

# DSD RETAIL PRICING SUPPORT

Save time and money by simplifying your Direct Store Delivery (DSD) pricing! We work with your vendors to ensure your DSD items, cost and allowances are kept current.

## Comprehensive Service includes:

- Includes national and local vendors, including beer, wine, spirits
- Base and promotional price support
- Base zone SRP, TPR and ad support
- Your custom pricing rules by vendor, category or item
- Custom shelf labels and talkers through UNFI or self-print
- POS support is available
- Access and download your data from anywhere at anytime

## TESTIMONIALS

“ We have been using the UNFI DSD Program for several years now and it has streamlined our pricing procedures. We have seen a marked increase in pricing integrity and a considerable decrease in our labor costs. We are very pleased with the program.”

Okie's Thriftway Market,  
Ocean Park, WA

“ As a manager at Harvest Market, I've been extremely pleased with the performance of UNFI DSD program as it has been a great asset to our business. The system has been incredibly helpful in keeping our shelves stocked and ensuring price integrity. It's also been incredibly versatile, allowing us to search our DSD portfolio quickly and easily. It has enabled us to stay competitive in the market and provides us with a great level of accountability. We highly recommend UNFI DSD Program to any store looking for a reliable and competitive pricing program.”

Harvest Market,  
Vancouver, WA

## SIGN UP FOR MORE INFORMATION

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

Contact Information: [Penny.L.Wetmore@UNFI.com](mailto:Penny.L.Wetmore@UNFI.com)

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

## RETAIL PRICING



## WHY CHOOSE UNFI?

- Over 20 years expertise supporting retailers with their DSD pricing
- Keep up with changing DSD costs and allowances
- Effectively manage DSD price image and gross profit objectives
- Provide uniform shelf labels
- Suite of retailer-specific tools including base & TPR review and store authorized price lists

**UNFI**   
PROFESSIONAL SERVICES