

# BLACKHAWK MALL GIFT CARDS

Every card tells a story™. At Blackhawk Network, they believe there's a story that goes with every card distributed. By providing convenient access to the brands consumers love, Blackhawk makes it easier to share meaningful gifts with family, friends and colleagues on any special occasion.

## Blackhawk Network

Your customers aren't just buying gift cards—they're celebrating a birthday with a loved one, showing a neighbor how much they care or patting an employee on the back for a job well done.

Blackhawk carries an unmatched selection of gift cards from over 350 premium brand partners. Offered in a range of denominations, the cards can be used online, on location or at the issuing retailer.

Custom Blackhawk displays hold a wide range of card offerings in a convenient small-footprint making it easy to adapt to any size store. This innovative program provides a turnkey solution for increasing customer traffic and basket size while delivering one of the store's highest profits per square foot—without any additional inventory cost.

This program also offers retail partners a flexible merchandising option, allowing them to tailor the brands and products they feature to closely match the demographic profile of their customers and store locations.

## Benefits

- Allows independent grocers to compete with national chains
- Increases same store revenue
- Increases basket size
- Increases customer shopping frequency
- DSD Program – minimum labor required
- Additional service offering to maintain current customer base and attract new ones
- No cost to inventory; cash flow positive
- One of the highest sales per sq. foot items in the store
- Proven program with “Best Practices”

## CONSUMER SERVICES



## WHY CHOOSE UNFI?

Leverage UNFI's relationships with industry-leading vendors & buying power to receive quality products at cost-effective pricing.

UNFI's Blackhawk partnership allows us to offer in-store merchandising support, at no cost to retailers.



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## Implementation

A UNFI Technology Specialist will assist the store with the following implementation process:

- Blackhawk agreement and paperwork
- Define activation method
- Attend Blackhawk conference calls
- Installation
- Test mall gift cards
- Train store Project Manager

## Requirements

- Complete and sign the Non-Disclosure Agreement and Customer Information Form
- Define activation method – POS or Payment in a Box (PIB)
- Complete and sign contracts, ACH agreement, and side letter acknowledgments.
- Assign Project Manager for each store/chain
- Schedule and conduct Employee training

## CONSUMER SERVICES

### FAST FACTS

# #2

sale segment in dry goods is occupied by gift cards - behind carbonated soft drinks

# \$301

annual gift card spend by the average consumer

# 43%

of card purchasers said they came to the store specifically to purchase gift cards

### TESTIMONIALS

“ Blackhawk Gift Mall has been popular with our customers. We have seen tremendous growth the last few years with gift card sales nearly tripling. Ongoing merchandising support has been a great benefit, it allows our stores to stay updated on product changes while promoting brand awareness.”

Angel Gonzalez  
Retail Systems Manager  
Superior Grocers

### 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: Norm.P.Neike@UNFI.com P: 952-906-6618

**UNFI**   
PROFESSIONAL SERVICES