

# FRESHOP ONLINE SHOPPING

More consumers are turning online for their shopping than ever before. You can capitalize on this shift by providing an intuitive grocery website that's an extension of your in-store experience. Offer customers online ordering, list building, and more with websites and apps that make shopping simple and convenient, any time of day.

## WHY FRESHOP?

Freshop will help your business reach new heights with increased basket sizes, stronger brand loyalty, and enhanced customer satisfaction. They offer list building, Click & Collect, and Delivery functionality, without requiring a percentage of sales revenue or long-term commitment. Freshop's goal is to empower your business with the tools to compete in today's digital grocery marketplace. And you're not alone. Their approachable team will walk you through the whole process, and continue to support you in managing your customer experience.

With a wide range of features, integrations, and customizations, Freshop is the top choice for retailers ready to grow online.

Manage your online store in one administration portal and leverage your store-branded website to strengthen customer confidence. Experience increased efficiency across workstreams with seamless integration with major POS, loyalty, and coupon programs.

CONSUMER  
MARKETING  
+ DIGITAL

freshop  
Easy Online Groceries

E-COMMERCE

SCAN + GO

CLICK & COLLECT

DELIVERY



## CONTACT YOUR CONSUMER MARKETING ACCOUNT MANAGER

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

<b>Pacific Region</b>	Terry Stadheim   Terry.J.Stadheim@UNFI.com
<b>Central Region</b>	Dave Haworth   William.D.Haworth@UNFI.com
<b>Southeast Region</b>	Lee Cox   Lee.M.Cox@UNFI.com
<b>South Region</b>	Rafael Ventura   Ralph.Ventura@UNFI.com
<b>Atlantic Region</b>	Lisa McDonald   Lisa.H.McDonald@UNFI.com

UNFI   
PROFESSIONAL SERVICES

# FRESHOP ONLINE SHOPPING

**CONSUMER  
MARKETING  
+ DIGITAL**



### LIMITED ONLINE GROCERY WEBSITE WITH LIST BUILDING

**\$300** per store, per month

Includes all features listed above  
except checkout

### LIMITED ONLINE GROCERY WEBSITE WITH IMAGE ONLY CIRCULAR

**\$100** per store, per month

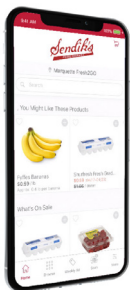
Includes all features listed above  
except checkout & product catalog

### LIMITED ONLINE GROCERY WEBSITE WITH STORE FINDER

**\$50** per store, per month

Includes all features listed above  
except checkout, product catalog  
& image only circular

### WHITE LABEL APP



NO SETUP FEE  
for UNFI Retailers

**\$50**  
per store,  
per month to update

**\$25**  
per store, per month  
for list building

## FULL STORE FRESHOP LICENSE

**\$600** per store, per month

Your online grocery website with features including:

- Full store products
- Shopping list building
- Honest Green
- Catalog of product images
- Recipes
- & more
- Clickable circular\*
- Store finder

### WEBSITE DESIGN

- Integrate Freshop into the site
- Tie PLU/variable weight UPCs to Freshop's product catalog
- Google Analytics Integration
- Up to four hours of web training for fulfillment and site management
- Make a good faith effort to follow the Web Content Accessibility Guidelines (WCAG) 2.1

### THEMED WEBSITE

**\$2,500**

per banner, regardless of store count

- Existing Freshop template customized using Licensee's input
- File setup & remote implementation

### FULL CUSTOM WEBSITE

**\$12,500**

- Design and develop a new website using Licensee's design input
- File setup & remote implementation

### HOSTING

**\$50** per five stores,  
per month

### CLICKABLE CIRCULAR\*

**\$12.50** per  
unique page

### STORE RESPONSIBILITIES

In order to ensure a timely and successful launch of your new online grocery website in partnership with Freshop you must:

- Designate a single point of contact to coordinate project details
- Provide logo, colors and store info
- Connect Freshop with contacts for data and integrations (POS / price files, Ad files, Digital Coupons, Loyalty provider)
- Configure your store products using Freshop admin tools (Deli, Meat, etc.)
- Attend online website & admin training (Estimated 4 hours total)

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