



# 2019 Deals of Massive Discount (DMDs)

Available  
to All  
Customers



Generate  
High Volume  
Sales

## Discover deep discounts

## PROGRAM DETAILS

- Applicable to high volume items with wide distribution
- One month promotional period
- Deep deals, up to 50% off regular retail
- Net deals only (MCB, OI or a combination of both to achieve \$ off value)
- Target single price points per brand
- National and regional flexibility
- Limited shippers included
- Available to all UNFI accounts – net price for all customers
- Deals emailed to UNFI sales team
- Showcased at UNFI Shows

## BENEFITS

- High volume sales potential
- Exclusive brand, category or sub-category focus increases visibility
- Extensive brand exposure at retail
- Deep discounts create interest and excitement

## Questions?

Contact your SM