

Shippers and Pallets

The Shippers and Pallets program is a pre-order program designed to drive incremental sales.

Benefits:

- Engages UNFI sales team and retailers
- Increased visibility during peak selling periods

This program works best when:

- Shippers have an MCB/CMAP deal
- Shippers are seasonally relevant, exciting items

**MCB
REPORTING**
with retail
level detail
provided after
program run



MULTI-
CHANNEL
EXPOSURE



ENCOURAGE
HIGH VOLUME
SELL THROUGH



PROMOTE
NATIONALLY or
REGIONALLY