

STOREFRONT PRO BY INSTACART

Your Store-Branded E-Commerce Solution

Storefront Pro is a white-label e-commerce platform powered by Instacart, giving retailers full ownership of their digital storefront and their customer data. It combines custom branding, AI-driven shopping experiences, and built-in monetization tools to help you drive sales, strengthen loyalty, and make data-driven decisions.

Retailer Benefits

- **Custom-branded storefront:** Homepage layouts, navigation, and shoppable content such as ads and recipes
- **Flexible fulfillment:** Delivery, pickup, and in-store labor models
- **Loyalty & digital coupon integrations**
- **Self-serve marketing:** On-site banners, CRM targeting, flexible offers, and private label boosting
- **Advanced reporting and analytics** for campaign performance and better decision making

Shopper Benefits

- **AI-powered grocery experiences:** 'Buy it again' carousel, product recommendations, replacements and suggestions
- **Effective ordering communications:** Push, SMS, and email notifications for order updates and confirmations
- **Payment choices:** SNAP/EBT, Klarna, PayPal, ApplePay, BNPL, gift cards

RETAIL MARKETING

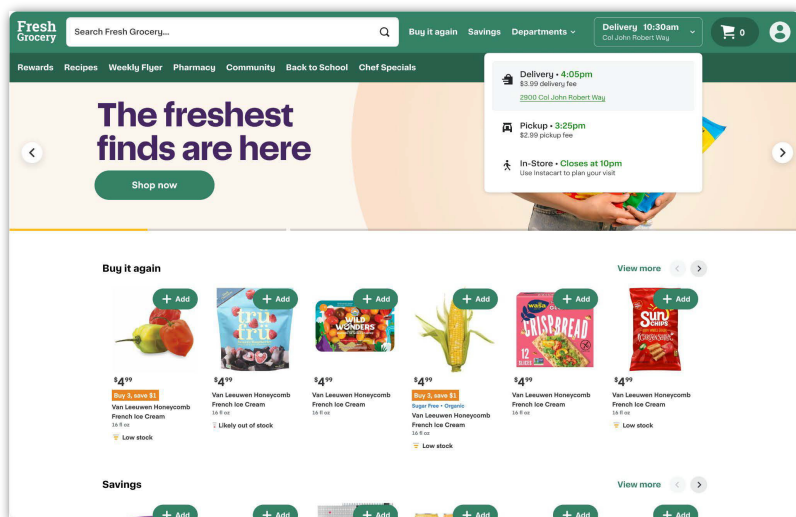
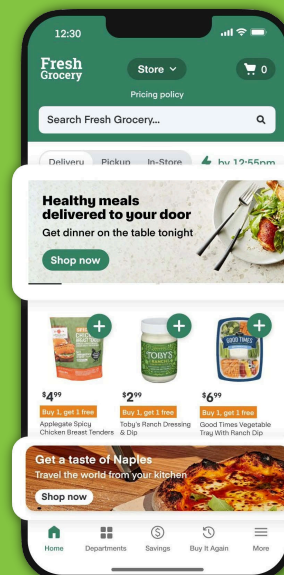


WHY CHOOSE UNFI?

Negotiated Rates for UNFI Retailers

Waived implementation fees and reduced hosting & transaction fees, plus additional discounts when you add-on services such as SNAP/ EBT & Alcohol.

Dedicated Account Management



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RETAIL MARKETING

Marketplace vs. Storefront Pro

Instacart Marketplace	Storefront Pro
Hosted on Instacart.com, branded as Instacart	Hosted on your domain, fully branded to retail store
Shared platform experience	Customizable homepage, navigation, content pages & mobile app
Instacart owns platform-level data	Retailer owns Storefront Pro shopper data with advanced analytics & segmentation available
Core delivery	Delivery, pickup, and in-store context

Requirements

- Not available as a standalone solution; must be a current customer of Instacart Marketplace.
- Available to retailers with at least 4 locations and either \$500K in current annual e-commerce sales OR \$50M annual total retail sales.
- Retailers who have direct agreements with Instacart must complete existing terms before moving to UNFI's program.

How to Get Started

Reach out to the UNFI representative for your region to learn more:

- **East:** Lee Cox | Lee.M.Cox@UNFI.com
- **Central:** Adrien Goudreault | Adrien.Goudreault@UNFI.com
- **West:** Naquel Sawyer | Naquel.M.Sawyer@UNFI.com



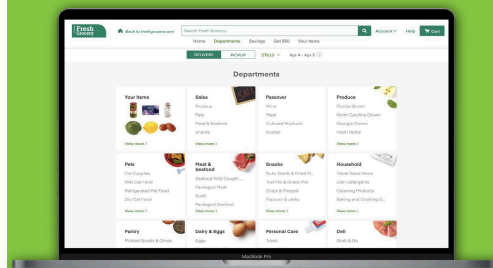
FAST FACTS

+11%

incremental year-on-year growth in online sales/GMV after launching Storefront Pro*

+5%

lift in 90-day user retention after switching to Storefront Pro, creating more loyal shoppers**



*Results based on YoY increase in GMV lift from sample of Instacart partners with full Storefront Pro features adoption 12 weeks post launch

**Results based on YoY increase in 90 day user retention from sample of Instacart partners with full Storefront Pro feature adoption 12 weeks post launch

SIGN UP FOR MORE INFORMATION

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

Contact Information: ProServices@UNFI.com

To discover our comprehensive portfolio of services, visit Services.UNFI.com or [view our brochure](#).

