



October 28, 2022

To Our Supplier Partners,

UNFI is bringing **Smart Shelf Tags™** to the natural and conventional grocery channels. Smart Shelf Tags are retail shelf tags augmented with **ELI™ QR Codes** that display rich digital product content (such as videos, product/brand information, web content, PDFs, images, and URLs) to engage and educate shoppers to increase sales and build brand loyalty.

Smart Shelf Tags influence shoppers at the point of purchase to help convert shoppers into buyers.

We are equipping our retailers to implement Smart Shelf Tags in their stores through their own shelf tag printing solutions and our 3rd party shelf tag printing programs.

The Smart Shelf Tag program is being administered by our partner, Cornerstone for Natural™. The cost is currently only \$189 per UPC per year and a one-time setup fee of \$89 per UPC.

Smart Shelf Tags represent one of the most effective and least costly ways to educate shoppers, drive sales, build brand trust, and support brick-and-mortar retailers. Smart Shelf Tags are also an economical and innovative way to train retail store staff and implement digital promotions.

We encourage you to attend an [upcoming webinar](#) or [request a one-on-one meeting](#) with a Smart Shelf Tag representative. Or, if you're ready to start right away, you can sign up [here](#).

Thank you,

A handwritten signature in dark ink, appearing to read 'John Raiche', with a stylized flourish at the end.

John Raiche