

PRICE MANAGEMENT FOR NATURAL DCs

NEW! Price Management for Retailers Purchasing from Natural Distribution Centers

UNFI Retail pricing now offers a flexible Price Management solution for retailers purchasing UNFI Natural products shipped directly from UBS and WBS distribution centers.

Whether you want simple item-level control, system generated SRPs, or a robust, data driven pricing strategy with competitive intelligence, UNFI has an option that fits your business.

RETAILER BENEFITS

- **Consistent price strategy on all your UNFI-purchased products:** UNFI systems can calculate SRP based on your store's pricing strategy, including department, category, sub-category margin goals, competitor indexing, and product-line pricing.
- **Flexible price control:** UNFI provides a system-generated SRP, but retailers maintain full flexibility. You can override the SRP at the item level to apply your own pricing structure whenever needed.
- **Enhanced profitability and margin strategy:** By combining market data with your pricing rules, our pricing models help improve competitiveness and support long-term margin growth.
- **Ability to support complex or simple pricing strategies:** Our service adapts to your operational style and evolves with your needs – supporting growth, reducing workload, and reinforcing margin strategy at any level.
- **Reduced manual workload and operational strain:** Our tools and processes minimize the time spent managing pricing updates, giving your team more room to focus on merchandising, operations, and customer experience.
- **Clear visibility of SRP across all UNFI systems – invoices, catalogs, reports, myUNFI/iUNFI:** This ensures pricing clarity throughout your purchasing and operational workflows.
- **Opportunity to scale up as your business grows:** As your needs change, seamlessly move into more advanced or enhanced service offerings without disrupting your store's existing processes (e.g., adding competitive indexing, item-level analytics, and dedicated analyst support, etc.).

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.

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SERVICE LEVELS

Price Override Access (NEW)

An entry-level option for retailers who want direct item-level price control.

Includes:

- Item-level SRP overrides
- SRPs visible on invoices, catalogs, reports, and myUNFI / iUNFI
- No margin rules or automated pricing logic

Best for retailers wanting essential control with minimal setup.

Price Management

SRPs automatically calculated based on your margin strategy, with the flexibility to override at any time.

Includes:

- Margin-based SRPs at Department, Category & Sub-Category levels
- SRPs visible on invoices, catalogs, reports, and myUNFI / iUNFI
- Item-level SRP overrides
- Support from UNFI's Retail Pricing Team

Best for retailers needing both automation and control.

Analyst-Supported Price Management

A more advanced, data-driven program with dedicated, strategic support.

Includes:

- Dedicated UNFI Pricing Analyst
- Product-level Gross Margin Rules
- Competitor-indexed pricing
- Enhanced reporting and insights

Best for multi-store operators or retailers seeking a fully supported pricing strategy.

GETTING STARTED

- Contact your UNFI Account Manager, who will engage your regional UNFI Retail Pricing experts
- We take a consultative approach to understand your business needs and your current pricing strategies to ensure program success

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

FAST FACTS

4500+

retail customers utilize UNFI Retail Pricing services.

70+

retail pricing experts nationwide, leveraging their combined 450+ years of pricing experience to support our customers.

