

CIRCULAR PRINT & PRODUCTION

UNFI offers a variety of circular ad programs designed to fit specific needs of both conventional & discount format stores. Hopefully you have heard the adage “Print is not dead!”, and we agree. Let us demonstrate how we make print work for you.

QUALITY AT AN ECONOMICAL PRICE

Using scale and buying power, we are able to leverage our total print volume to obtain highly economical pricing. We pass these savings on by coupling higher quality printed materials with lower per-piece pricing. We partner with strategically-sourced printers across the country. These production facilities are full-service, and able to offer creative, design, and production services. Each features a robust photo library to offer professional-quality advertising materials.

FLEXIBLE AND CUSTOMIZABLE

Many retailers choose to join one of our twelve (12) ad groups, each offering a 52-week ad calendar. Based on your geography, we may offer 2, 4 and 6 page circulars, in a multitude of formats, including inserts and gatefolds. However, if you're primarily interested in a custom ad, we can create a custom ad for your store.

CREATIVE & DESIGN SERVICES

Along with weekly circulars, our production partners offer creative & design services. Work with them to create in-store flyers, shelf or aisle signage, posters, ROPs, and full branding/identity decisions.

PROFESSIONAL SUPPORT

The Consumer Marketing team is here to help support your marketing needs. Our account managers offer numerous years of experience in the industry, and are ready to provide guidance or strategic planning. Meanwhile, coordinators are along with you with every change you make, helping execute your vision.

ADDITIONAL PRINT PROGRAMS

Other print mediums available to reach consumers include:

- \$AVE Coupon Books
- Holiday Entertaining Guide
- Targeted Direct Mail Programs
- In-Store POP & Signage



RETAIL MARKETING



WHY CHOOSE UNFI?

We are able to partner with printers, production facilities, and personnel across the country, outputting more than 11 million weekly grocery circulars for 2200 stores!

FAST FACTS

11M

Grocery circulars printed weekly for 2,200 stores

Leverages a nationwide network of printers to find solutions for every retailer.

Services include weekly ads, signage kits and custom in-store signage materials.

SIGN UP FOR MORE INFORMATION

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

Contact Information: Adrien.Goudreault@UNFI.com

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

