



UNFI MARKETING PROGRAMS

Natural and Conventional



December 2024

UNFITM
BETTER FOOD. BETTER FUTURE.



Purpose of this Guide

UNFI offers an extensive list of marketing programs for both Conventional and Natural partnerships. In this guide you'll find color coding for both Natural and Conventional programs guide containing information on all program descriptions, benefits of signing up, and how to participate.

Partnering with UNFI Marketing Programs

UNFI Marketing Programs are a wide variety of promotional programs designed to:

- Boost your sales
- Increase brand recognition
- Develop loyal customers

We start by understanding you and your product. Then, we work with you to determine which programs and months would be the most effective.

Natural Programs

All information about Natural marketing programs (i.e., submission forms, informational sheets, etc.) can be found on [Zendesk here](#). For further guidance on which programs to sign up for and the process of signing up, please reach out to your Supplier Relationship Manager (SRM).

Conventional Programs

Contact your Region Category Manager for more information and to decide what programs will be the best fit. They can provide you with a Vendor Program Guide that outlines all of our available programs, and discuss how to best incorporate your product lines into the programs that will be most effective.

Discover what's right for you and your business. Contact your Supplier Relationship Manager (Natural) or Category Manager (Conventional) for more information on marketing programs.

Programs that are Right for You

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NATURAL MARKETING



CONSUMER MARKETING

Annual Advertising Agreement

Our Annual Advertising Agreement has levels of participation to meet your marketing goals, within your budget.

Benefits include:

- Discounted rates on marketing programs
- Unlimited promotional listings in our Monthly Specials catalogs
- New Item listings in monthly New & Now publications
- Monthly Specials ads*
- Cover ads*
- Ads & Line listings in our seasonal offerings*

**MULTIPLE
LEVELS**
to work within
your budget



UNLIMITED
LINE LISTINGS



FULL PAGE AD
IN NEW & NOW



PROMOTE
NATIONALLY or
REGIONALLY

Circulars

Increase basket sizes and appeal to budget-conscious shoppers with a promotional feature in a monthly circular.

Ways to promote your brand and products in a retailer's monthly in-store circular:

- Single Product or Family Feature(s)
- Quarter Page Product Profile
- National Half and Full Page Supplier Ads
- National Mini Circular

400k
monthly print
distribution

3,600+
digital views
per month

1,300+
retailers



SUPPORT
INDEPENDENT
RETAILERS



ADVERTISE
DIRECT TO
CONSUMER



DRIVE
SALE PRICE
ON SHELF



INCREASE
BRAND
AWARENESS

CIRCULARS

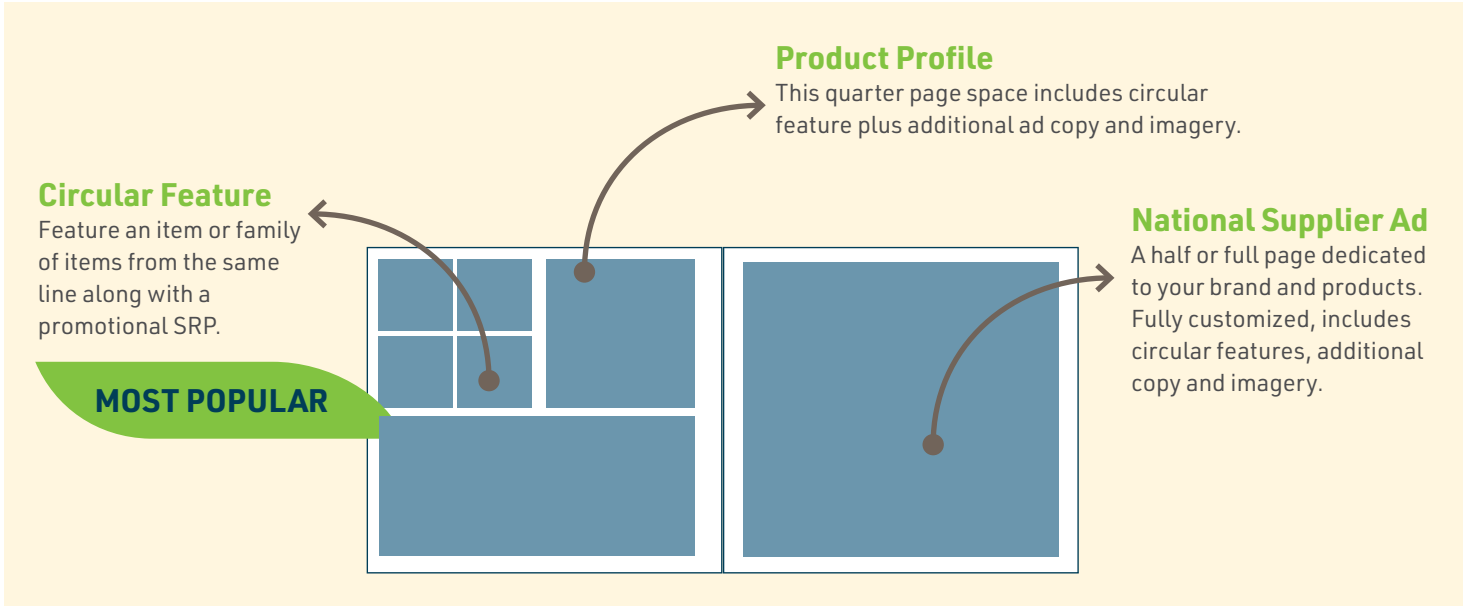


Natural Connection Circular

12-16 pages of monthly products offered at a discount to shoppers of participating retailers. Retailers will promote Natural Connection items using the printed circular, digital links on web, and social sites. Some will use our mailing program to share their ads within their local markets.

