

Private Label Supplement Supplier Evaluation Checklist

Use this detailed checklist to confidently evaluate and compare private label supplement suppliers—so you can find the right long-term partner who supports your brand's quality, compliance, fulfillment, and growth.

1. GMP Certification

Yes/No

Notes

Are your facilities GMP-certified by a third party like NSF or SGS?

Request documentation upfront

Can I review your current certification or audit results?

Transparency = trust

Do your raw ingredient suppliers follow GMP too?

Ensures consistent quality

2. Low Minimum Order Quantities (MOQs)

Yes/No

Notes

What is your MOQ per SKU?

Ideal: 100–500 units/SKU

Can I mix SKUs to meet the MOQ?

Flexibility supports growth

Do you offer tiered pricing as I scale?

Helps with forecasting costs

3. Label Compliance Support

Yes/No

Notes

Do you offer in-house label compliance review?

Avoid FDA delays & fines

Will you flag risky claims or formatting issues?

Protects your brand

Can I see examples of compliant labels?

Visuals help clarify

4. Fulfillment Services

Yes/No

Notes

Do you fulfill orders in-house or outsource?

In-house = more control

Do you handle DTC and wholesale fulfillment?

Both are essential for growth

Do you offer tracking, inventory reporting, and returns?

Required for trust & scale

5. Product Variety

Yes/No

Notes

Do you add new products regularly?

Keeps your line fresh

How many SKUs do you currently offer?

Look for 50+ across categories

Do you offer trending products (e.g., mushrooms, gummies)?

Helps stay competitive

6. Ingredient Transparency

- Do you provide COAs for each batch?
- Do you test for heavy metals, mold, etc.?
- Where are your ingredients sourced?

Yes/No



Notes

- Non-negotiable for quality
- Must meet safety standards
- Transparency builds trust

7. Design & Packaging Support

- Do you offer label design services or templates?
- Will someone review for FDA compliance?
- Can I choose from different packaging options?

Yes/No



Notes

- Speeds up your launch
- Protects your investment
- Bottles, jars, pouches, etc.

8. Turnaround Times

- What is your typical lead time from order to ship?
- Do you offer expedited services?
- Will I be updated on production progress?

Yes/No



Notes

- Ideal: < 3 weeks for stock
- Crucial for seasonal launches
- Avoids guesswork & delays

9. Scalability & Long-Term Support

- Can you support large POs and rapid growth?
- Do you offer custom formulation or exclusive products?
- Will you help me plan future launches?

Yes/No



Notes

- Future-proof your brand
- Sets you apart from competitors
- A partner, not just a supplier

10. Communication & Support

- Who will be my main point of contact?
- How quickly do you respond to messages?
- Do you offer live support, email, or chat?

Yes/No



Notes

- Consistency = smoother experience
- <24 hours is ideal
- Multi-channel is best

Total boxes checked: ___ / 30

Goal: Aim to check at least 25 to ensure you're working with a trusted, high-quality private label supplement supplier.