

New Product Advertising

The industry is booming with new product launches each month. Consumers are eager to try new, innovative products. Attract the attention of retail buyers to gain shelf space and tell your unique story.

Ways we can help:

- New & Now Focus Ad
- New & Now Color Ad
- New Product Webinar
- New Product Intro Package

7,300
retailers
emailed per
month

300+
monthly
webinar views



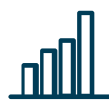
MULTI-
CHANNEL
EXPOSURE



INCREASE
BRAND
AWARENESS



DRIVE
PRODUCT
PLACEMENT



ENGAGE
UNFI/INSIDE
SALES

New & Now

Retailers look to this monthly digital publication for a first look at new items. A line listing, an image, certifications, and ingredients list is included. There are several ad options so you can stand out from your competition.



New Item Focus Ad

Designed by UNFI and prominently placed in the front of New & Now. A great way to tell your story. It includes item level detail, key attributes, and a brief description of what makes your product(s) special..



Full Page Ad

Traditional full page ad, placed throughout the publication

New Item Webinar

Our monthly live presentation where your SRM will introduce your new items to the UNFI National Sales Team. This is one of the best ways to share detailed information about your item(s).



BEST VALUE

New Product Intro Package (NPIP)

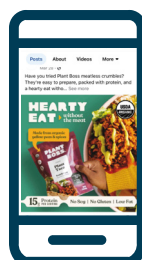
Value-priced ad package using several media channels for the greatest reach and most successful launch. During your intro period, take advantage of each of these opportunities for one reduced bundled price.



New and Now Full Page Ad



Instagram Post



New Item Webinar



New Arrival Email