Natural Mini Circular

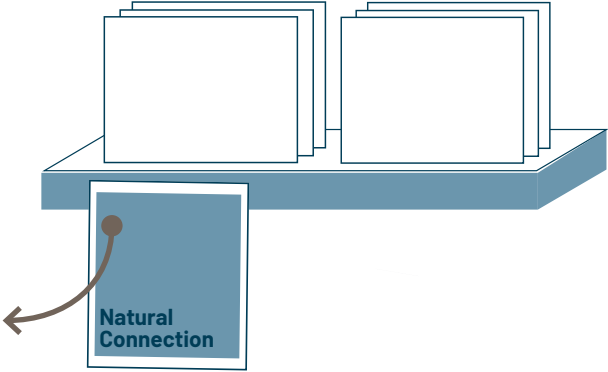
4 pages dedicated to your brand or team up with other brands. Advertise monthly promotions based on an advertorial theme or season.



Natural Connection Point of Sale Signage

Shelf Talkers

Each store receives a set of shelf talkers that includes all items featured in the print circular.



Artwork + Ad Copy Due Dates

Submit brand logos, product images and ad copy by the deadline listed. All artwork should be print resolution or 300 dpi.

January	10/8/2024	April	1/7/2025	July	4/8/2025	October	7/8/2025
February	11/12/2024	May	2/11/2025	August	5/13/2025	November	8/12/2025
March	12/10/2024	June	3/11/2025	September	6/10/2025	December	9/9/2025

Mini-Circulars

Increase basket sizes and appeal to budget-conscious shoppers with a promotional feature in a monthly mini-circular.

- Stand-alone 4-page flyer slightly smaller than standard circulars: Circular - 11x10 / Mini - 8x10
- Items featured in circular at no additional cost
- Shelf-tags created for mini-circular brands
- Shared on UNFI Retailer Facebook page
- Complementary Instagram post
- Increased advertorial space

Option	UPC Allowance
Single Feature	Up to 1 UPC
Recipe Feature	Up to 2 UPCs
Half Page	Up to 2 UPCs
Full Page	Up to 4 UPCs
Full Mini (3 Pages & Cover)	Up to 16 UPCs

Artwork + Ad Copy Due Dates are Same as Circulars
(see previous page)

designed around
**MONTHLY
THEMES OR
SEASONS**

appeal to
**BUDGET-
CONSCIOUS
SHOPPERS**



SUPPORT
INDEPENDENT
RETAILERS



ADVERTISE
DIRECT TO
CONSUMER



DRIVE
SALE PRICE
ON SHELF



INCREASE
BRAND
AWARENESS

AdViewer Banner Ads

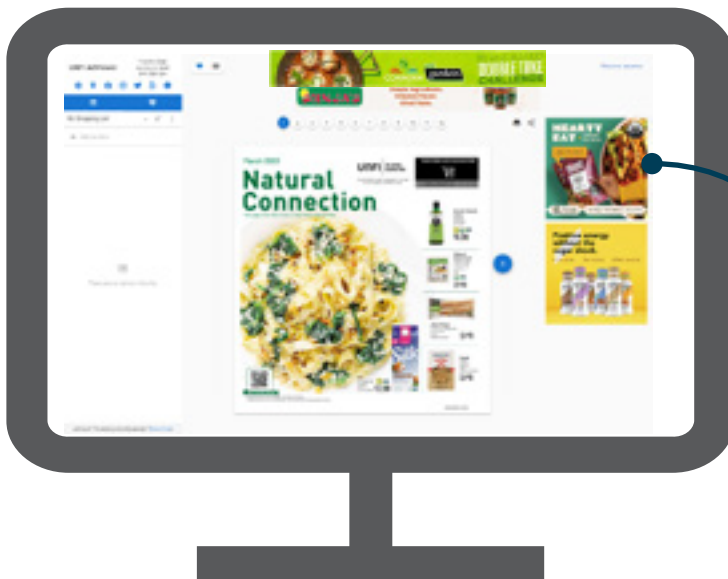
Our print circulars are also available digitally.
Increase impressions with a consumer banner ad on AdViewer.

Two AdViewer ad locations available:

- Top of page banner ad (1 per month)
- Rotating side square ad (8 per month)

Ads should feature consumer-facing content:

- Product or brand awareness (no pricing)
- Recipes, giveaways and sweepstakes



AdViewer Banner Ad

A great complement to
print circular feature.

3,600+
digital views
per month



SUPPORT
INDEPENDENT
RETAILERS



ADVERTISE
DIRECT TO
CONSUMER



INCREASE
BRAND
AWARENESS



SOCIAL
MEDIA
ADVERTISING

Trailer Wraps

Rolling billboards are seen by millions of consumers traveling on US highways. They're a cost-effective way to be seen by retailer buyers and consumers.

Create a flexible rolling billboard campaign with the help of your UNFI SRM and our design team.

Choose:

- Number of trailers you want to be featured on
- Which delivery areas you want
- Amount of time your ad is on the road

3,400

trucks on
the road

43,000

customer
stops per year



ADVERTISE
DIRECT TO
CONSUMER



INCREASE
BRAND
AWARENESS

NATURAL MARKETING



RETAIL TRADE PROGRAMS

Monthly Specials

Offering monthly promotions and building your brand loyalty is essential to attracting new retail buyers and earning shelf space. Create an advantage in store with discounts available to price-sensitive shoppers.

Ways to promote your brand in Monthly Specials:

- Ads & Inserts
- Premium ad space on inside front or back covers
- Item Listing
- New Product Section + New & Now Listing

6,500
books printed
and shipped
monthly



MULTI-
CHANNEL
EXPOSURE



INCREASE
BRAND
AWARENESS



DRIVE
SALE PRICE
ON SHELF



REWARD
LOYAL
CUSTOMERS

MONTHLY SPECIALS

DC specific books printed and available digitally each month.

Premium Ad Space

Ad location is important and securing placement on the inside front or back covers offer the highest exposure



Item Line Listing

Offer a monthly discount and have your promo listed



Ad Space

BW Ads and Color Inserts available throughout

Artwork + Ad Copy Due Dates

Send brand logos, product images and ad copy by the deadline listed. All artwork should be print resolution or 300 dpi. Submit files to ads@unfi.com.

January	9/25/2024	April	12/24/2024	July	3/26/2025	October	6/25/2025
February	10/30/2024	May	1/29/2025	August	4/30/2025	November	7/30/2025
March	11/27/2024	June	2/26/2025	September	5/28/2025	December	8/27/2025

Hot Sheets

Demand for brands and products changes with the season. Having a competitive promotional strategy, with a hot deal during those months, is key to enticing shoppers to choose your product over the competition.

