

Instagram @UNFIDiscover

The @UNFIdiscover handle aims to uncover the latest in food trends, new products, and industry news for retailers. This program gives suppliers the opportunity to connect with UNFI's retail partners on an interactive platform. Collaborate with the UNFI marketing team to craft the perfect post targeting our curated audience.

- Followers consist mostly of natural retailers
- Capitalize on trends with short lead times
- Collaboration posts get 3x the reach
- Flexible messaging opportunities
 - Brand stories
 - Trending or seasonal product features
 - Truck wraps
 - Supplier Interviews
 - Contests & Giveaways

1,200+
engaged
followers

18%
average rate
of engagement



REACH
INDEPENDENT
RETAILERS



INCREASE
BRAND
AWARENESS



SOCIAL MEDIA
ADVERTISING



COLLABORATIVE
OPPORTUNITY
WITH UNFI