

RETAIL PRICING SERVICES

Struggling with pricing, margin goals or labor challenges?

UNFI's Strategic Retail Pricing team offers tailored services to help retailers boost sales and profits. With proven tools and market expertise, we streamline pricing, cut manual work and reduce costs—all to drive efficiency and strengthen margins.

PRICE MANAGEMENT SERVICES

SRP ZONES

Our SRP zones offer a range of suggested retail pricing choices. Each zone is price-modeled to achieve a targeted gross profit at the department, category and sub-category level.

Zones are based on:

- Item and category strategy
- Competitive information
- Vendor cost changes
- Psychological pricing
- Price points
- Our pricing experience

CUSTOMIZED RETAILER INDIVIDUALIZED PRICING (CRIP)

The CRIP program is designed to give you the flexibility to override UNFI SRP zone pricing to establish your own item-level price structure.

CUSTOM PRICE TAGS AND PRINTING SOLUTIONS

This program simplifies price tag printing with flexible solutions, from full-service printing to in-store options. Shelf Talker colors and text can be customized to match your store's brand image and color scheme, giving you a consistent, professional look across all tags.

ELECTRONIC SHELF LABELS

All-in-one solution for cutting-edge technology on your shelf, giving you more control over your pricing strategy and reducing labor costs.

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WHY CHOOSE UNFI?

- UNFI Retail Pricing helps you effectively manage your pricing strategy—with less labor and more efficiency.
- We offer several tools and services—proven to deliver measurable results—that provide customization and flexibility to help you maximize sales and profit.

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NEW AND DISCONTINUED ITEM TALKERS

This program allows you to showcase new items in your stores with New Item Talkers as the items become available through the warehouse. The Discontinued Auto TPR program automatically reduces the SRP based on your pre-established parameters on items that are discontinued from the warehouse.

COMPARE AND SAVE

This program is designed to generate shelf talkers for UNFI's Private Brands items against equivalent national or regional items.

Retailers can leverage this program to draw shoppers' attention to the value of the Private Brand's products while driving improved profitability.

SIL HOST/DATA EXCHANGE

Host Service modernizes the pricing process while saving time and labor for the store. The user-friendly software removes manual price entry, cutting errors and labor costs.

Data exchange allows outbound and inbound file delivery via SV Wire, manual or automated. Outbound transactions include Advanced Ship Notice, Invoices, Credit/Debit Memos, Statements, Item Maintenance, Competitive Data and Item Refresh. Inbound Transactions include CRIP, Purchase Flag, Item Authorization, Shelf Label Maintenance and Product Department Overrides.

ADDITIONAL PRICE MANAGEMENT SERVICES

- Labels by Aisle
- Multiple Shelf Labels
- Custom Label Size
- Item Authorization Program
- Tiered Pricing
- Pass On Allowance (POA/TPR)
- Ending Allowance Report
- Purchase Flag Support
- STEP - Strategic Tool to Enhance Pricing
- RSVP - Retail Shelf Verification Program
- In-Store Printing Options
- Enhanced Labels w/ Healthy Attributes, QR Codes

RETAIL PRICING

FAST FACTS

4500+

retail customers utilize UNFI Retail Pricing services.

70+

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

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](#).