With a discount of 20% MCB or more, UNFI will contribute to your deal for even greater savings:

SUPPLIER MCB	UNFI CONTRIBUTES	TOTAL HOT SHEET DEAL
20 %	10 %	30 %
25 % +	15 %	40 % +

50%
YOY increase
in sales for
month

chill →		20% CHOBANI YOGURT		25% CORE FOODS COFFEE		30% GOOD BELLY COFFEE													
grocery →		20% BODI CULTURE YOGURT		20% HARVEST YOGURT		20% HARVEST YOGURT		20% HARVEST YOGURT											
frozen →		20% VIRSA YOGURT		20% HARVEST YOGURT		20% HARVEST YOGURT		20% HARVEST YOGURT											
frozen →		20% VIRSA YOGURT		20% HARVEST YOGURT		20% HARVEST YOGURT		20% HARVEST YOGURT											
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MULTI-
CHANNEL
EXPOSURE



DRIVE SALES
& INCREASE
BASKET SIZES



PROMOTE
NATIONALLY or
REGIONALLY

Shippers and Pallets

The Shippers and Pallets program is a pre-order program designed to drive incremental sales.

Benefits:

- Engages UNFI sales team and retailers
- Increased visibility during peak selling periods

This program works best when:

- Shippers have an MCB/CMAP deal
- Shippers are seasonally relevant, exciting items

**MCB
REPORTING**
with retail
level detail
provided after
program run



MULTI-
CHANNEL
EXPOSURE



ENCOURAGE
HIGH VOLUME
SELL THROUGH



PROMOTE
NATIONALLY or
REGIONALLY

Volume Deals

Volume discounts motivate retailers to buy and sell more of your product. Reward larger purchases with larger discounts, moving inventory, and build brand loyalty.

- Maximum of 3 discount tiers
- Minimum 15% discount (OI + MCB) required for tier 1
- Tiers 2 and 3 must increase by a minimum of 5%
- UNFI contributes up to 10% (East only)
- Shippers not eligible

40
digital views
per month



MULTI-
CHANNEL
EXPOSURE



DRIVE SALES
& INCREASE
BASKET SIZES



ENCOURAGE
HIGH VOLUME
SELL THROUGH



PROMOTE
NATIONALLY or
REGIONALLY

Seasonal Pre-Orders

Seasonal pre-order items build excitement while allowing you to forecast demand and lock in early sales. This is the perfect time to promote shippers that are seasonally relevant, exciting items.

Benefits

- Engages UNFI sales team and retailers
- Increased visibility during peak selling periods

Ways we can help to create excitement around your seasonal or limited-time products:

- Regional Line Listing + Half or Full-Page Ad
- Regional Shipper Line Listing

SEASON	SELLING PERIOD
Winter/Spring	January - April
Summer	May - August
Fall/Holiday	September - December
Digital Publications Posted on myUNFI	

- Improved assortment and presentation
- Detailed information on deadlines and customer commitments

Pre-Orders are MCB only. We will add your MCB deal to the month prior to accommodate additional lead time request for earlier ship dates prior to the published MCB promotional dates.

PROMOTE
items during
peak selling
times

EARLY
distribution



MULTI-
CHANNEL
EXPOSURE



DRIVE SALES
& INCREASE
BASKET SIZES



SEASONAL
THEMED
PROMOTIONS

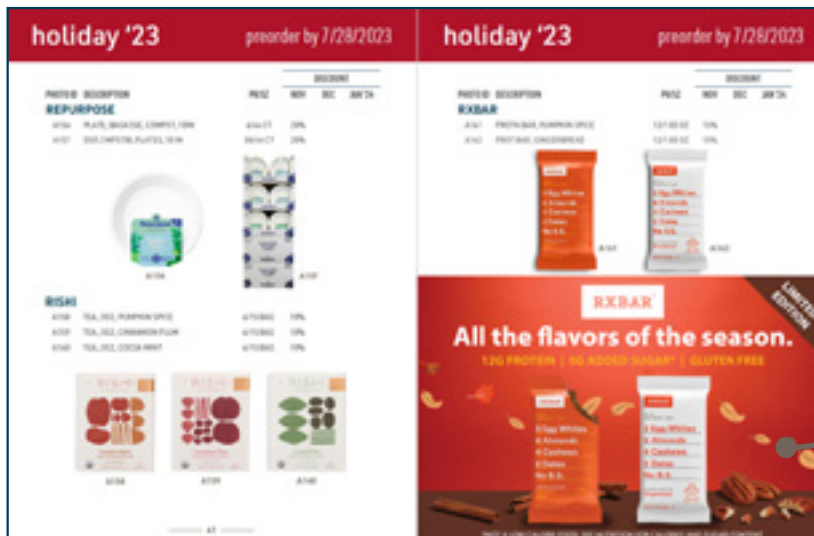
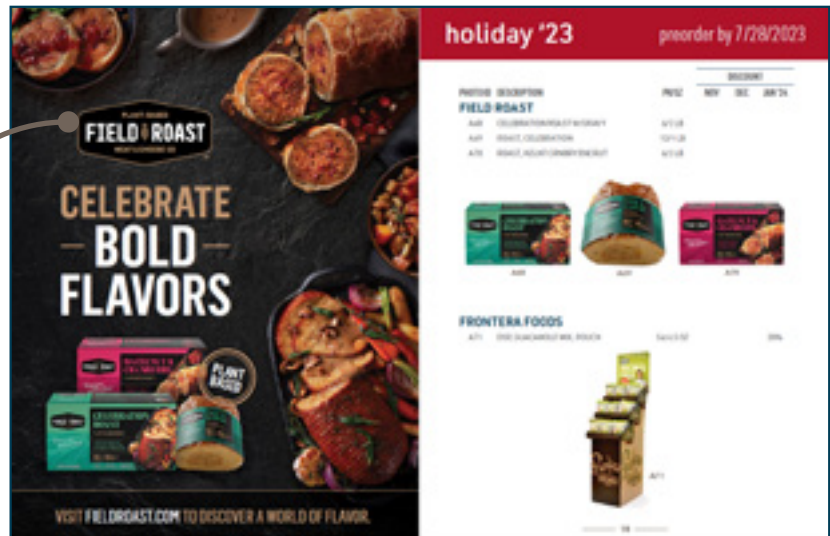


PROMOTE
NATIONALLY or
REGIONALLY

SEASONAL PREORDER ADVERTISING

Draw attention for your line listings with an ad showcasing your seasonal products.

