

# UNFI Selling Shows

## Meet Buyers. Make Deals. Move Forward.

UNFI Selling Shows offer an exclusive platform for suppliers across all product categories to connect directly with independent retailers. These events are designed to foster meaningful relationships, showcase innovation, and drive brand growth.

- **Product Sampling** – Let retailers experience your products firsthand
- **New & Emerging Items** – Spotlight innovation and introduce what's next
- **Seasonal & Merchandising Inspiration** – Share ideas to help retailers plan and execute timely promotions
- **Seminars from Industry Experts** – Gain insights and strategies from thought leaders in the natural and specialty space

### Additional Opportunities for Exhibitors:

- Meet one-on-one with UNFI Account Managers to strengthen partnerships and explore growth opportunities
- Attend hosted networking events to build connections with retailers and industry peers in a more relaxed, engaging setting

## 2026 UNFI SELLING SHOWS

### Dates and Locations

#### **January 27-29, 2026**

UNFI Spring & Summer Show  
West | Long Beach, CA

#### **February 10-12, 2026**

UNFI Spring & Summer Show  
Central & East  
Orlando, FL

#### **June 23-25, 2026**

UNFI Holiday & Winter Show  
East  
Uncasville, CT

#### **July 13-15, 2026**

UNFI Holiday & Winter Show  
Central & West  
Las Vegas, NV