

Food Category Trade Out/Location Guidelines

Email for Food Network and Cooking Channel trade out approvals:

FNVendorTradeRequest@discovery.com

The networks' relationships with advertisers are very important. Producers are **not** allowed to place free or discounted merchandise in any show without permission from the Program Executive and the Program Integration team. When limited trades are approved in a series, the guidelines below must be followed for all productions, including series, specials, and pilots. National vendors will **not** be approved for trade-out consideration.

Criteria for submissions: Before submitting a vendor trade out request, please make sure the vendor does **not** meet any of the following criteria:

- Is this brand a National Brand? *If so, it will not be approved for trade-out consideration.*
- Can the item(s) be purchased at any big retailers like Bed Bath and Beyond, Target, Walmart, Macys, etc?
- Is the requested Trade Out value under \$5K in value (*per vendor*)?
- Can the item(s) be easily purchased by Food Network viewers?
- Do they have a robust e-commerce website? *Helpful examples for this criteria:*
 - Do they have a shopping cart icon on their website?
 - Do they promote free shipping to most US states?
 - Is there a 1-800 number listed in contact information? Instead of a specific phone number/email address?
 - Do they have a "find a retailer/dealer" section on their website? If so, please try multiple zip codes to see if they have stores in different regions throughout the US
- Do they have a national presence? *Helpful guideline for this criteria: Local stores tend to only have 1-2 brick and mortar stores with actual store hours.*
- Is this request for a Pilot? *No trade outs will be approved for pilots, as we can't confirm they will always air.*

Before any vendor can be contacted for a trade or discount: They must be cleared by the Programming team. Vendors should be requested through a completed Vendor Request Form acquired through your Program Executive. Once vendors are approved, you may move forward with negotiating your trade. Noting, only a tasteful number of trade-outs per series should be included, as determined by the program executive.

Approved Vendor Exposure:

- **One shot of organic branding in-show.**
 - Primary talent should not be seen during or near the branded visual shots for any trade-outs.
 - Shot cannot contain websites, handles or phone numbers
 - No verbal mentions
 - No verbal product attributes, features or benefits

- Logos on vendor clothing should be sized tastefully and not include phone number, websites or social handles.
- Lower thirds for vendors appearing on camera should remain generic
- **Listing in credits:**
 - Any product or service used in show that is received gratis or at a deep discount should be listed in the credits of each episode where they appear under “Promotional Consideration Provided By...” in the credit’s font (no logos) in the standard font size.

Talent/Vendor Relationships:

There may be instances when talent, through their relationships with vendors, bring products/services to the show for free. This product/service can be used in show, but any visible branding of the product/service in-show would need to be vetted via the process above. Talent may not make promises of any in-show branding, nor allow vendors to promote their donations in marketing materials using network or show IP (including photos, etc.).

Additional Guidelines:

- **Local/Regional Vendors Only:** National chain retailers, companies that distribute product nationally, and online exclusive vendors will not be approved. for a trade out.
- **Press & Publicity:** Approved vendors may not use Network or show logos, images from the show, personal set photography or images of talent on any marketing materials, including but not limited to in-store, digitally, in print, etc.
- **Compensation:** Production companies **cannot** receive payment from trade out vendors for presence in episode(s).
- **Advertiser Conflicts:** If paid integration is sold by the network in a category that had been approved for trade, the network could request to move the trade to another episode or remove it altogether.
- **National Brands:** And as a reminder, as a general course of production, aside from approved trade outs, integrations, and guidelines outlined in our [Apple](#) and [Auto policies](#), production teams should avoid/shoot around logos in the field.