Full Page Ad
Ad size: 7.625" x 10.125"



Half Page Ad
Ad size: 7.625" x 4.6875"

ADVERTISING SPECS

- Acceptable files: 300 dpi, PDF, JPG
- Fonts converted to outlines
- Artwork received after the ad deadline date will not be included in the publication
- Artwork that does not meet specifications will not be included in the publication
- The following content is not permitted:
 - UNFI logo or name
 - Competitor brand names
 - Product numbers or item numbers
 - Discounts (example: 25% off)
 - Suggested retail prices
 - "Case Stack" or "Line Drive"
 - Ads may not direct customers to contact a supplier's sales representative/department

Email your ad to SeasonalEssentials@unfi.com

NATURAL MARKETING



NEW PRODUCT ADVERTISING

New Product Advertising

The industry is booming with new product launches each month. Consumers are eager to try new, innovative products. Attract the attention of retail buyers to gain shelf space and tell your unique story.

Ways we can help:

- New & Now Focus Ad
- New & Now Color Ad
- New Product Webinar
- New Product Intro Package

7,300
retailers
emailed per
month

300+
monthly
webinar views



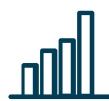
MULTI-
CHANNEL
EXPOSURE



INCREASE
BRAND
AWARENESS



DRIVE
PRODUCT
PLACEMENT



ENGAGE
UNFI/INSIDE
SALES

New & Now

Retailers look to this monthly digital publication for a first look at new items. A line listing, an image, certifications, and ingredients list is included. There are several ad options so you can stand out from your competition.



New Item Focus Ad

Designed by UNFI and prominently placed in the front of New & Now. A great way to tell your story. It includes item level detail, key attributes, and a brief description of what makes your product(s) special..



Full Page Ad

Traditional full page ad, placed throughout the publication

New Item Webinar

Our monthly live presentation where your SRM will introduce your new items to the UNFI National Sales Team. This is one of the best ways to share detailed information about your item(s).



BEST VALUE

New Product Intro Package (NPIP)

Value-priced ad package using several media channels for the greatest reach and most successful launch. During your intro period, take advantage of each of these opportunities for one reduced bundled price.



New and Now Full Page Ad

Instagram Post

New Item Webinar

New Arrival Email

NATURAL MARKETING



DIGITAL MARKETING

Digital Ad Agreement

Advertise your products where customers shop.
Web ads significantly increase activity on your brand page. They generate interest and boost sales.

- Receive discounted rates per ad
- Schedule ads in advance and secure desired locations
- Align web ads with your planned promotions

DAA Level	Total Benefits	Tier 1	Tier 2	Tier 3
Platinum	17	6	6	5
Gold	13	5	4	4
Silver	9	4	3	2
Bronze	7	3	2	2
Lite	5	2	1	2
Basic	4	0	2	2

25,000+
myUNFI users

400%
average traffic
increase to
brand page

5x
visits
per month



MULTI-
CHANNEL
EXPOSURE



INCREASE
BRAND
AWARENESS

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

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

A screenshot of the 'April Free Samples' request form. The form includes a header with the UNFI logo and a title 'April Free Samples'. Below the title, there is a paragraph of text describing the program. The form contains several input fields for 'First Name', 'Last Name', 'Email', 'Phone', 'Company', 'Address', 'City', 'State', and 'Zip'. There are also dropdown menus for 'Product Category' and 'Product Type'. A 'Submit' button is located at the bottom right of the form.

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.

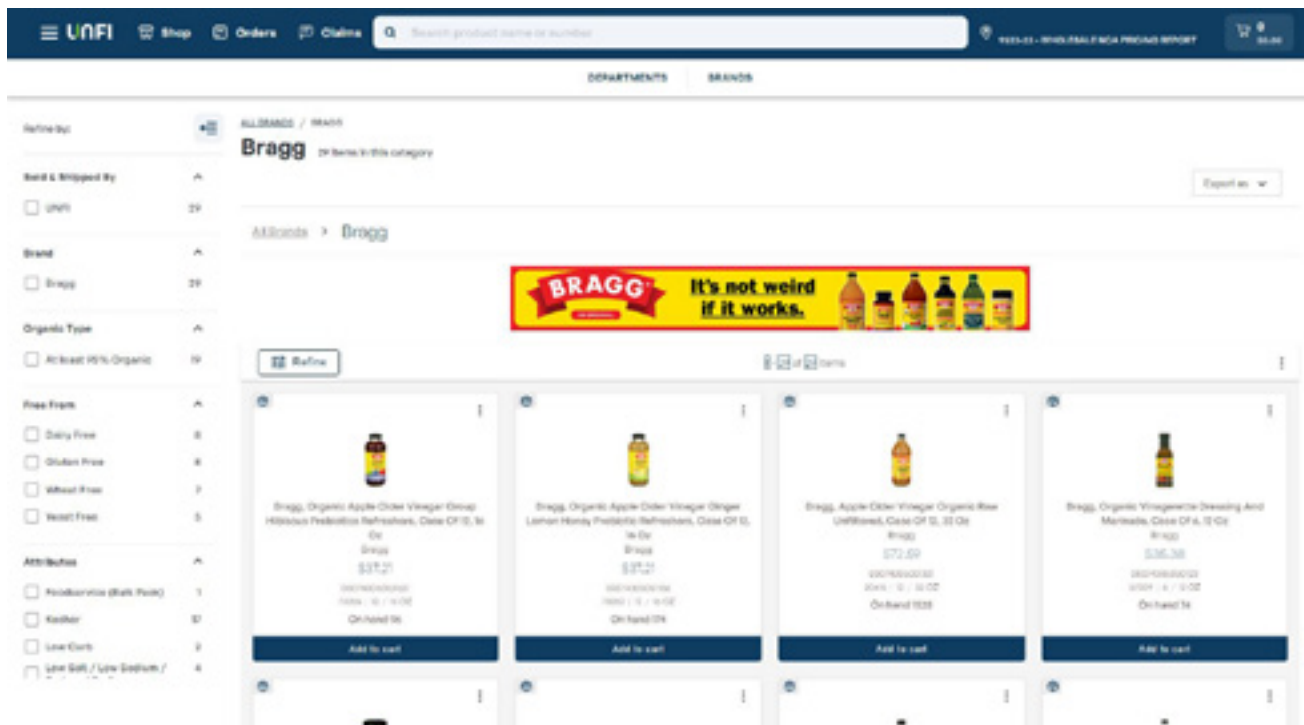
Products

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.



