

Consumer Advertising Program

For Natural Retailers

Shoppers are more likely to buy when there is a deal featured on shelf¹



Smaller grocers can't always match the prices of their larger competitors. With the help of the **Consumer Advertising Program**, you can level the playing field by putting key value items on sale, alongside the unique, natural products shoppers look for. This shows your customers that they don't have to shop with the big guys to save money. Complete a one-time enrollment, select your package and service level options and start saving today!

 In the last year, participating stores saved an average of \$1,188 per month²



Exclusive Discounts

Appeal to shoppers with discounts on key value items PLUS trending, seasonal and top selling natural items



Point of Sale Shelf Talkers

Influence purchases with sale items featured on the shelf



Consumer Flyers

Reach more shoppers by sharing sales items in digital and print ads



Community Outreach

Connect with shoppers outside of your store with optional direct mail service, new mover postcards and social media programs

Optional **customizable packages** give you access to use program design tools to choose the items and pricing you want to feature

For more information or to sign up contact:

Madison.Valls@unfi.com or RetailSignUps@unfi.com

1) Dana Marketing. (2025, May 21). How Shelf Talkers Boost Sales & Customer Engagement - Dana industries. Dana Industries. <https://danaindustries.com/how-shelf-talkers-boost-sales-customer-engagement/> 2) Individual store savings will vary depending on the size and frequency of orders. Marketing can provide store specific results, upon request.

UNFI 
PROFESSIONAL SERVICES



Sales Region: __ EAST __ CENTRAL __ WEST

Primary UNFI Natural DC: _____

Account Manager: _____

Consumer Advertising Program Participation Form

Store Name: _____ Primary UNFI Account #: _____

Additional Account #'s: _____

One location per form. Include all eligible account numbers for this address only. Wellness account numbers are eligible. Account numbers not included on this form will not receive discounts and will not receive credits for missed discounts. Retailers primary account number will be billed.

Store Contact: _____ Email: _____ Phone: _____

Address: _____

Choose your package

Standard Packages For retailers who prefer a turnkey solution, the standard packages offer exclusive program discounts plus UNFI designed, ready-to-use materials so you can stay focused on store operations while we take care of the rest.

__ Signage Only	__ Signage + Digital Ad	__ Signage + Digital + Print Ad
\$35 monthly	\$55 monthly	Starts at at \$65 monthly
Monthly Promotions Shelf Talkers	Monthly Promotions Shelf Talkers AdViewer Digital Ad	Monthly Promotions Shelf Talkers AdViewer Digital Ad Connections Printed Ad (100) <i>Additional printed ads are available for \$10/100</i>

Customizable Packages For retailers who want more control over what's featured, the custom packages offer exclusive program discounts plus access to UNFI's ad design tools to customize and create your own advertising materials.

__ Signage Only	__ Signage + Digital Ad	__ Signage + Digital + Print Ad	__ InstantAds
Starts at \$45 monthly	Starts at \$65 monthly	\$85 monthly plus the cost of printed ads	\$85 monthly
Monthly Promotions Shelf Talkers <i>Cost includes up to 200 shelf talkers, add \$10 for each add'l 100.</i>	Monthly Promotions Shelf Talkers AdViewer Digital Ad <i>Cost includes up to 200 shelf talkers, add \$10 for each add'l 100.</i>	Monthly Promotions Shelf Talkers AdViewer Digital Ad Custom Printed Ads InstantAds	Monthly Promotions InstantAds

For internal use, sales comments:

General Program Participation Terms

- I. Participating retailers are required and agree to feature promotions in-store using the supplied materials.
- II. Retailers are responsible for fees associated with their program participation and will be invoiced on a monthly basis
- III. Retailer acknowledges that suppliers with promotions in retailer's circular may elect to do additional offsite digital promotion of such circular to drive engagement and customer outreach.
- IV. All program packages and pricing are subject to change with at least 60 days' prior written notice
- V. Participation in the Consumer Advertising Program may be cancelled at any time with 30 days' prior written notice to UNFI
- VI. Program participation may be cancelled at any time and at the sole discretion of UNFI, for any misuse or misrepresentation of a program.

By signing this Consumer Circular Participation Form you agree and accept to be bound by the terms of participation set out on this form.
