



**healthstoresUK**

Partners Handbook





## Welcome

The National Association of Health Stores was founded in 1931 to represent the growing number of independent health stores in the UK. Today, as Health Stores UK, it is the only organisation in the UK dedicated to supporting and championing independent natural products retailers. It is run entirely by independent retailers.

Health Stores UK actively works to promote the many benefits of shopping in locally owned, independent health stores – both to local communities and economies. We also strive to ensure that consumers who shop in our Members' stores experience the highest standards of customer service and advice.

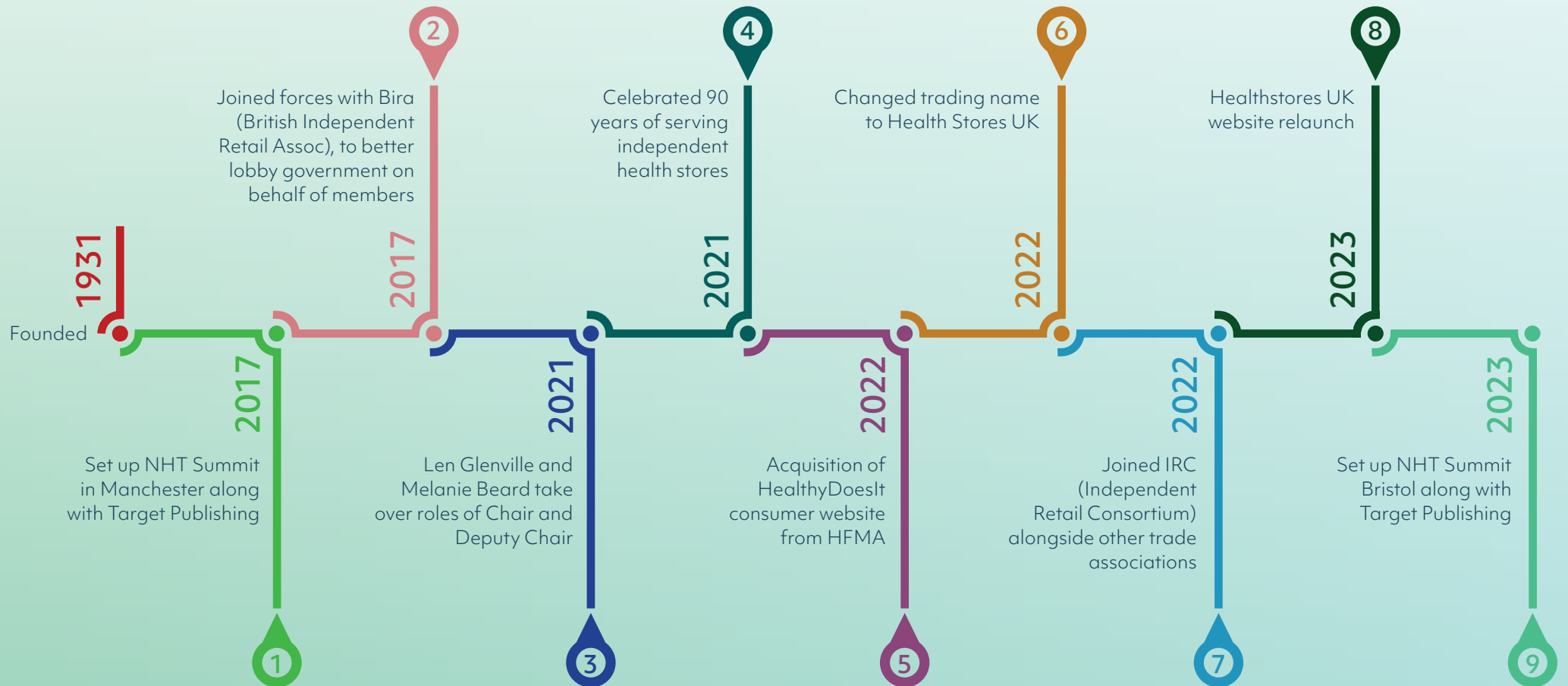
By signing up to our growing Partners Programme, your brand will be helping to ensure that the independent health food channel has a truly vibrant trade association, dedicated to fighting the corner for independents. Being a Health Stores UK Partner is one of the most valuable and cost-effective ways there is to show your commitment to indie health foods stores. But you'll also be able to access a whole range of benefits, exclusive to Partners, that are set out in this brochure.