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.

Banner

Showcase a campaign, new items, or brand initiatives.

Content

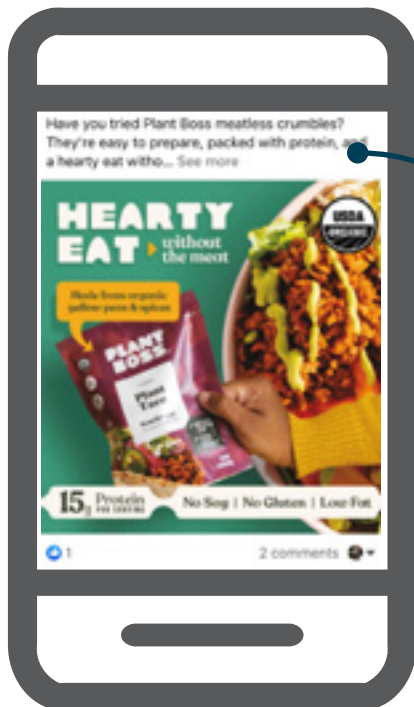
Each of the 4 vertical boxes may be customized with brand-specific content. Highlight new products, product attributes, certifications, and sustainability initiatives for example.

Facebook Advertising

Extend reach by advertising direct to shoppers on the Facebook pages of independent natural retailers. Facebook posts will appear on each participating store's timeline and be shared on the newsfeeds of each store's followers.

Ads should feature consumer-facing content:

- Product or brand awareness (no pricing)
- Recipes, giveaways and sweepstakes



Facebook Content

Reach consumers via Facebook with a post on the accounts of participating retailers

NEW

79,000

consumer
followers

28

retailers



SUPPORT
INDEPENDENT
RETAILERS



ADVERTISE
DIRECT TO
CONSUMER



INCREASE
BRAND
AWARENESS



SOCIAL
MEDIA
ADVERTISING

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

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

NATURAL MARKETING



UNFI SELLING SHOWS

UNFI Selling Shows

UNFI Selling Shows create an exclusive experience for suppliers across all product categories to make connections and build lasting relationships with UNFI retailers.

Shows focus on:

- product sampling
- new and emerging items
- seasonal and merchandising inspiration
- seminars from industry experts

Exhibitors will also have the opportunity to meet with UNFI Account Managers and attend hosted networking events.



EXCLUSIVE
SHOW DEALS



SEMINARS AND
LEADERSHIP
DISCUSSIONS



NETWORK WITH
INDUSTRY
PARTNERS

2025 SELLING SHOWS

JANUARY 21-23, 2025

UNFI Spring and Summer Show | West
San Diego Convention Center

FEBRUARY 10-12, 2025

UNFI Spring and Summer Show | Central and East
Coronado Springs Resort

JULY 15-17, 2025

UNFI Holiday and Winter Show | Central and West
Mandalay Bay Convention Center

JULY 29-31, 2025

UNFI Holiday and Winter Show | East
Mohegan Sun Resort and Casino

CONVENTIONAL MARKETING



CONSUMER MARKETING

Weekly Ad Circulars

Looking for opportunities to advertise your items in millions of weekly printed circulars across North America? UNFI can help promote your items to our shoppers through our weekly ad circulars. We also offer the opportunity to purchase large ad spaces through our gate and insert programs.

Details

- 2,200 stores nationwide
- Multi-store groups in all markets
- Inclusion in ad planner with additional promotional opportunities

What Does it Deliver?

- Value proposition for our retailers to invite customers into their store
- Weekly item and price point planner to drive traffic, trips, and basket size
- Balanced approach to drive proper product mix, improved penetration and consumption
- 3 week promotional window



SUPPORT
INDEPENDENT
RETAILERS



ADVERTISE
DIRECT TO
CONSUMER



DRIVE SALES
& INCREASE
BASKET SIZES

14M
circulars
printed weekly

Regional Availability

- East
- West
- Pompano
- Central

Shocker! & Super Coupons

UNFI has launched a new weekly in-ad coupon program, featuring one item per week as a SHOCKER! coupon item.

Details

- Weekly coupon program to enhance weekly ads & provide a value proposition to retailers & their customers
 - Group A will run SHOCKER! coupons
 - Group B will run SUPER coupons
- Offers should have better-than-front-page retail price
- Targeting “known value” items with high purchase frequency
- Offers are available to all retailers who follow the Group A & B weekly planners



SUPPORT
INDEPENDENT
RETAILERS



ADVERTISE
DIRECT TO
CONSUMER



DRIVE SALES
& INCREASE
BASKET SIZES

Regional Availability

- East
- West
- Pompano
- Central

**EXTRA
DEEP**
front page
offers

Weekly Gate/Insert Program

Dedicated ad space that will feature your products and brand messaging in a prominent ad space. Additional overlays can enhance offers and help retailers to drive additional sales. This is a great opportunity to build themed or seasonally relevant events and showcase your brands.

