

# 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?	<input type="checkbox"/>	Request documentation upfront
Can I review your current certification or audit results?	<input type="checkbox"/>	Transparency = trust
Do your raw ingredient suppliers follow GMP too?	<input type="checkbox"/>	Ensures consistent quality

## 2. Low Minimum Order Quantities (MOQs)

	Yes/No	Notes
What is your MOQ per SKU?	<input type="checkbox"/>	Ideal: 100–500 units/SKU
Can I mix SKUs to meet the MOQ?	<input type="checkbox"/>	Flexibility supports growth
Do you offer tiered pricing as I scale?	<input type="checkbox"/>	Helps with forecasting costs

## 3. Label Compliance Support

	Yes/No	Notes
Do you offer in-house label compliance review?	<input type="checkbox"/>	Avoid FDA delays & fines
Will you flag risky claims or formatting issues?	<input type="checkbox"/>	Protects your brand
Can I see examples of compliant labels?	<input type="checkbox"/>	Visuals help clarify

## 4. Fulfillment Services

	Yes/No	Notes
Do you fulfill orders in-house or outsource?	<input type="checkbox"/>	In-house = more control
Do you handle DTC and wholesale fulfillment?	<input type="checkbox"/>	Both are essential for growth
Do you offer tracking, inventory reporting, and returns?	<input type="checkbox"/>	Required for trust & scale

## 5. Product Variety

	Yes/No	Notes
Do you add new products regularly?	<input type="checkbox"/>	Keeps your line fresh
How many SKUs do you currently offer?	<input type="checkbox"/>	Look for 50+ across categories
Do you offer trending products (e.g., mushrooms, gummies)?	<input type="checkbox"/>	Helps stay competitive

## 6. Ingredient Transparency

Do you provide COAs for each batch?

Yes/No

☐

Notes

Non-negotiable for quality

Do you test for heavy metals, mold, etc.?

☐

Must meet safety standards

Where are your ingredients sourced?

☐

Transparency builds trust

## 7. Design & Packaging Support

Do you offer label design services or templates?

☐

Notes

Speeds up your launch

Will someone review for FDA compliance?

☐

Protects your investment

Can I choose from different packaging options?

☐

Bottles, jars, pouches, etc.

## 8. Turnaround Times

What is your typical lead time from order to ship?

☐

Notes

Ideal: < 3 weeks for stock

Do you offer expedited services?

☐

Crucial for seasonal launches

Will I be updated on production progress?

☐

Avoids guesswork & delays

## 9. Scalability & Long-Term Support

Can you support large POs and rapid growth?

☐

Notes

Future-proof your brand

Do you offer custom formulation or exclusive products?

☐

Sets you apart from competitors

Will you help me plan future launches?

☐

A partner, not just a supplier

## 10. Communication & Support

Who will be my main point of contact?

☐

Notes

Consistency = smoother experience

How quickly do you respond to messages?

☐

<24 hours is ideal

Do you offer live support, email, or chat?

☐

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.