

UNFI DIGITAL AD NETWORK

GET BETTER DEALS FROM THE UNFI DIGITAL AD NETWORK

Finally, independent retailers can leverage the power of UNFI's scale to receive exclusive digital discounts and content from top CPG companies for your shoppers. When you become part of the UNFI Digital Ad Network, you'll join a growing list of over 900 independent retailers who are providing greater value for their shoppers through digital promotions and content.

WHO CAN PARTICIPATE?

If you use one of UNFI's digital platforms for your website, e-commerce, social media, email marketing, loyalty programs, in-store kiosks, or digital coupons, you're already eligible to receive offers from participating CPG companies.

Not using UNFI for your digital marketing efforts? We have a wide selection of digital options to choose from and can find the best solution for your business.

RETAILER BENEFITS

- Exclusive access to valuable discounts and promotions from leading CPG suppliers
- Digital discounts and promotions from UNFI Brands+
- "Digital Deals" added to your weekly ad planner from UNFI Merchandising
- Access to fresh digital content for banner ads, promoted products, and search results
- Drive in-store and online sales with more value for your shoppers
- Engage your digitally savvy shoppers with unique content and savings

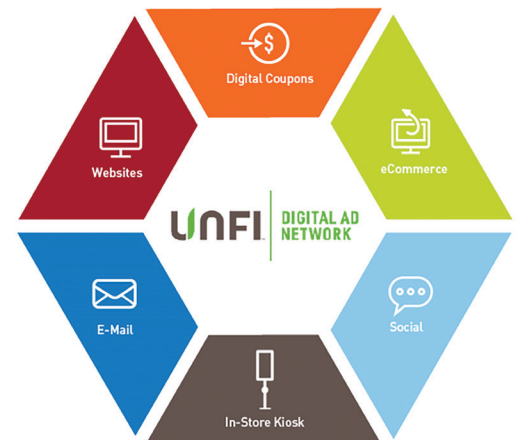


RETAIL MARKETING



WHY CHOOSE UNFI?

- Leverage UNFI's power of scale to drive more value
- We negotiate with CPG companies on your behalf for the best deals and promotions for your shoppers
- Get exclusive offers on UNFI Brands+ items



UNFI DIGITAL AD NETWORK

THE POWER OF SCALE

CPG companies once had difficulty delivering independent retailers digital discounts and promotions because of the singular, unconnected digital platforms they operated. UNFI's Digital Ad Network allows smaller retailers to join forces and utilize the network to encourage CPG companies not to overlook an important segment of their business: the independent retailer.

THE BEST PART?

There's no additional cost to you! The more the network grows the better offers and promotions we'll be able to negotiate.

HOW DO YOU BECOME A PART OF THE UNFI DIGITAL AD NETWORK?

Simply let us know you're interested!

savings FROM OUR family TO YOURS!

SMUCKER'S

▶ **LEARN MORE**

AVAILABLE AT SELECT STORES

mix & match GROCERY REWARDS

POWERED BY **fetch** REWARDS

EARN UP TO **\$20 IN GIFT CARDS*** WHEN YOU BUY UNILEVER PRODUCTS

Offer Valid Dates: 11/7-11/20. *See www.unilevergroceryrewards.com for full details. Available at Select Stores.

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MAKE YOUR MOVE *with aisles of smiles*

MDA Muscular Dystrophy Association

Learn more at unficampaigns.com. Available in select stores.

LEARN MORE

RETAIL MARKETING

FAST FACTS

2 MILLION

Weekly consumer impressions on the UNFI Digital Ad Network

350K

Subscribers to email marketing

500K

Impressions on Social Media

CPG Companies that Participated in 2021

- Unilever
- Kellogg's
- Johnson & Johnson
- Acosta & MDA
- ConAgra
- Kraft
- Smuckers
- Clorox
- UNFI Brands+
- And more...

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UNFI 
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