

Volume Deals

Volume discounts motivate retailers to buy and sell more of your product. Reward larger purchases with larger discounts, moving inventory, and build brand loyalty.

- Maximum of 3 discount tiers
- Minimum 15% discount (OI + MCB) required for tier 1
- Tiers 2 and 3 must increase by a minimum of 5%
- UNFI contributes up to 10% (East only)
- Shippers not eligible

40
digital views
per month



MULTI-
CHANNEL
EXPOSURE



DRIVE SALES
& INCREASE
BASKET SIZES



ENCOURAGE
HIGH VOLUME
SELL THROUGH



PROMOTE
NATIONALLY or
REGIONALLY