FRESHOP ONLINE SHOPPING

freshop
Easy Online Groceries

More consumers are turning online for their shopping than ever before. You can capitalize on this shift by providing an intuitive grocery website that's an extension of your in-store experience. Offer customers online ordering, list building, and more with websites and apps that make shopping simple and convenient, any time of day.

WHY FRESHOP?

Freshop will help your business reach new heights with increased basket sizes, stronger brand loyalty, and enhanced customer satisfaction. They offer list building, Click & Collect, and Delivery functionality, without requiring a percentage of sales revenue or long-term commitment. Freshop's goal is to empower your business with the tools to compete in today's digital grocery marketplace.
And you're not alone. Their approachable team will walk you through the whole process, and continue to support you in managing your customer experience.

With a wide range of features, integrations, and customizations, Freshop is the top choice for retailers ready to grow online.

Manage your online store in one administration portal and leverage your store-branded website to strengthen customer confidence. Experience increased efficiency across workstreams with seamless integration with major POS, loyalty, and coupon programs.

- E-COMMERCE
- SCAN + GO
- CLICK & COLLECT
- DELIVERY

UNFI™
PROFESSIONAL SERVICES

FRESHOP ONLINE SHOPPING

LIMITED ONLINE GROCERY WEBSITE WITH LIST BUILDING

$300 per store, per month

Includes all features listed above except checkout

LIMITED ONLINE GROCERY WEBSITE WITH IMAGE ONLY CIRCULAR
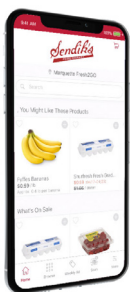
$100 per store, per month

Includes all features listed above except checkout & product catalog

LIMITED ONLINE GROCERY WEBSITE WITH STORE FINDER

$50 per store, per month

Includes all features listed above except checkout, product catalog & image only circular

WHITE LABEL APP

NO SETUP FEE for UNFI Retailers

$50 per store, per month to update

$25 per store, per month for list building

FULL STORE FRESHOP LICENSE

$600 per store, per month

Your online grocery website with features including:

- Full store products
- Catalog of product images
- Clickable circular*
- Shopping list building
- Recipes
- Store finder
- Honest Green
- & more

WEBSITE DESIGN

- Integrate Freshop into the site
- Tie PLU/variable weight UPCs to Freshop's product catalog
- Google Analytics Integration
- Up to four hours of web training for fulfillment and site management
- Make a good faith effort to follow the Web Content Accessibility Guidelines (WCAG) 2.1

THEMED WEBSITE
$2,500
per banner, regardless of store count

- Existing Freshop template customized using Licensee's input
- File setup & remote implementation

FULL CUSTOM WEBSITE
$12,500

- Design and develop a new website using Licensee's design input
- File setup & remote implementation

HOSTING
$50 per five stores, per month

CLICKABLE CIRCULAR*
$12.50 per unique page

STORE RESPONSIBILITIES

In order to ensure a timely and successful launch of your new online grocery website in partnership with Freshop you must:

- Designate a single point of contact to coordinate project details
- Provide logo, colors and store info
- Connect Freshop with contacts for data and integrations (POS / price files, Ad files, Digital Coupons, Loyalty provider)
- Configure your st°re products using Freshop admin tools (Deli, Meat, etc.)
- Attend online website & admin training (Estimated 4 hours total)

SIGN UP TO LEARN MORE
Some services may not be available in international markets.

Questions? PSSales@UNFI.com

Browse more value-creating business solutions at services.unfi.com or view our brochure.