

myUNFI Advertising

Reach customers who are already interested in your products. MyUNFI offers many opportunities to advertise your products and increase sales.

- Customers see your ad multiple times throughout the month, keeping your brand top of mind
- Short lead time allows you to react to the market and post relevant content

Digital advertising options on myUNFI:

- Targeted Web Ads
- Free Sample Program
- Sponsored Search & Banner Ad
- Brand Page Banner Ad
- Custom Brand Page

25,000+
myUNFI users

400%
average traffic
increase to
brand page

5x
visits
per month



MULTI-
CHANNEL
EXPOSURE



INCREASE
BRAND
AWARENESS



PROMOTE
NATIONALLY or
REGIONALLY

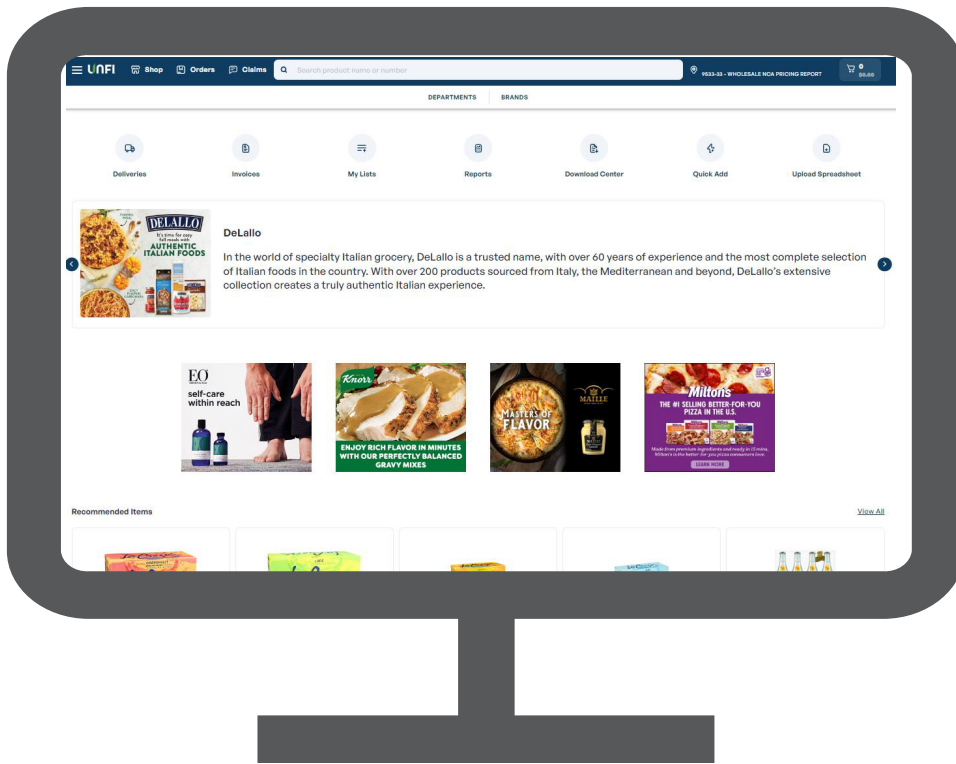
NATURAL

DIGITAL MARKETING

For more information reach out to your SRM for participation, submissions can be sent to webads@unfi.com

TARGETED WEB ADS

Showcase new products, packaging, announcements, and monthly promotions. Multiple tier and pricing options are available.



Tier 1 Ad Locations

- Home Page Rotator
- Home Page Static
- Home Page Static with Text
- Product Search
- Shopping Cart
- Browse Brands
- Invoices

Tier 2 Ad Locations

- My Lists
- Order Status
- Quick Entry
- Reports
- Browse Brands (Logo)

