

RETAIL EXECUTION

Our merchandising representatives can work directly with you in your store to implement assortment and planogram recommendations.

We offer 4 levels of service to make your store more profitable:

- **Level I: Information Only**
- **Level II: Ongoing Support**
- **Level III: Annual Refreshes**
- **Ad Hoc: One-Time Projects**

LEVEL I BASE PROGRAM INFORMATION ONLY

- Access to planograms
- Access to cycle packets
- Spectra summary

LEVEL III ANNUAL REFRESHES

LEVEL I INFORMATION PLUS:

- Shelf Management Representative support
- Center-store refresh (2-3 day project)

LEVEL II ONGOING SUPPORT

LEVEL I INFORMATION PLUS:

- Shelf Management Representative support
- In-store cycle packet labor support
- Center-store resets

AD-HOC ONE-TIME PROJECTS

LEVEL I INFORMATION PLUS:

- Shelf Management Representative support
- Third-party labor assisted
- Project length dependent on retailer needs

SHELF SERVICES



WHY CHOOSE UNFI?

UNFI Retail Execution offers a variety of flexible program models to fit your needs:

- **Information only** helps support item assortment decisions and planogram flow.
- **Bi-weekly labor support** to update new items and make category updates.
- **Center-store reset** activity to keep you on pace with trends.

FAST FACTS

13.9%

growth for sparkling carbonated water in UNFI supplied retailers.

Store # : _____		Maintained By : CABT	
Project # : MAINT	Activity Type :	Completed By :	Hours to Set :
Business Support Manager : M HIGH	Shelf Changes : No	Traffic flow : Left-right	Date Effective : 2/14/2017
Schematic Analyst : C PETERSON	Special Fixture : No	SKU COUNT : 83	Date Modified : 1/25/2017
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RETAIL EXECUTION

Qualifications Required for Level III/Annual Refresh Program:

- Minimum three-year commitment required
- Retailer commits to New Item/Speed to Shelf of Tier 1 launches
- Counseling by Shelf Management Representative
- Limited 2-3 day full store refresh
 - Refresh executed once per year
 - Center store refresh (Grocery, Frozen, Dairy and GMHBC)
 - All Center store departments reset at same time
- Shelf Management Representative led reset
 - 3rd-Party Labor resource assisted
- Refresh focus on optimizing item assortment
 - New items
 - Key items



SHELF SERVICES

TESTIMONIAL

“ [Retail Execution] was an entirely new concept for our organization just one short year ago. Leveraging UNFI’s team of professionals, coupled with the robust functionality of JDA, has quickly propelled us from an organization with no formal [shelf management] process to an organization that rivals many best in class operators.

John and his team exemplify how a true partnership can be a win-win. Not only are we beginning to see positive results to our bottom line, our merchandising and store teams are viewing assortments through a more strategic and profit-oriented lens.

Had we decided to strike out on our own, our path to success would likely have taken multiple years with greater risk in order to achieve the benefits that we are already seeing today. ”

Rick Baranczyk
Skogen’s Festival Foods

SIGN UP FOR MORE INFORMATION

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

Contact Information: PSSales@UNFI.com

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

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PROFESSIONAL SERVICES