Details

- Gatefold/Inserts are planned to supplement the weekly ads
- Themed or seasonally relevant events to add additional excitement to retailers ads
- Vendor funded events – can be planned around one vendor or built as a multi-vendor event
- Coupon overlays are recommended to provide additional value for our retailers
- Dedicated space can range from a half gatefold up to a fullpage insert
- Events can be planned as Central Region only or can be planned as National Events with participation from all 3 regions

dedicated
**EVENT
SPACE
IN AD**



SUPPORT
INDEPENDENT
RETAILERS



ADVERTISE
DIRECT TO
CONSUMER



DRIVE SALES
& INCREASE
BASKET SIZES



INCREASE
BRAND
AWARENESS

Regional Availability

- East
- West
- Pompano
- Central

National Events

Details

In-ad events promote manufacturer's products by buying out entire ad inserts. In turn, participating retailers are provided execution materials, which include display plans, order guides, POP signage and digital artwork for websites and social media pages.

National Events will run nationally in all UNFI regions.

Integration with the Digital Ad Network

We are extending national campaigns to include digital marketing tactics, such as website ad banners, emails, social media posts, digital coupons and more! These tactics are available as stand-alone digital campaigns or as an integrated program offering crossing all customer media channels. We currently have over 800 retailers participating in the Digital Ad Network, and even more have access to execute the digital assets using their store's platforms.

national OMNI- CHANNEL EVENTS



SUPPORT
INDEPENDENT
RETAILERS



ADVERTISE
DIRECT TO
CONSUMER



DRIVE SALES
& INCREASE
BASKET SIZES



INCREASE
BRAND
AWARENESS

Regional Availability

- East
- West
- Pompano
- Central

CONVENTIONAL MARKETING



RETAIL TRADE PROGRAMS

Hot Buys

The Hot Buys program is a sales vehicle to sell close-out, discounted, overstock, aged, and short-dated inventory to retailers at an exceptional deal on a first-come basis.

Benefits

- Program is available to all region retailers
- Opportunity to provide short lead time deals
- Limited availability for deep discounts by warehouse location
- Minimum 50% deal suggested
- Flexible selling window

**DIRECT
SALES**
to retailers

Regional Availability

- East
- West
- Pompano
- Central

Save Every Day

This program was developed to help our retailers maintain and/or grow market share in competitive markets by providing consumer appeal in key categories. Our mission is to provide a competitive price perception program to attract and retain consumers.

Program Details

- Retails vary by time of year
- Focus on price sensitive items within a category
 - Seasonal or yearly
 - Minimum 13-week allowance
 - 3,500 - 4,000 SKU average for each rotation
 - Coverage for all center store departments
- Maximum SRP requirement to receive CMAP
- Items are advertised at or below threshold SRP



DRIVE
SALE PRICE
ON SHELF



DRIVE SALES
& INCREASE
BASKET SIZES



ADVERTISE
DIRECT TO
CONSUMER

Regional Availability

- East
- West
- Pompano
- Central

GUARANTEED PRICING

execution

Limited Day Sale

Between major themed sales events, holding 1-, 2- or 3-day sales events on bulk items can be an effective way to generate customer interest and drive traffic to your department. Offer bulk items like a 40-pound case of chicken breasts or a 10-pound box of sausage and have your meat cutter separate it into meal-size portions in-store just for your customer. Shoppers will be reassured they are getting a deal and will value the personal service from your in-store experts.

Benefits

- Involve other departments in planning to maximize foot traffic
- Utilize sale items that can be "sold in the bag"
- Use signage to promote the event
- Display higher-margin, soft discount items next to the lead sale items to help margin



ADVERTISE
DIRECT TO
CONSUMER



DRIVE SALES
& INCREASE
BASKET SIZES



ENCOURAGE
HIGH VOLUME
SELL THROUGH

Regional Availability

- East
- West
- Pompano
- Central

maximize
**FOOT
TRAFFIC
AND
SALES**

eBlast Program

Sales Opportunities

- Direct access to retail customers on the expo show floor when they are motivated to buy
- Best opportunity of the year to show retailers what makes your products stand out
- Expo-only deals for retailers as added incentives
- Regional and National Monster Buys to highlight must-have offers for retailers

Benefits

- Delivers volume in a concise timeframe with full visibility to orders
- Over 550 emails delivered to existing retailers
- Supplier input on fulfillment timeframe
- Fast order window and turnaround
- Supplier review of orders (if required)
- Single week shipment window

direct selling to

**OVER
500
STORES**



Regional Availability

- East
- West
- Pompano
- Central

Merpro

(Merchandising Program)

- Designed to give the independent retailer a competitive edge through leveraged quantity purchases and planned merchandising activity
- Monthly Planner
- All available allowances are directed into the cost of goods
- Items are orderable in SV Harbor
- Retailer Performance Requirements:
- Display product off-shelf for a minimum of 3 weeks
- Display at (no higher than) agreed T.P.R. price
- Advertise item in a weekly feature ad once during the month

3M
circulation



INCREASE
BRAND
AWARENESS



DRIVE SALES
& INCREASE
BASKET SIZES

Regional Availability

- East
- West
- Pompano
- Central

SUPERDEAL\$

SUPERDEAL\$ is a weekly direct marketing program designed to drive incremental sales. Each week, more than 2,400 stores receive detailed sell sheets via email or phone call from our customer service department to discuss the offers.

Benefits

- 2400 + participating stores
- Target 20-30 items per call week
- Dedicated seasonally-relevant call weeks
- Achieves a 90+% contact rate during the week the item is offered
- Item pre-book window is typically 3 weeks
- Each customer service rep is dedicated to a specific list of stores, building leverage and knowledge of individual retailers' operations, and can help with targeting specific products to individual operators
- Vendors have the option to submit up to 8 open stock items that are in the same item group to create virtual display
- Contracts must be submitted 7 weeks prior to the first ship date

weekly **DIRECT MARKETING PROGRAM**



ADVERTISE
DIRECT TO
CONSUMER



INCREASE
BRAND
AWARENESS



ENCOURAGE
HIGH VOLUME
SELL THROUGH

Regional Availability

- East
- West
- Pompano
- Central

Mercado Buys

Quarterly calendar of deals that are meaningful for all shoppers, especially Hispanic populations.