**We very much look forward to welcoming you onto our Partners Programme.**



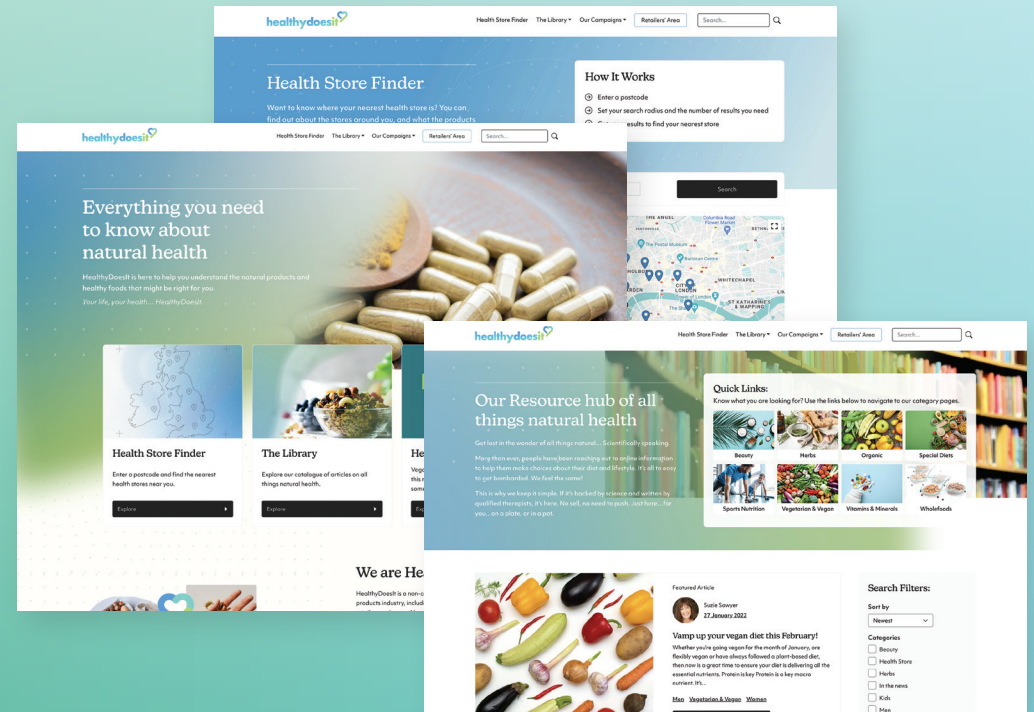


## Recent History



## Recent Achievements

- Set up and promoted the annual NHT Summit to benefit both retailers and manufacturers and suppliers
- Teamed up with the British Independent Retailers Association to offer a number of benefits such as free legal advice and discounted banking designed to benefit retailers bottom line and to utilize bira's strength in numbers to influence political decisions affecting retailers
- Held Shoptalk and Virtual Roadshow webinars to help bring retailers together
- Took over the HealthyDoesIt consumer facing website to help promote retailers to the public
- Nurturing a closer relationship with the Irish Association of Health Stores (IAHS) to benefit retailers in both countries.
- Liaising with Public Health departments to promote healthstores as an important and integral link to the health of the nation.





## Why you should support Health Stores UK?

- By supporting Health Stores UK you are supporting the growth and success of independent health stores across the UK.
- Health Stores UK are committed to nurturing and supporting independent retailers to create a healthy environment for growth to benefit the whole industry
- We work closely with the HFMA and the British Independent Retailers Association to have a legislative voice and specialist insight into the UK retail industry
- Co-host the annual Natural Health Trade Summit





## Partner Benefits

Your brand will be at the forefront of:

- Access to our members to gather insights, feedback etc
- Opportunity to contact our members via monthly email promotion
- Rolling advert on Health Stores UK website homepage
- Rolling advert on our consumer facing HealthyDoesIt website and opportunity to contribute articles
- Logo and link on homepage of Health Stores UK website
- Listed on every document and e-mail sent by the Health Stores UK
- Promoted at annual NHT Summit and all exhibitions and events as a supporter of independent healthstores
- Guest spot on one of our regular 'Shoptalk' webinars
- Upon joining, widely promoted as supporter of independent healthstores





## Partners



**VIRIDIAN**  
Effective | Ethical | Pure

**Olivit**



TAKE ON  
**GO LIATH**

**FAITH<sup>®</sup>**  
**-IN-**  
**NATURE**



**NaturalProducts**  
group





## Partner Testimonials

Health Stores UK's commitment to boosting transparency and education in the health sector hits all the right notes for us. We're all about giving consumers the knowledge they need to make smart health choices. Our partnership with Health Stores UK lets us do just that, offering products backed by solid scientific research and integrity.

In a nutshell, it's not just about aligning with likeminded organisations for us - it's about joining hands with those that echo our enthusiasm for enhancing lives through natural health solutions. Together, we can make a big difference to the health and wellness scene across the UK.

**"At Take on Goliath, we're big fans of partnerships, like our one with Health Stores UK. It's not just about broadening horizons for us - it's about joining forces with the organisations that share our passion in boosting health and wellness.**

Health stores are the heart of communities, stocking a range of top-drawer, ethically sourced health products. We've teamed up with Health Stores UK, a move that lets us support these community hub spots with relevant, ethical products that make a difference in people's lives and foster lasting relationships."



TAKE ON  
GOLIATH

**"For decades, Viridian Nutrition has been a Patron of HealthStoreUK (formerly NAHS), believing that the success of independent health stores is intrinsically linked to the success of our own independent and privately-owned business. Being a Patron offers us opportunities to support and connect with the UK's top health retailers to understand their challenges and needs. I strongly recommend that any brand supplying the specialist health store sector steps up and supports HealthStoreUK to help ensure the future of this crucial sector for the nation's health and happiness."**

Cheryl Thallon - Founder & MD



**As a health food manufacturer based in the UK, we are dedicated to supporting independent health food stores.**

Being a proud partner of Health Stores UK, we appreciate the valuable insights into industry trends and issues offered by Health Stores UK. Additionally, with our two in-house brands, this collaboration allows us to work closely with these stores to distribute our products effectively.

