

# G.O.T. SHRINK

**“You can’t fix a problem if you don’t know what the problem is.”**

- Jackie Lawrence, Owner of Mac’s Fresh Market, Monroe, LA

Spoilage, out of date, damage, donations, theft, in-store use... it’s all shrink. How much does shrink cost your store(s) today? Pre-pandemic shrink consumed 2-3% of a typical grocer’s revenue. Post-pandemic, consumer behaviors are shifting faster than ever, potentially increasing a store’s shrink right under their nose. Sure, shrink should be controlled. But where does a retailer even begin?

## G.O.T. Shrink

G.O.T. Shrink is a simple to use program for grocery retailers to track & monitor shrink in their stores. A handheld scanner allows employees to scan or enter shrink on ANY product in the store. Automated reporting gives management visibility to where they’re losing money due to shrink, so management can begin to control it. With G.O.T. Shrink stores throw less product out, and bring more money in.

## Benefits

- Reducing shrink increases profit
- Generate less waste, reduce your environmental impact
- Use G.O.T. Markdown program to sell potential shrink & mis-pick items increasing sales instead of spoilage
- Donation data is captured to support tax records
- Delight shoppers with a bargain & brightly colored markdown labels
- For stores using G.O.T. Meat Grind, a separate handheld is deployed for sanitary and convenience reasons.

## RETAIL TECHNOLOGY



## WHY CHOOSE UNFI?

- Trusted partnership between G.O.T. and UNFI.
- Online access to custom queries of shrink & markdown transaction data - FREE for UNFI retailers only.
- G.O.T. expertise and knowledge of grocery industry, and outstanding customer service.
- Simplified billing via UNFI’s automated bill-thru.

# G.O.T. SHRINK

## HOW IT WORKS

1. Scan all products considered Shrink. Select a "Reason Code" on the G.O.T. handheld that best describes what type of shrink it is (In-store Use, Store Transfers, Damage, Out of Date or Insurance Claim). The reason code selected will show up in G.O.T. reporting.
2. Print Markdown labels on-demand in efforts to move discounted product quickly. Labels are perforated so they can be customized to fit any size product from small spice bottles to large family pack meat.



3. Dock the scanner in the G.O.T. supplied cradle to submit your shrink data.
4. Review your Shrink & Markdown reports, emailed to you daily and weekly.
  - PDF & Excel formats are available
  - Generated at UPC/PLU, dept, store, or group level for management analysis & decision making
  - Many retailers import electronic files w/markdown & shrink data into their financial & category analysis systems.

## Requirements:

- Weekly POS file from each store
- G.O.T. accepts files from any POS system
- Hard wired Ethernet and cables for connecting G.O.T.'s cradle / scanner.

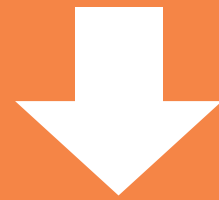
Source: [www.mckinsey.com/industries/retail/our-insights/beating-the-shrink-on-grocery-shelves](http://www.mckinsey.com/industries/retail/our-insights/beating-the-shrink-on-grocery-shelves)

## RETAIL TECHNOLOGY

### FAST FACTS

# 2-3%

Pre-pandemic, shrink consumed 2-3% of a typical grocer's revenue<sup>1</sup>



Reducing shrink reduces your store's impact on the environment

### TESTIMONIALS

“ It breaks my heart that we have perfectly good product that we're throwing into the trash when there's so many people in need. With G.O.T.'s help we have a way to identify how much product we have, notify the food banks quickly, pull that product & freeze it because now we know that someone is coming. We now have tracking to know this store has "x" amount of product and someone can come pick it up.... We love to see that [our] products can help the community. ”

**John Stanze** - Director of Operations, Cosentino's Food Markets, Prairie Village, KS

## SIGN UP FOR MORE INFORMATION

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

Store Name: \_\_\_\_\_ Store #: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact: [PSsales@unfi.com](mailto:PSsales@unfi.com)

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