Benefits

- Showcases Authentic Hispanic items for Hispanic and Conventional consumers
- Helps to drive incremental sales during key dates
- Minimum 15% CMAP level
- Flyers run for 3 months, 4 times a year
 - January – March
 - April – June
 - July – September
 - October – December
- Features a large range of items across Grocery, Frozen Foods and Dairy
- Hotter than normal offers are featured on the front page

1 in 5
US residents
are
Latino, and
account for
over
half the
population
growth in past
two decades



Regional Availability

- East
- West
- Pompano
- Central

Big Buy

UNFI's new Big Buy program offers volume discounts on the in-demand products your customers want! These discounts were formerly available ONLY at UNFI selling shows. When you buy big, your customers will, too!

Benefits

- Offers the right price and timing on key items in Grocery, Frozen, Dairy and GM/HBC departments
- Includes 2-4 items per month, available to pre-book in both pallets/shippers and open stock
- Three-week CMAPs every month
- May be supplemented by ad week scan down deals
- Pre-booking and advertising/display commitments with a maximum SRP agreement are required
- Supplier best deal of the year in which all funds go directly into COGS (in lieu of any UNFI/retailer ad fees)
- Featured in all UNFI produced Conventional store ad circulars, ad planners, and show books
- Select items added to the UNFI Digital Ad Network (available to participating retailers)

leveraging
**UNFI'S
NATIONAL
SCALE**



COLLABORATIVE
OPPORTUNITY
WITH UNFI



DRIVE SALES
& INCREASE
BASKET SIZES



ENCOURAGE
HIGH VOLUME
SELL THROUGH

Regional Availability

- East
- West
- Pompano
- Central

\$AVE Monthly Coupon Book

Our monthly \$AVE! coupon books continue to be a great success. Don't miss out on these great monthly programs to drive customers into your stores. Participation can be month-by-month or auto-sign up by season.

Details

- Monthly 16-page coupon booklet
- Offers are exclusive to the event and will not be re-used during time frame
- MEGA \$AVE & \$AVE Coupons: valid 14 days
- 3-Day Sale Coupons: valid 3 days, Thurs-Fri-Sat



3M
circulation



ADVERTISE
DIRECT TO
CONSUMER



INCREASE
BRAND
AWARENESS



SEASONAL
THEMED
PROMOTIONS

Regional Availability

- East
- West
- Pompano
- Central

CHOOSE FROM THREE TIERS OF PROMOTIONAL DISCOUNTS

3-Day MEGA \$AVE

- Includes 4 extremely aggressive G/F/D items
- Funding will be combination cash & scan
 - Cash is 2 week CMAP
 - Scan is only for 3 days of event
 - +Scan reimbursement contingent upon SRP Execution
- Retailer/Sales Team to provide proof of performance
- Only available for designated dates – always Thursday, Friday, Saturday
- Available to all retailers that print the book or publish an ad – digital execution OK
- Retailers must sign-up to participate

MEGA \$AVE

- Better than front page pricing, sales-driving price-point offers
- 6 National Brand G/F/D, 2 Private Brand G/F/D, 1 Meat, 1 Produce

Price Point Offers

- Includes basket-building, theme, seasonal, impulse or highly-consumable items
CMAP funded offers

Shopper Marketing Space

- Cents-off redeemable coupons and/or brand messaging
- Full, Half or Quarter pages available
- Suggested themed, seasonal, new items or brand re-launches
- Must offer consumer solution



Regional Availability

- East
- West
- Pompano
- Central

Sentry Sports Marketing Programs

This established program is designed to motivate consumers through a highly visible association with the Green Bay Packers and drive consumers to participating Sentry stores with week-long radio and two creative consumer sweepstakes.

17-week promotional campaign that maximizes case sales and top-of-mind awareness of key brands during the fall football season and key 4th quarter selling period.

Each vendor receives:

- Inclusion in 620 WTMJ & ESPN local radio campaign during your week
- Inclusion in Sentry statewide newspaper ad distributed to over 800,000 households with hot price point feature during your week of participation
- Inclusion in 20,000 Savings Guide ads distributed in-store
- Participation in Sentry scripted end-cap display
- Tickets to a Packers/Brewers game
- Packers/Brewers premium item



ADVERTISE
DIRECT TO
CONSUMER



DRIVE SALES
& INCREASE
BASKET SIZES



MULTI-
CHANNEL
EXPOSURE

week-long
radio
advertising
during

**PACKERS &
BREWERS
GAMES**

Regional Availability

- East
- West
- Pompano
- Central

Value Pack Program

- Curated product selection, focusing on expandable consumption, with quarterly updates to allow for seasonal changeover.
 - Q1: January – March
 - Q2: April – June
 - Q3: July – September
 - Q4: October – December
- Incremental items – not included in current category planograms
- SRP Competitive to Club and/or unit price comparable with promoted pricing of common sizes
- Everyday low cost – either net cost or long-term CMAP
- Items will be non-fee



provide value
for shoppers
and
**INCREASE
BASKET
SIZE**



Regional Availability

- East
- West
- Pompano
- Central

In Ad & Department Specific Events

March is Frozen Food Month / June is Dairy Month

- A proven effective way to quickly and easily drive incremental frozen/dairy sales
- Includes in-ad advertising, consumer sweepstakes, in-store display program and a prebook program

Seasonal Beverage Events

- Comprehensive spring/summer and fall/winter beverage program to help retailers maximize shelf stable and refrigerated beverage sales
- Includes details for building out display sets to adapt to seasonal demand along with educational information and sell sheet on key seasonal items

