

Email Marketing

Getting your message out to retailers is essential to growing your brand and communicating important developments. UNFI's email marketing targets our independent and foodservice contacts nationwide to deliver your message when it will make the most impact.

- Measurable results
- Target messaging by DC

Use email marketing to communicate:

- Free Fills and unpublished promotions
- New packaging and pack changes
- Back-in-Stock notifications
- Major ingredient or certification changes
- New products

7,500+
active contacts

33%
average open
rate

7%
click rate



MULTI-
CHANNEL
EXPOSURE



INCREASE
BRAND
AWARENESS



PROMOTE
NATIONALLY or
REGIONALLY