Tier 3 Ad Locations

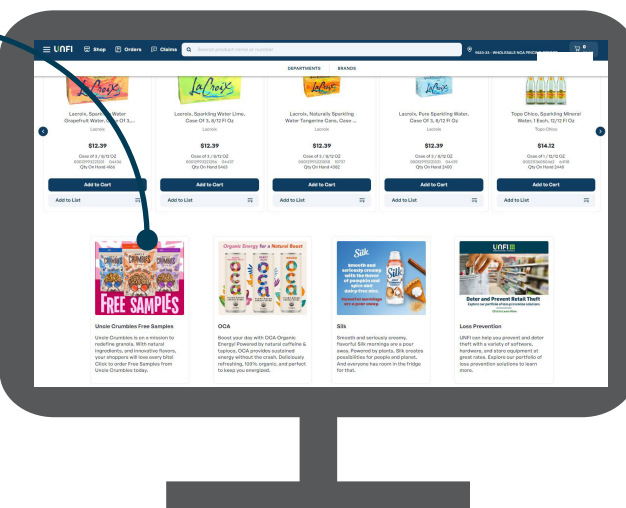
- Publications
- Most Purchased
- Upload Spreadsheet
- Browse Departments
- New Products Page

FREE SAMPLE PROGRAM

Retailers are more likely to buy when they can try your product. One supplier per month will get a home page ad that clicks through to a Free Sample Request Form. UNFI tracks responses and suppliers are responsible for fulfillment and any follow up.

Home
Page Ad

Free Sample Order Page



April Free Samples

OCHO has partnered with Miyoko's Creamery, using their European-Style Cultured Vegan Butter to produce a dairy-free caramel with a rich, buttery flavor. Their unique recipe leads to a gooey caramel, sure that pulls apart like a traditional caramel.

The Plant-Based Caramel collection consists of 4 delicious flavors: Classic, Cinnamon, Citrus and Chocolate, each covered in a Certified Organic, Fair-Trade dark chocolate shell.

OCHO Plant-Based Caramels:

- Plant-based
- Soft and creamy
- Made with Fair-Trade chocolate

Work email: *

First name: *

Last name: *

Company: *

Address: *

City: *

State: *

Select a State

Zip code: *

UNFI Sales Rep: *

UNFI Account #: *

Primary UNFI DC: *

Phone number: *

Claim your OCHO Free Samples Here!

SPONSORED SEARCH & BANNER AD

Sponsor search terms to drive customers to your products. Own up to 3 keywords on myUNFI.

Banner Ad

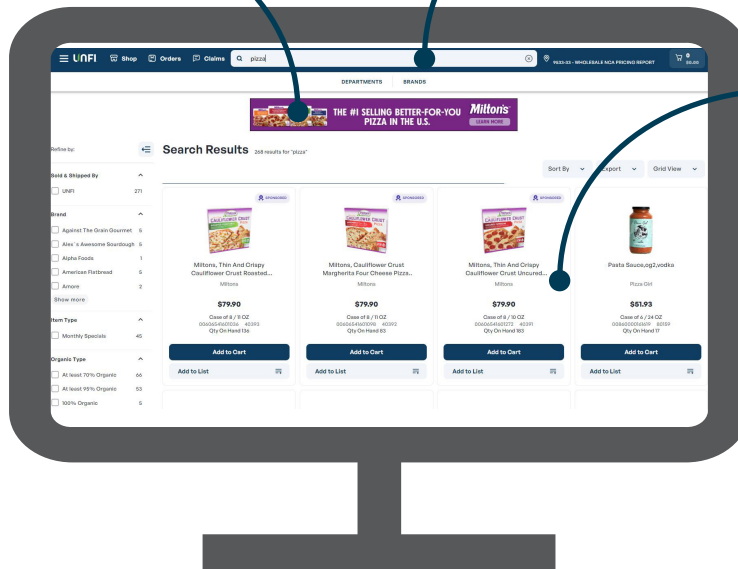
When your keyword is searched, your banner ad will appear at the top of the page and link to your brand page.

Search Terms

Own up to 3 keywords at a time. Purchased in quarterly increments.