Seasonal and Themed Ad Events

- In-ad and pre-book events to tie in with key seasonal themes, such as Ice Cream Social or Candy Carnival



themed IN-AD EVENTS

Regional Availability

- East
- West
- Pompano
- Central

Extras

Details

- Monthly TPR Cents-off Program
- Flexible allowance dates with a minimum of 4 weeks
- Items may be used in weekly ads with an ad overlay
- Items may be promoted via in-store bib tags

incremental
SELLING
OPPORTUNITY



INCREASE
BRAND
AWARENESS



DRIVE SALES
& INCREASE
BASKET SIZES

Regional Availability

- East
- West
- Pompano
- Central

Everyday Pallet Program

Details

- The power of pallet efficiency! Warehouse cost savings passed on to UNFI Customers!
 - High-volume, fast-moving items only
 - Forecasted needs on a weekly basis
- Controlled quantities – approximately 20 per DC
 - Category Manager to monitor inventories closely
 - Estimated quantities agreed upon with suppliers
- Timeframe to mirror SED cadence; two rotations per semester
 - Allows for seasonality per quarter for targeted sales opportunities
 - Preferred CMAP 1 on pallet

the power of
PALLET
EFFICIENCY



DRIVE SALES
& INCREASE
BASKET SIZES



ENCOURAGE
HIGH VOLUME
SELL THROUGH

Regional Availability

- East
- West
- Pompano
- Central

National Shopper Marketing Programs

Holiday Entertaining

Details

- Formerly Simply Sweet - expanding to cover more brands & categories
- 24 pg book with holiday-themed baking recipes and coupons
- Features BRANDS+ and national brand offers and messaging
- National and regional offerings
- 14 weeks of savings to support Thanksgiving, Christmas and New Year parties and celebrations
- Multiple sponsorship levels to fit your brand

What You'll Receive

- Placement in magazine
- In-Ad advertising
- Social Media (Instagram, Pinterest, Facebook)
- Website placement
- Plan-O-Gram placement
- Execution in all UNFI Wholesale Regions



available in
**ALL
UNFI
REGIONS**

Regional Availability

- East
- West
- Pompano
- Central

National Shopper Marketing Programs

Outdoor Entertaining

Details

- 16-page book with holiday-themed baking recipes and coupons
- Features BRANDS+ and national brand offers and messaging
- National and regional offerings
- 14 weeks of savings to support Thanksgiving, Christmas and New Year parties and celebrations
- Multiple sponsorship levels to fit your brand

What You'll Receive

- Placement in magazine
- In-Ad advertising
- Social Media (Instagram, Pinterest, Facebook)
- Website placement
- Execution in all UNFI Wholesale Regions

available in
**ALL
UNFI
REGIONS**



Regional Availability

- East
- West
- Pompano
- Central

CONVENTIONAL MARKETING



NEW PRODUCT ADVERTISING

New Item Auto Distribution (NIAD)

To increase retailer profitability and speed-to-shelf for new items, UNFI offers a New Item Auto Distribution (NIAD) program. Auto-distribution allows delivery of new items of retailers as soon as the item has entered our warehouse database. It is critical that retailers have new items on the shelf as quickly as possible to differentiate and identify themselves as the go-to store for new items. If you're not on NIAD you're missing critical selling time and set yourself about 12 weeks behind the competition!

Benefits:

- Speed to shelf grows sales
- First in market to advertise
- Capitalization of a manufacturer's media support
- Free or 50% discounted case on all items
- Planograms to support placement
- Not cost to retailer



DRIVE SALES
& INCREASE
BASKET SIZES



INCREASE
BRAND
AWARENESS

1,500+
participating
stores

Regional Availability

- East
- West
- Pompano
- Central

New & Now

Whether it's a line extension, new flavor or entirely new brand, the New & Now publication is the premiere vehicle for retailers to see your items.

In each edition, you'll find:

- Monthly regional electronic publication, distributed to UNFI Sales Team and Retailers
- Includes new items from Grocery, Frozen and Dairy categories
- Manufacturers are encouraged to couple this with NIAD and other launch programs at UNFI



RETAIL
exposure

ENGAGE
UNFI sales
team

ADVERTISING OPTIONS

Gold	Full Page Ad
Silver	1/3 Page Ad
Bronze	Line Listing w/Product Image



SUPPORT
INDEPENDENT
RETAILERS



DRIVE
PRODUCT
PLACEMENT

Regional Availability

- East
- West
- Pompano
- Central

New Item Webinar

The New Item Webinar is presented monthly to the UNFI Sales team. This is one of the best ways to share detailed information about your item(s).

It includes:

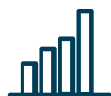
- A brief brand/item overview with key selling features and benefits
- Merchandising and promotional information

Each presentation is recorded and available to sales whenever they need it.

500+
ATTENDEES
each month



INCREASE
BRAND
AWARENESS



ENGAGE
UNFI SALES
TEAM

Regional Availability

- East
- West
- Pompano
- Central

CONVENTIONAL MARKETING



REPORTING

Monthly Merchandising Guides

The Grocery/Frozen/Dairy category management team publishes a monthly merchandising guide with details surrounding sales-driving events and seasonal preparedness. These guides are distributed to our retailers and sales team to help drive seasonal sales in stores.

Details

- Includes items from Grocery, Frozen and Dairy departments
- Teams publish one guide per month, with information including:
 - Monthly Calendar with relevant holidays
 - Supply Updates
 - Key New Items
 - Merchandising Suggestions
 - Nielsen Category Indexing
 - and much more!



**MERCHANDISING
SUPPORT**
for retailers

Regional Availability

- East
- West
- Pompano
- Central

CONVENTIONAL MARKETING



UNFI SELLING SHOWS

UNFI Selling Shows

UNFI Selling Shows create an exclusive experience for suppliers across all product categories to make connections and build lasting relationships with UNFI retailers.

Shows focus on:

- product sampling
- new and emerging items
- seasonal and merchandising inspiration
- seminars from industry experts

Exhibitors will also have the opportunity to meet with UNFI Account Managers and attend hosted networking events.



EXCLUSIVE
SHOW DEALS



SEMINARS AND
LEADERSHIP
DISCUSSIONS



NETWORK WITH
INDUSTRY
PARTNERS



SUPPORT
INDEPENDENT
RETAILERS

Regional Availability

- East
- West
- Pompano
- Central

2025 SELLING SHOWS

JANUARY 21-23, 2025

UNFI Spring and Summer Show | West
San Diego Convention Center

FEBRUARY 10-12, 2025

UNFI Spring and Summer Show | Central and East
Coronado Springs Resort

JULY 15-17, 2025

UNFI Holiday and Winter Show | Central and West
Mandalay Bay Convention Center

JULY 29-31, 2025

UNFI Holiday and Winter Show | East
Mohegan Sun Resort and Casino