

Lightning Deals

RETAIL TRADE
PROGRAMS



MULTI-
CHANNEL
EXPOSURE



DRIVE
SALE PRICE
ON SHELF



INCREASE
BRAND
AWARENESS



Generate more impulse buys and larger basket counts with a limited time offer. Lightning Deals create a sense of urgency by giving buyers a short window of time to take advantage of your offer.

- Your deal will be promoted to retailers on the myUNFI Shopping Portal for instant ordering
- Bib tags are provided to participating retailers for in-store promotion

Ways to optimize results:

- Deep discounts on key, top volume items
- Promote during key selling period



INCREASE
Sales Volume

CREATE
Brand
Awareness

Contact your UNFI SRM for additional information.

*Program details and rates subject to change.