Seasonal Pre-Orders

Seasonal pre-order items build excitement while allowing you to forecast demand and lock in early sales. This is the perfect time to promote shippers that are seasonally relevant, exciting items.

Benefits

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

Ways we can help to create excitement around your seasonal or limited-time products:

- Regional Line Listing + Half or Full-Page Ad
- Regional Shipper Line Listing

SEASON	SELLING PERIOD
Winter/Spring	January - April
Summer	May - August
Fall/Holiday	September - December
Digital Publications Posted on myUNFI	

- Improved assortment and presentation
- Detailed information on deadlines and customer commitments

Pre-Orders are MCB only. We will add your MCB deal to the month prior to accommodate additional lead time request for earlier ship dates prior to the published MCB promotional dates.





BASKET SIZES







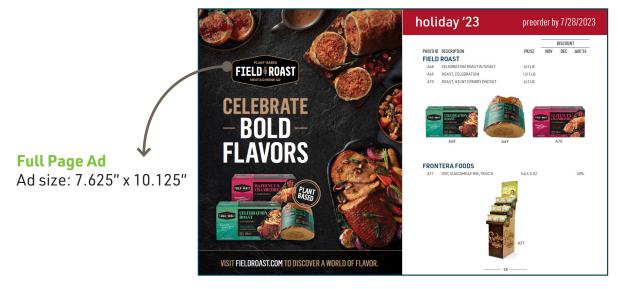
REGIONALLY

PROMOTE items during peak selling times



SEASONAL PREORDER ADVERTISING

Draw attention for your line listings with an ad showcasing you seasonal products.





ADVERTISING SPECS

- Acceptable files: 300 dpi, PDF, JPG
- Fonts converted to outlines
- Artwork received after the ad deadline date will not be included in the publication
- Artwork that does not meet specifications will not be included in the publication
- The following content is not permitted:
 - UNFI logo or name
 - Competitor brand names
 - Product numbers or item numbers
 - Discounts (example: 25% off)
- Suggested retail prices
- "Case Stack" or "Line Drive"
- Ads may not direct customers to contact a supplier's sales representative/department

Email your ad to SeasonalEssentials@UNFI.com