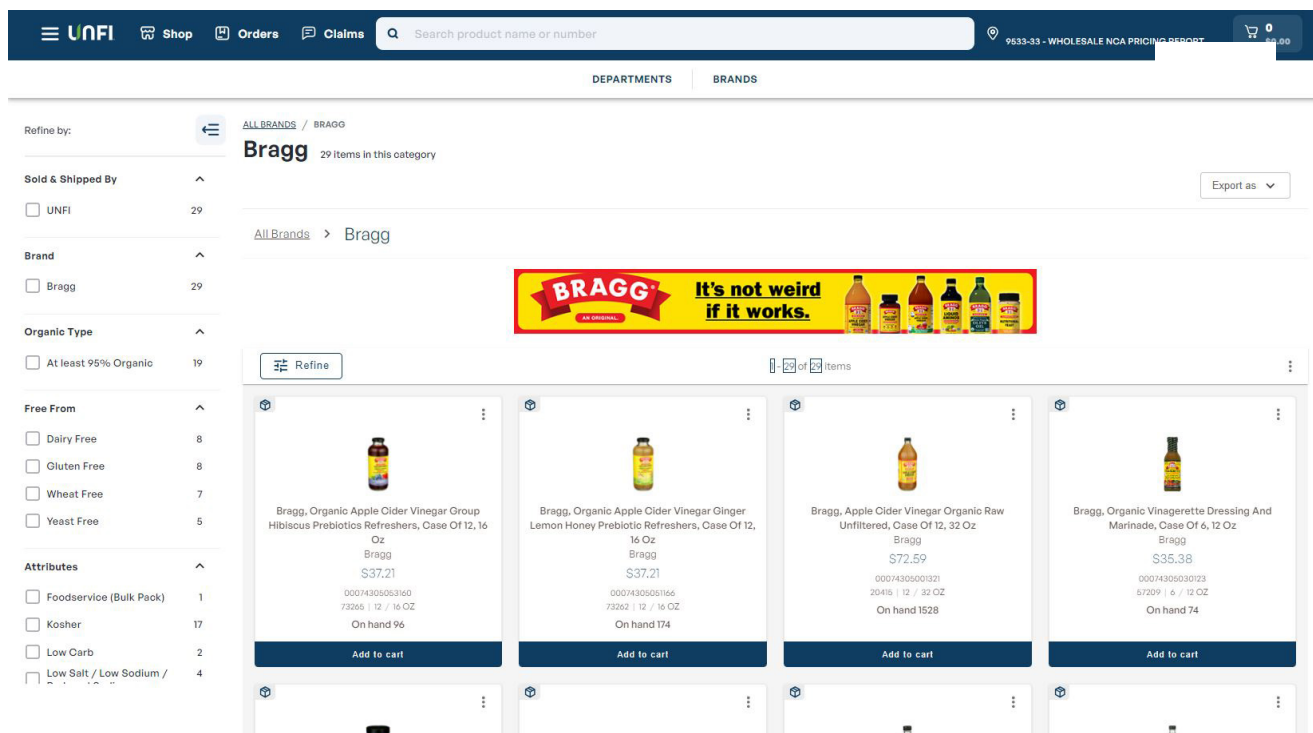
Products

Up to 3 items will be first to appear in the product listing.



BRAND PAGE BANNER

Enhance your brand page with a leading banner ad. Use this opportunity to call out new products, updated packaging, or enforce your overall branding.



CUSTOM BRAND PAGE

Create an eye-catching brand page on myUNFI to reinforce your brand, introduce new products, and promote seasonal items. Option to change each section up to 4 times per year, keeping content relevant.

All Brands > Earth's Best



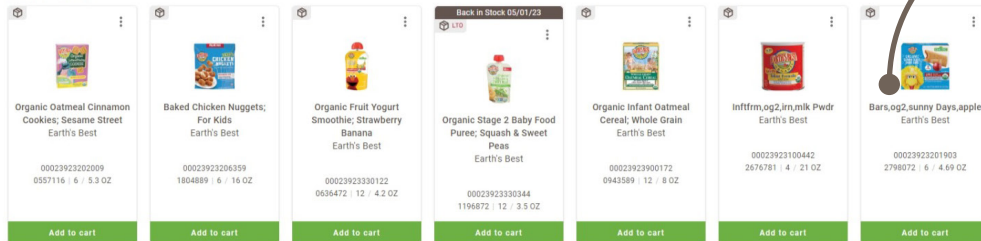
Header

Reinforce your branding with a large header featuring your logo, slogan, and brand imagery.

Featured Items

Rank and feature up to 8 items of your choosing.

Featured Items



Banner

Showcase a campaign, new items, or brand initiatives.



Content

Each of the 4 vertical boxes may be customized with brand-specific content. Highlight new products, product attributes, certifications, and sustainability initiatives for example.

