



2019 Exclusive Products

Products are launched and promoted exclusively to UNFI customers

PROGRAM DETAILS

- UNFI receives the exclusive rights to purchase and promote products, lines of products, or brands, prior to the competition for an agreed time period
- UNFI promotes these products to our Sales Team and to our customers via a monthly email
- Exclusive products publication is posted on the UNFI customer portal monthly (over 300,000 visits per month)
- Highlighted in the Monthly Specials books
- Featured in the New and Now publication
- Special call outs at UNFI Showcase shows including the show book and special table signage
- Sales Team is actively encouraged to feature and support exclusive items
- All marketing efforts are at no additional cost to the supplier

BENEFITS

- Exceptional exposure
- Sales Team spends extra time discussing and introducing your products
- Beat your competition to market
- Actively promotes and builds your brand
- Exclusivity creates additional demand

Stand Out



Creates
Extra
Demand

Questions?

Please contact
your SM