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COMMERCIAL ROLLOUT VERIFICATION

Public-Source Demonstration — Twisted Alchemy 100% Mandarin Orange Juice rollout at Whole Foods Market

A demonstration of one bounded deliverable: verifying whether a commercial rollout is showing correctly across public channels and returning the source-backed exception list. Checked live Sep 22–23, 2026 (PT).

Independent public-source demonstration. Not commissioned by or affiliated with the company shown. Verifies public surfaces only; no company contact and no claim that an observed difference is an error.

COMMERCIAL EVENT	Twisted Alchemy introduced Whole30 Approved 100% Mandarin Orange Juice (16 oz) into produce-section coolers at select Whole Foods Market stores; announced Sep 22, 2026.
SCOPE	11 public endpoints — 5 company-owned, 4 retailer, 2 third-party/registry; retailer search sampled in- and out-of-region; key retailer surfaces rechecked Sep 23, 2026.
RESULT	5 consistent · 3 exceptions (1 high, 1 medium, 1 low priority) · 2 unclear · 1 not publicly verifiable.
MOST MATERIAL OBSERVATION	Announced Sep 22, 2026: Mandarin in WFM produce-section coolers at select stores. At both checks (Sep 22, 23:48 PT; Sep 23, 00:07 PT) it was not observable in in-region retailer search or as a product page, while roster SKUs remained available online; in-store presence is not publicly determinable.

VERIFICATION TABLE

SURFACE	WHAT SHOULD BE VISIBLE	OBSERVED STATE	STATUS	SOURCE	CHECKED
Company homepage — WFM availability statement	Availability matches the announcement	"NOW IN WHOLE FOODS MARKET … produce section at select locations across the Midwest, Southwest, SoPac and Florida regions." Rotating banners promote two roster SKUs.	**CONSISTENT**	S02	Sep 22, 23:37 PT
Company blog — launch-day recipes	Mandarin referenced in launch-day content	Two posts dated Sep 22, 2026 — Mandarin Orange Mule and Whole30 Mandarin Ginger Vinaigrette — list the Mandarin juice as an ingredient.	**CONSISTENT**	S08 · S09	Sep 22, 23:45 PT
Company online catalog — shop, sitemap, site search	Mandarin listed if sold direct-to-consumer	Not observed: no Mandarin in the shop grid, sitemap, or site search at either check; search for "mandarin" returns Valencia Orange products and recipes only. DTC availability of this retail SKU is not publicly established.	**UNCLEAR**	S03 · S04	Sep 22, 23:38 · Sep 23, 00:10 PT
Company Whole30 Approved® page	Mandarin listed among approved juices	Four approved 16-oz juices listed (Lime, Lemon, Pineapple, Pomegranate); Mandarin not listed at either check. Page also says "nationwide," broader than the homepage's four regions.	**EXCEPTION**	S05	Sep 22, 23:43 · Sep 23, 00:09 PT
Company store-locator product list	In-store list includes the new SKU	Six products listed (two marked NEW); Mandarin not included at either check. References "select Whole Foods Markets."	**EXCEPTION**	S06	Sep 22, 23:43 · Sep 23, 00:09 PT
Retailer search — in-region store (Chicago, IL)	Mandarin discoverable in-region	INITIAL Sep 22, 23:48 PT: 29 results; six brand SKUs ($6.99–$7.99); Mandarin not among them. RECHECK Sep 23, 00:07 PT: no brand results returned (relevance fallback); roster product pages still render for this store.	**EXCEPTION**	S10	Sep 22, 23:48 → Sep 23, 00:07 PT
Retailer search — out-of-region store (Ashburn, VA)	No brand results outside regions	No results at this Mid-Atlantic store — consistent with the announced regional footprint.	**CONSISTENT**	S11	Sep 22, 23:39 PT
Retailer product pages — roster spot-check	Roster SKUs render with detail	Pomegranate and Blood Orange (16 fl oz) pages render with title, size, and Add to Cart.	**CONSISTENT**	S12 · S13	Sep 22, 23:43 PT

Independent research sample prepared from publicly available sources. Daniel Dueñas is not affiliated with or endorsed by the companies or organizations mentioned. Company names and trademarks belong to their respective owners.