Furthermore, these stores offer a wide range of high-quality organic and natural products that promote health and well-being, aligning with our company's objectives which is why the partnership is a perfect match for us.

Molly Goodbody - Marketing and Brand Executive



FOOD SUPPLEMENT COMPANY™  
FSC





“Independent Health Food Stores are at the heart of where A.Vogel want to be. Partnering with Health Stores UK allows us to support the industry at a strategic level.”

Steve Brockie - CEO



Supporting Independent healthstores has always been very important to myself as well as Faith In Nature, we are still very much a family-owned business and that means the importance of independence runs in our DNA. Shopping at local businesses not only supports the store itself, but also provides a healthy economy. Independent healthstores also provide great deals which can't be found in major outlets, as well as sourcing their goods locally or UK made, helping to reduce their carbon footprint. I have always appreciated the importance of shopping at these indie stores because I like the intimate customer experience, I feel like it makes my shopping experience a lot more enjoyable.

Desrae Ogden



“We are very pleased to support Health Stores UK as a Partner as we believe independent health stores are a vital resource on UK high streets. Encouraging more people to actively participate in self-care is an effective way to help people to better health and wellbeing. Independent health food stores can play a key role in helping consumers make better health choices, and we want to see them thrive now and in the future.”

John Brear - National Sales Director





Our vision is to establish a vibrant natural healthcare industry which is included and recognised by Government departments as an integral part of the health of the nation.

However, we cannot do this without the support of our manufacturers and suppliers.

**Please consider supporting Health Stores UK and help support the long term future of our valuable retail sector.**



# Partner Membership Tiers

All subscriptions can be paid monthly but are subject to a 12 month rolling contract. Should you wish to cancel for any reason then please give us 30 days' notice before the end date of your contract. All costs are subject to VAT

## Silver

- Upon joining, acknowledged as supporter of independent healthstores on social media
- Logo and link on homepage of Health Stores UK website
- Listed on all emails and digital messages sent by the Health Stores UK
- Opportunity to give special promotions / offers exclusively to members

|                |               |
|----------------|---------------|
| <b>Total</b>   | <b>£1,200</b> |
| <b>Annual</b>  | <b>£1,080</b> |
| <b>Monthly</b> | <b>£100</b>   |

## Gold

- Upon joining, widely promoted as supporter of independent healthstores via social media and trade press
- Logo and link on homepage of Health Stores UK website
- Listed on all emails and digital messages sent by the Health Stores UK
- Opportunity to give special promotions / offers exclusively to members
- Rolling advert on Health Stores UK website homepage banner
- Promoted at annual NHT Summit, NOPEX and all exhibitions and events as a partner of independent healthstores.

|                |               |
|----------------|---------------|
| <b>Total</b>   | <b>£2,700</b> |
| <b>Annual</b>  | <b>£2,430</b> |
| <b>Monthly</b> | <b>£225</b>   |

## Platinum

- Upon joining, widely promoted as supporter of independent healthstores via social media and trade press
- Logo and link on homepage of Health Stores UK website
- Listed on all emails and digital messages sent by the Health Stores UK
- Opportunity to give special promotions / offers exclusively to members
- Rolling advert on Health Stores UK website homepage banner
- Promoted at annual NHT Summit, NOPEX and all exhibitions and events as a partner of independent healthstores.
- Brand / products showcased on our stand at exhibitions and promotion of your stand to members
- Brand logo on all printed materials, leaflets, brochures, banners etc
- Opportunity to reach our members via monthly email promotion ( or more if required)
- Quarterly promotion on social media
- Inclusion of content in our monthly newsletter to members is available on a quarterly basis
- Guest spot on one of our regular webinars throughout the year
- Rolling advert on our consumer facing HealthyDoesIt website and opportunity to contribute articles / promote products
- Access to our members to gather insights, feedback etc \*
- Opportunity to suggest / implement (with approval) new marketing ideas and collaborations for more ways to reach members with your brand.

|   |               |
|---|---------------|
| <b>Total partner membership</b>         | <b>£3,300</b> |
| <b>Pay Annually (OFFER - Save 10% )</b> | <b>£3,000</b> |
| <b>Pay Monthly</b>                      | <b>£275</b>   |

\* due to GDPR we are unable to offer direct access to our database



## How to join

To join today simply go to our website  
[www.healthstores.uk/partner-hub](http://www.healthstores.uk/partner-hub)  
Or scan the code:



Or if you would like any further information or a meeting to discuss anything please feel free to email us on [office@healthstores.uk](mailto:office@healthstores.uk)

We look forward to welcoming you onto our Partners Programme, and helping us in our work to nurture and support a thriving independent health food trade





**healthstores**UK

[www.healthstores.uk](http://www.healthstores.uk)