



 THE VITAMIN SHOPPE[®]

The Most Trusted Brand
in Health and Wealthness Is
Now Franchising



How We Help Your Franchise Thrive



Four Distinct Revenue Channels

Make money no matter where your customers shop, including passive revenue via commission from website sales.



Support to Scale

Scale with ease as The Vitamin Shoppe support team handles everything from automatic inventory management, traffic counters, customer loyalty, and so much more.



Established Trust Equity

Profit from our decades-long relationship with customers—70% of revenue comes from return shoppers.



Innovative Merchandising Strategy

Stay on the forefront of emerging industry trends through The Vitamin Shoppe's innovative approach to evolving its product assortment.



Booming Industry

Franchising with The Vitamin Shoppe means owning a part of the \$946 billion healthy eating, nutrition, and wellness category of the \$4.4 trillion global wellness economy.



RESULTS YOU CAN SEE

Average revenue per store*
\$1,959,404

Average contribution per store*
\$379,679

*This information reflects the Average Revenue and Average Contribution for the Top 25% of The Vitamin Shoppe company-owned stores which were open for more than a year as of fiscal year end 2021 and were operating in at least 3,000 sq ft of space. Of these 134 stores, 51 attained or surpassed the Average Revenue and 62 attained or surpassed the Average Contribution described above. We refer you to item 19 of our 2022 Franchise Disclosure Document for additional information. A NEW FRANCHISEE'S RESULTS MAY DIFFER FROM THE REPRESENTED PERFORMANCE. This is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. Offerings made by prospectus only and in compliance with the applicable pre-sale registration and disclosure requirements in your state.
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Fast Facts

Founded: 1977

Franchising Since: 2021

Headquarters: Secaucus, NJ

Global Footprint: More than 680 locations in the U.S., Latin America, and Southeast Asia

Total Investment: \$492,000 - \$944,900

Franchise Fee: \$39,900

Available Markets: All states excluding Washington and Oregon

What You'll Need

- ✓ \$750,000 minimum net worth
- ✓ \$200,000 minimum liquidity
- ✓ A passion for health and wellness
- ✓ A growth mindset to help develop new markets
- ✓ Strong business acumen and expertise

Accolades



Loyalty 360 Awards: 2020 Gold Winner for Incentive and Reward Design



Beauty Independent 2022 Beacon Awards Winner – Game Changing Large Retailer

TotalRetail

Ranked #7 in 2022
Top 100 Omnichannel Retailers Report



2022 Franchise Times Top 500



Entrepreneur Franchise 500:
Ranked #1 in Vitamin Category



Entrepreneur Franchise 500 Verified



Loyalty360 Award:
Gold for Social Impact and CSR

About The Vitamin Shoppe

The Vitamin Shoppe has invested more than 45 years into building the most trusted brand in health and wellness. Since 1977, we've been dedicated to helping customers become their best selves, however they define it. As a global, omnichannel specialty retailer and wellness lifestyle company, we're on a mission to provide customers with the most trusted products, guidance, and services to support them on their journeys of lifelong wellness.

We offer a comprehensive assortment of nutritional solutions, including vitamins, minerals, specialty supplements, herbs, sports nutrition, homeopathic remedies, green living products, and natural beauty products. In addition to carrying products from approximately 700 national brands, we offer proprietary brands within our owned and wholesale channels, including: The Vitamin Shoppe® brand, Vthrive™, The Vitamin Shoppe®, BodyTech®, BodyTech® Elite, fitfactor™, fitfactor KETO™, plnt®, ProBioCare®, True Athlete®, and TrueYou™.



Limited Territories Available

Claim Yours Today!



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