

DIGITAL COUPONS

Digital coupons are now essential in grocery retail, meeting shopper demands for convenience, personalization, and savings. They attract new and loyal customers, boost sales, and provide valuable data for targeted marketing and efficient operations.

Integrated into mobile apps, websites, e-commerce, in-store kiosks, and digital ads, digital coupons make it easy to reward shoppers and monitor redemption in real time.

UNFI offers digital coupon solutions tailored to help independent retailers stay competitive, connected, and customer-focused.

RETAIL MARKETING



SHOPPERS WHO USE DIGITAL COUPONS SPEND UP TO 24% MORE THAN THOSE WHO DON'T¹

**10X HIGHER
REDEMPTION
RATES¹**

**35% MORE
UNPLANNED
PURCHASES¹**

**ATTRACT 80%
OF SHOPPERS
AGE 25-40²**

Features of UNFI Digital Coupon Programs:

1. Integrate with loyalty programs and most POS systems
2. Provide your shoppers with customized and targeted offers and rewards
3. Enables retailer to equitably extend discounts to both digital and non-digital shoppers
4. Deliver real-time analytics and reporting
5. Facilitate multichannel marketing efforts such as UNFI Digital Media Network

Get Started

From entry-level programs to more robust & integrated solutions, our experts can help you find the right digital coupon platform for you and your shoppers.

Reach out to get started: West Region: Naquel.M.Sawyer@unfi.com, Central Region: Adrien.Goudreault@unfi.com, East Region: Lee.M.Cox@unfi.com

1. SpendMeNot. (2024, February 21). Coupon usage statistics in 2025: Latest trends to know. <https://spendmenot.com/blog/coupon-statistics/>
2. Capital One Shopping. (2025, July 1). Coupon statistics (2025): Usage & behavior change data. <https://capitaloneshopping.com/research/coupon-statistics>



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UNFI Programs and Partnerships



Buy.
Earn.
Redeem.

AppCard

A robust digital coupon & loyalty provider that offers multiple levels and in-lane terminals for shoppers to view, add & redeem offers.



Loyalty Lane

A powerful digital coupon platform with nationwide, wholesaler, and in-store sourced offers with full retailer settlement.



SHOPTO COOK

An In-store kiosk integrated with AppCard & Loyalty Lane that allows all shoppers to view and add coupons for in-store redemption.



Universal Coupons

A new industry standard for digital coupons (AI 8112) that allows for secure, one-time use, and serialized coupons. UNFI has partnered with the Coupon Bureau to support retailers by helping them get ready to accept them.



Digital Coupon Shelf Tags

These generated tags feature products that have a digital coupon and show the reduced price, encouraging loyalty program participation and redemptions.



Digital Coupon Clearing

UNFI can clear coupons for most aggregators in the industry. No fees, no contracts, and you'll earn handling fee revenue share. A UNFI account is not required to participate.

[SIGN UP TO LEARN MORE](#)

Subject to credit approval. Some services may not be available in international markets.

Questions? Email ProServices@UNFI.com

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