

DISCONTINUED TALKER PROGRAM

Simplify Markdowns. Clear Shelves Faster. Make Room for What's Next.

The Discontinued Talker Program gives retailers an effortless, automated way to discount and move discontinued items. Simply choose a preset markdown percentage, customizable by department, and the system will apply the savings and produce a clear, attention-grabbing shelf talker to help move product quickly.

This program streamlines markdowns, clears out slow moving or outdated inventory, and keeps shelves ready for high demand new items. By automating discounting and communication at the shelf, retailers save time while improving product movement and operational efficiency.

HOW IT WORKS

- Pre-select your discount for discontinued items (Example: Grocery at 20%, GM/HBC at 30%.)
- When UNFI discontinues an item from the warehouse, the system:
 - Automatically applies the markdown
 - Generates a Discontinued Auto TPR
 - Prints a discontinued shelf talker with your chosen discount

SHELF TALKER FEATURES

- Available in various color options for strong in-aisle visibility
- The talker displays
 - Discounted price
 - Savings amount
 - Optional custom messaging (e.g., Clearance, Quick Sale)
- Prints without a barcode to prevent accidental reordering

RETAILER BENEFITS

- Faster sell through on discontinued merchandise
- Better shelf space utilization for new, high demand items
- Reduced risk of replenishing discontinued SKUs
- Efficient, automated process – no manual markdowns required

[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](#).

RETAIL PRICING



WHY CHOOSE UNFI?

- UNFI Retail Pricing brings deep market expertise and advanced tools to help streamline pricing workflows, reduce manual effort, and strengthen margins.
- Our services are designed to help retailers create consistent, data-driven pricing that supports both competitiveness and profitability.