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SURFACE	WHAT SHOULD BE VISIBLE	OBSERVED STATE	STATUS	SOURCE	CHECKED
Retailer SKU page — Mandarin	Product page exists for the SKU	No Mandarin product page found in retailer search results or indexed pages at either check; roster SKUs have live pages.	NOT PUBLICLY VERIFIABLE	S10 · S14	Sep 22, 23:48 · Sep 23, 00:07 PT
Whole30 official Approved registry	Brand / SKU in official registry	Brand listed in the registry; it is brand-level and does not itemize SKUs, so Mandarin-specific approval is not distinguishable.	UNCLEAR	S15	Sep 22, 23:46 PT
Public announcement traceability	Announcement available with specifics	Food & Beverage Magazine, Sep 22, 2026: Mandarin arrives in WFM produce-section coolers; Whole30 Approved; roster named.	CONSISTENT	S01	Sep 22, 23:36 PT

Status vocabulary: "Exception" marks a difference worth attention, not a confirmed error.

EXCEPTION PRIORITY

HIGH	E1	Mandarin SKU not observable in the in-region retailer search at either check; no retailer product page exists. May reflect in-store-only placement, listing lag, or online-catalog sequencing.
MEDIUM	E2	Mandarin absent from the brand's own Whole30 Approved® page, despite the announcement's headline Whole30 Approved claim.
LOW	E3	Store-locator product list not updated to include the Mandarin.

PRIORITY FOLLOW-UP

1. Verify Mandarin placement and any planned online listing with the Whole Foods Market produce-program contact.
2. Confirm whether the Mandarin's absence from the Whole30 page and retailer online listings is intentional sequencing.
3. Update the store-locator product list if the current in-store roster is authoritative.

WHAT THIS DELIVERABLE DOES

Verifies predefined public commercial surfaces · records source evidence and timestamps · separates confirmed state from uncertainty · identifies exceptions worth human attention

WHAT IT DOES NOT DO

Does not change retailer or distributor systems · guarantee retailer inventory · infer private commercial arrangements · replace broker / distributor / retailer data · make unsupported claims from missing public data

COMMERCIAL ROLLOUT VERIFICATION

For founder-led teams managing retail, SKU, distribution, location, or rebrand transitions.

Scope ~15 endpoints · Output: verification + exception sheet · 48-hour turnaround · $300 fixed · No credentials required.

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SOURCE LIST — all pages opened and read; not search-result excerpts

S01 Food & Beverage Magazine announcement, Sep 22, 2026
https://www.fb101.com/twisted-alchemy-whole30-mandarin-orange-juice-whole-foods-302883840

S02 Twisted Alchemy homepage
https://www.twistedalchemy.com

S03 Twisted Alchemy product sitemap
https://www.twistedalchemy.com/sitemap_products_1.xml

S04 Site search, "mandarin"
https://www.twistedalchemy.com/search?q=mandarin

S05 Whole30 Approved® page
https://www.twistedalchemy.com/pages/whole30-approved%C2%AE

S06 Store-locator page
https://www.twistedalchemy.com/pages/store-locator

S08 Blog: Mandarin Orange Mule, Sep 22, 2026
https://www.twistedalchemy.com/blogs/alchemy-in-action/mandarin-orange-mule

S09 Blog: Mandarin Ginger Vinaigrette, Sep 22, 2026
https://www.twistedalchemy.com/blogs/alchemy-in-action/whole30-mandarin-ginger-vinaigrette

S10 WFM grocery search, in-region store (Chicago, IL) — checked Sep 22 and Sep 23
https://www.wholefoodsmarket.com/grocery/search?k=twisted+alchemy

S11 WFM grocery search, default store (Ashburn, VA)
https://www.wholefoodsmarket.com/grocery/search?k=twisted+alchemy

S12 WFM product page, Pomegranate 16 fl oz — rechecked Sep 23
https://www.wholefoodsmarket.com/grocery/product/twisted-alchemy-cold-pressed-pomegranate-juice-b0dzhzn3sw

S13 WFM product page, Blood Orange 16 fl oz
https://www.wholefoodsmarket.com/grocery/product/twisted-alchemy-cold-pressed-blood-orange-100-juice-b0h2n2vt9c

S14 WFM Lincoln Park store page
https://www.wholefoodsmarket.com/stores/lincolnpark

S15 Whole30 Approved registry
https://whole30.com/whole30-approved/

S12/S13 shown shortened; full URLs resolve on the retailer's site. S14 is the store-selection context for S10.

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