwest and beyond, we activate everyday creators in 30+ cities (and growing fast). Whether you're launching regionally or scaling nationally, our platform helps you meet customers where they already are—Whole Foods.

authentic voices in
the cities your
products show up irl



how it works

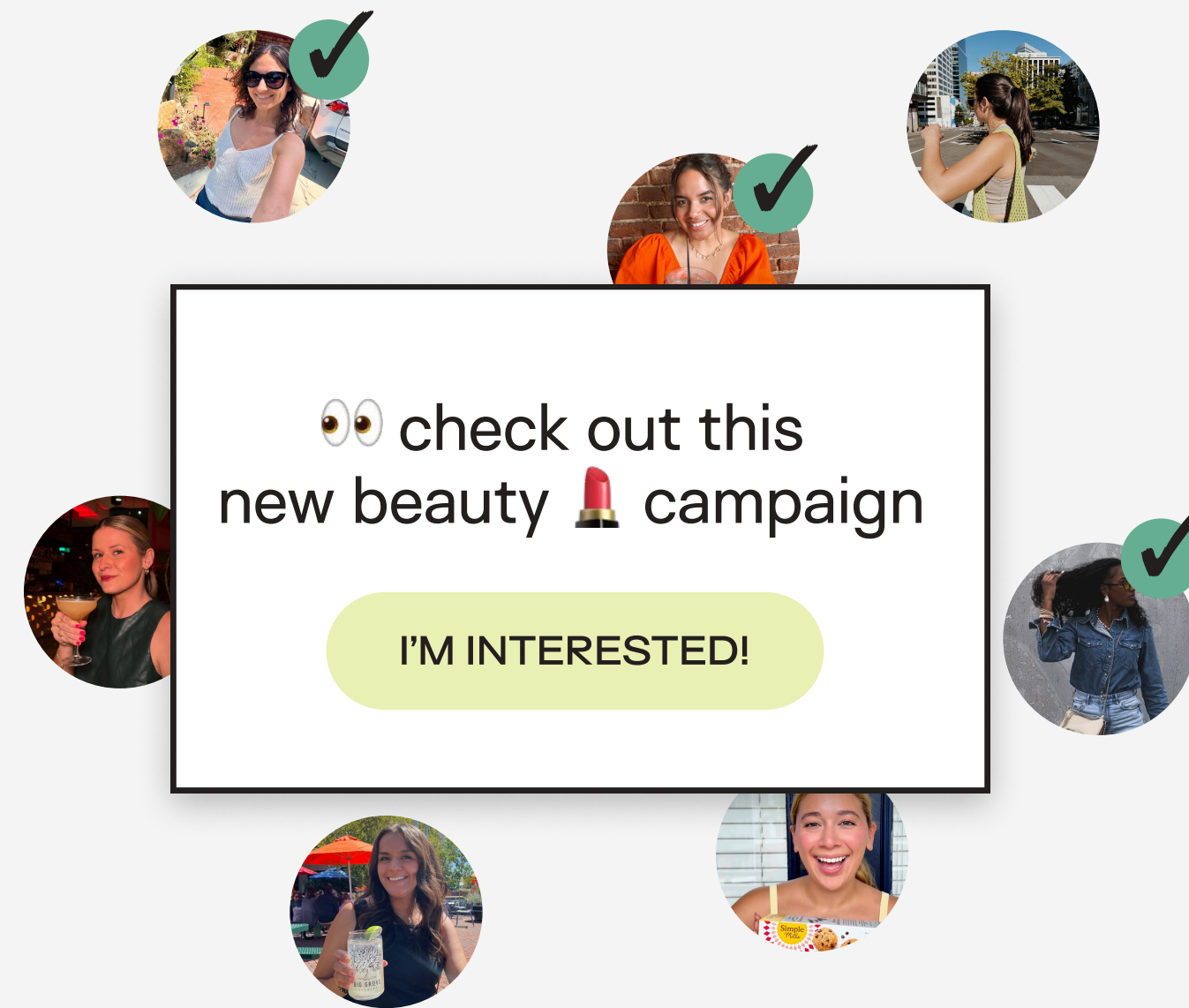
retail buzz—built from the ground up ↗



01

BUILD YOUR RETAILER CAMPAIGN

Launch a targeted activation for hummingbirds to discover, review, and opt into.



02

CHOOSE YOUR CREATORS

Handpick hyperlocal creators in the cities that matter most to your retail strategy.



03

TRACK RESULTS & REUSE CONTENT

Review performance, then repurpose high-quality UGC across your digital channels.

brands that trust our birds

we've partnered with 400+ amazing brands on 6k+ campaigns to drive awareness in retailers like:

Whole Foods

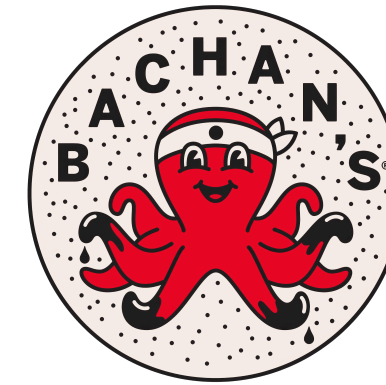
Sprouts

Target

Costco

Kroger

+ More!



ready to win in Whole Foods?

if you're ready to amplify your retail launch, get authentic content, and actually reach your target customer in the cities that matter—let's talk.

we'll build a campaign that's fully managed, fully scalable, and fully hummingbird-powered.

[BOOK A CALL ↗](#)

A large orange circle containing the text 'HUMMINGBIRDS' in a bold, black, sans-serif font. The text is arranged in three lines: 'HUMM' on the top line, '- ING' on the middle line, and 'BIRDS' on the bottom line. The words are slightly offset to the right.

**HUMM
- ING
BIRDS**