

STORE-BRANDED GIFT CARDS

Turn Shoppers into Repeat Customers

Gift cards generate immediate revenue while driving future store visits. Whether used for holidays, birthdays, employee rewards, or local promotions, they keep your store top of mind and bring customers back.

UNFI's Gift Card Program offers a turnkey, cost-effective solution for retailers of all sizes, making it easy to launch and manage a successful gift card program

Retailer Benefits

- Drive sales and increase basket spend.
- Attract new customers through gift card gifting.
- Increase loyalty and repeat visits.
- Build brand awareness with custom-branded cards.
- Support promotions and community events.
- Grow corporate sales with employee and customer rewards.
- Sell year-round for holidays, birthdays, and special occasions.

Simply put, a custom gift card is more than a payment method. It's a marketing tool that drives revenue, attracts customers, strengthens your brand, and encourages repeat visits.

Store-Branded Gift Cards

- 3,000 minimum card order
- Approximate card cost is \$0.65 each
- Volume discounts available
- Stores must be on UNFI Payments (Fiserv) to qualify

RETAIL MARKETING



We know Retail. We know Merchandising. We know your store.

FAST FACTS

61%

The percentage of consumers who spend more than the value of their gift card when redeeming it.

\$29B

The amount U.S. consumers are expected to spend on gift cards during the holiday season.

Source: Capital One Shopping Research, Gift Card Statistics, 2026; National Retail Federation (NRF), Holiday Shopping Research, 2025.

SIGN UP FOR MORE INFORMATION

Some services may not be available in international markets.

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