

Is wholefoodsmarket.co.uk legit? TrustSniffer's high-trust assessment: 100/100

wholefoodsmarket.co.uk

Verdict

100

OUT OF 100

HIGH TRUST

wholefoodsmarket.co.uk appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Safe for Login

Low Risk

Assessed 2026-08-11 by automated analysis. Classification confidence 75%.

What this site appears to be	Official Whole Foods Market UK site (Fresh & Wild Limited) offering online ordering, store finder, recipes and corporate information. Contains cookie consent mechanism and links to delivery partners; no signs of phishing or financial scams.
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Evidence status and limitations

Evidence completeness: UNKNOWN

- The real-world operator identity was not independently verified.
- Module-level completeness metadata is unavailable for this legacy report.

At a glance

The checks that decide most of this verdict.

Malware engines	None flagged it VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	31% confidence AbuseIPDB, 25 reports; shared hosting inflates reports	CLEAR
Domain age	12 years old Registered history	CLEAR
Web archive	Archived since 2003 2655 snapshots	CLEAR
Certificate	Encrypted connection Issued by YR2	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: more than 10 years (registration continuity).
- Public web-archive history exists since 2003.
- VirusTotal and Google Safe Browsing had no flags for this domain; its hosting IP carries AbuseIPDB reports below the confidence level TrustSniffer treats as a flag.

Full analysis

Overview

Whole Foods Market UK is a corporate grocery retail and information website presenting online ordering, store-finder services, recipes, seasonal products, delivery through Deliveroo, customer support, and corporate information for in-store and online shopping.

Scam/Impersonation Risk

No phishing, brand-impersonation, malware, blacklist, or other contradictory signals were observed. The site's structure, navigation, retail content, cookie-consent mechanism, and absence of login or sensitive-data forms are consistent with a conventional grocery storefront rather than a credential-harvesting or financial-scam operation. A reputation signal involving the hosting IP records abuse reports against shared Squarespace infrastructure; because the attribution is to the provider's shared platform rather than specifically to this website, it does not establish site-level abuse. The available evidence therefore supports an apparently legitimate, low-risk site while leaving the real-world operator identity independently unverified.

EVIDENCE

- The homepage presents "Order Online," "Recipes," "Find a Store," seasonal grocery products, and delivery through Deliveroo, with no financial or phishing indicators.
- Browser analysis found no login form, hidden form, password submission, wallet activity, clipboard manipulation, or cloaking.
- The web archive records 2,655 snapshots spanning 2003–2026, with 24 years tracked.
- The hosting IP has 25 abuse reports with a confidence score of 31, attributed to shared Squarespace infrastructure.

Regulatory Verification Notes

The website identifies WholeFoodsMarket.co.uk as the trading name of Fresh & Wild Limited and provides links to corporate, privacy, terms, customer-review, modern-slavery, gender-pay-gap, and supplier-information material. The apparent business model is ordinary grocery retail rather than a financial service, and no financial licence claim or licence number is presented in the supplied site content; this is a disclosure point for ordinary merchant verification, not evidence of a scam. The site is apparently established, but the available evidence does not independently verify that the named trading entity is the real-world operator. No matching third-party broker warning was identified.

EVIDENCE

- The site's footer identifies WholeFoodsMarket.co.uk as the trading name of Fresh & Wild Limited and links to corporate and customer-information pages.
- The domain registration record shows creation on 2014-11-07, approximately 11.76 years ago, through Nom-IQ Limited t/a Com Laude.
- The site is served from AS53831, SQUARESPACE - Squarespace, Inc., US.
- The transport certificate is issued by YR2 with DV validation and is valid to 2026-10-22.

What to Verify Next

Before credential or payment interactions, an enterprise or consumer user should independently confirm Fresh & Wild Limited through the relevant UK corporate register, review the site's terms, customer-review policy, privacy notice, and any applicable delivery or refund conditions, and confirm that payment protection and order support are available through the selected checkout or delivery partner. Official contact channels should be confirmed through an independent route rather than relying solely on a newly encountered message or advertisement.

EVIDENCE

- The homepage links to the site's Terms and Conditions, Privacy Notice, Cookie Notice, Customer Review Policy, and Contact Us pages.
- The site links separately to Amazon for email sign-up and to Deliveroo for delivery ordering.
- The navigation includes Work With Us, Information and Potential Suppliers, Modern Slavery Act, and Gender Pay Gap pages for corporate-context review.

Summary Verdict

The available evidence is consistent with an established, apparently legitimate Whole Foods Market UK website and supports a high-trust, low-risk posture for normal browsing and ordinary retail interaction. No scam or impersonation contradictions were observed, although the operator's real-world identity remains independently unverified.

Infrastructure Integrity

The site operates on Squarespace-hosted infrastructure associated with AS53831 in the United States. The resolved environment includes four IP addresses, no separately identified edge IPs, and likely origin candidates; the mainstream hosting platform provides a mitigating infrastructure signal, but hosting arrangements alone do not prove legitimacy.

Closing Assessment

Routine site use is proportionate to the assessment, while credentials and payments should follow ordinary independent merchant-identity, return-policy, and payment-protection checks.

Written analysis generated 2026-08-11 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Signals weighed against the site

- AbuseIPDB: 25 reports on hosting IP 198.185.159.145 (Squarespace, Inc., Content Delivery Network), 31% confidence. The reports are attributed to shared infrastructure, not specifically to this website.

Identity verification

Status	UNVERIFIED
Identity score	30/100
Identity verification confidence	50%

- No on-site identity signals detected

Identity verification measures whether the site can be independently connected to a real-world brand or person. It is separate from the classification confidence.

What TrustSniffer observed

First-party facts recorded during the assessment of wholefoodsmarket.co.uk.

- The request stayed on wholefoodsmarket.co.uk. It was not redirected to another domain. CLEAR
- Registration is published under Nom-IQ Limited t/a Com Laude. CLEAR
- DNS for this domain is served by org., across 4 name servers. NOTED
- The registration is paid up to 2026-11-07. NOTED
- The earliest public archive of this site is from 2003-01-22. CLEAR
- It is hosted on SQUARESPACE, from a server in US. NOTED

Domain intelligence

Registrar	Nom-IQ Limited t/a Com Laude
Hosting	SQUARESPACE - Squarespace, Inc., US
Country	US
Server IP	198.185.159.145
Name servers	ns-1067.awsdns-05.org., ns-1678.awsdns-17.co.uk., ns-41.awsdns-05.com., ns-617.awsdns-13.net.
SSL issuer	YR2
SSL expiry	2026-10-22
Domain age	11.76 years (continuous registration)
Domain expiry	2026-11-07
Archive first seen	2003-01-22
Archive snapshots	2655
Reputation	VirusTotal: 0 flagged AbuseIPDB: 31% confidence, 25 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about wholefoodsmarket.co.uk at assessment time. It is a starting point for your own judgement, not a guarantee: a high score means the signals were consistent with a legitimately operated site, a low or critical score means several risk patterns were present.

TrustSniffer assesses a website from the evidence it can collect at a point in time: domain registration and age, hosting and certificate, the content the site served, and third-party reputation feeds. A score is a summary of that evidence, not a guarantee and not a legal finding. There is no human rating and no user review in it. A site can change after it is assessed.

This report online: <https://trustsniffer.com/report/wholefoodsmarket.co.uk> · assessed 2026-08-11