

# 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.*



MULTI-  
CHANNEL  
EXPOSURE



DRIVE SALES  
& INCREASE  
BASKET SIZES



SEASONAL  
THEMED  
PROMOTIONS



PROMOTE  
NATIONALLY or  
REGIONALLY

**PROMOTE**  
items during  
peak selling  
times

**EARLY**  
distribution

# SEASONAL PREORDER ADVERTISING

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

**Full Page Ad**  
Ad size: 7.625" x 10.125"

**FIELD ROAST**  
MEAT & CHEESE CO.

**CELEBRATE BOLD FLAVORS**

PLANT-BASED

VISIT [FIELDROAST.COM](http://FIELDROAST.COM) TO DISCOVER A WORLD OF FLAVOR.

PHOTO ID	DESCRIPTION	PK/SZ	DISCOUNT		
			NOV	DEC	JAN '24
<b>FIELD ROAST</b>					
A68	CELEBRATION ROAST W/ GRAVY	6/2 LB			
A69	ROAST, CELEBRATION	12/1 LB			
A70	ROAST, HZLNT CRNBRY ENCRUT	6/2 LB			
<b>FRONTERA FOODS</b>					
A71	DSP, GUACAMOLE MIX, POUCH	54/4.5 OZ			20%

**REPURPOSE**

PHOTO ID	DESCRIPTION	PK/SZ	DISCOUNT		
			NOV	DEC	JAN '24
A156	PLATE, BAGASSE, COMPOST, 10IN	6/44 CT			20%
A157	DSP, COMPOST PLATES, 10 IN	30/44 CT			20%

**RISHI**

PHOTO ID	DESCRIPTION	PK/SZ	DISCOUNT		
			NOV	DEC	JAN '24
A158	TEA, OZ2, PUMPKIN SPICE	6/15 BAG			10%
A159	TEA, OZ2, CINNAMON PLUM	6/15 BAG			10%
A160	TEA, OZ2, COCOA MINT	6/15 BAG			10%

**RXBAR**

PHOTO ID	DESCRIPTION	PK/SZ	DISCOUNT		
			NOV	DEC	JAN '24
A161	PROTN BAR, PUMPKIN SPICE	12/1.83 OZ			15%
A162	PROTN BAR, GINGERBREAD	12/1.83 OZ			15%

**All the flavors of the season.**  
12G PROTEIN | 0G ADDED SUGAR\* | GLUTEN FREE

**LIMITED EDITION**

\*NOT A LOW CALORIE FOOD. SEE NUTRITION FOR CALORIES AND SUGAR CONTENT.

**Half Page Ad**  
Ad size: 7.625" x 4.6875"

## 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](mailto:SeasonalEssentials@UNFI.com)